

# REQUEST FOR CHANGE IN UNDERGRADUATE PROGRAM

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SENATE COUNCIL

**General Information**

Program: Integrated Strategic Communication

Formal Option : (if applicable) Or Specialty Field (if applicable)

Department (if applicable): School of Journalism and Telecommunications

College (if applicable): College of Communications and Information Studies

Degree title: BA/BS ISC Bulletin pp.: 153

CIP Code: UK ID No.: HEGIS CODE:

Accrediting Agency (if applicable): Accrediting Council on Education in Journalism and Mass Communications

## PROPOSED CHANGE(S) IN PROGRAM REQUIREMENTS

**1. Particular University Studies Requirements or Recommendations for this Program.**

	Current	<i>Proposed</i>
I. Mathematics	USP Category I	<i>USP Category I</i>
II. Foreign Language	USP Category II	<i>USP Category II</i>
III. Inference-Logic	USP Category III	<i>USP Category III</i>
IV. Written Communication	ENG 104 or Honors	<i>ENG 104 or Honors</i>
V. Oral Communication	Suspended through Fall 2009	<i>Suspended through Fall 2009</i>
VI. Natural Sciences	USP Category VI	<i>USP Category VI</i>
VII. Social Sciences	USP Category VII	<i>UPS Category VII</i>
VIII. Humanities	USP Category VIII	<i>USP Category VIII</i>
IX. Cross-Cultural	USP requirement	<i>USP requirement</i>
X. USP Electives (3 must be outside the student's major)	USP requirement	<i>USP requirement</i>

**2. University Graduation Writing Requirement - select from approved courses.**

**3. College Depth & Breadth of Study Requirements (if applicable). Include particular courses required/recommended for this program.)**

**NOTE: To the extent that proposed changes in sections 2 through 6 involve additional courses offered in another program, please submit correspondence with the program(s) pertaining to the availability of such courses to your students.**

Current	<i>Proposed</i>
Minor required	<i>Minor required</i>
MKT 300	<i>MKT 300</i>
PHI 332	<i>PHI 332</i>

**4. Premajor or Preprofessional Course Requirements (if applicable)**

Current	<i>Proposed</i>
ISC 161, ISC 261 OR JOU 204, PSY 100, STA 200 OR 291	<i>ISC 161, ISC 261 OR JOU 204, PSY 100, STA 200 OR</i>

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## 5. Credit Hours

Credit Hours Required:	Current	25 (not incl. pre-major)	incl. pre-	Proposed:	27 (not including pre-major)
a. Total Required for Graduation	Current:	120		Proposed:	120
b. Required by level:					
100:	200:	300:		400-500:	
c. Premajor or Preprofessional (if applicable):		13		f. Hrs Needed for a Specific Option/Specialization (if applicable):	6
d. Field of Concentration (if applicable):		(Minor) 18-21		g. Technical or Professional Support Electives (if applicable):	
e. Division of Hrs b/w Major Subject & Related Field: (if applicable)				h. Minimum Hours of Free or Supportive Electives (required):	6

## 6. Major or Professional Course Requirements

Current	Proposed
ISC 311 (1 credit)	ISC 543 (3 credits)

## 7. Minor Requirements (if applicable)

Current	Proposed
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## 8. Rationale for Change(s): (If rationale involves accreditation requirements, please include specific references to those.)

We are proposing requiring a 3-credit course, ISC 543, which focuses on regulatory and ethical issues in Integrated Strategic Communication, in place of a 1-credit course, ISC 311, which focuses solely on ethics. We see three primary benefits to this change:

- 1) It will put more emphasis in the curriculum on both ethical and regulatory concerns, critical issues for our students to understand;
- 2) It will more closely align our curriculum with the expectations of our accrediting body, the Accrediting Council on Education in Journalism and Mass Communication, which includes understanding of both ethical concerns and relevant laws and regulations in the Professional Values and Competencies expected of all students in accredited programs (<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>);
- 3) It will give our students two additional credits at the 300+ level.

9. List below the typical semester by semester program for a major.

Current	Hours	Proposed	Hours
YEAR 1 - Fall		YEAR 1 - Fall	
ENG 104 or HON 101 or liberal arts elective	3-4	ENG 104 or HON 101 or liberal arts elective	3-4
MA 109 or MA 111	3	MA 109 or MA 111	3
PSY 100	4	PSY 100	4
Natural Science	3	Natural Science	3
Humanities	3	Humanities	3
	<hr/> 15-16		<hr/> 15-16
YEAR 1 - Spring		YEAR 1 - Spring	
ENG 104 or HON 102 or liberal arts elective	3-4	ENG 104 or HON 102 or liberal arts elective	3-4
PHI 120	3	PHI 120	3
Social Science	3	Social Science	3
Natural Science	3	Natural Science	3
Humanities	3	Humanities	3
	<hr/> 15-16		<hr/> 15-16
YEAR 2 - Fall		YEAR 2 - Fall	
Cross-cultural	3	Cross-cultural	3
STA 200 or 291	3	STA 200 or 291	3
Elective or HON 201	3	Elective or HON 201	3
Liberal arts elective	3	Liberal arts elective or HON 202	3
Liberal arts elective	3	Liberal arts elective	3
	<hr/> 15		<hr/> 15
YEAR 2 - Spring		YEAR 2 - Spring	
ISC 161	3	ISC 161	3
MKT 300	3	MKT 300	3
LIN 211 (BA) or MA/CS/STA (BS)	3	LIN 211 (BA) or MA/CS/STA (BS)	3
Minor requirement	3	Minor requirement or HON 202	3
PHI 332	3	PHI 332	3
	<hr/> 15		<hr/> 15

9. Semester Plans, continued

Current	Hours	Proposed	Hours
YEAR 3 - Fall		YEAR 3 - Fall	
ISC 261	3	ISC 261	3
Minor requirement	3	Minor requirement	3
Minor requirement	3	Minor requirement	3
upper LIN (BA) or MA/CS/STA (BS)	3	upper LIN (BA) or MA/CS/STA (BS)	3
Liberal arts elective	3	Liberal arts elective	3
	<hr/>		<hr/>
	15		15
YEAR 3 - Spring		YEAR 3 - Spring	
ISC 311	1	ISC 321	
ISC 321	3	First PATH course	
First PATH course	3	ISC 543 or JAT elective	
Minor requirement	3	Minor requirement	
Minor requirement	3	Minor requirement	
	<hr/>		<hr/>
	13		15
YEAR 4 - Fall		YEAR 4 - Fall	
Second PATH course	3	Second PATH course	3
JAT elective	3	ISC 543 or JAT elective	3
JAT elective	3	JAT elective	3
Minor requirement	3	Minor requirement	3
Minor requirement or liberal arts elective	3	Minor requirement or liberal arts elective or MA/CS/STA (for BS)	3
	<hr/>		<hr/>
	15		15
YEAR 4 - Spring		YEAR 4 - Spring	
ISC 491	3	ISC 491	3
JAT 399	3	JAT 399	3
JAT elective	3	ISC 543 or JAT elective	3
Liberal arts elective	3	Liberal arts elective	3
Liberal arts elective	3	Liberal arts elective	3
	<hr/>		<hr/>
	15		15

Total Hours: 120

Total Hours: 120

**10. Signatures of Approval:**

February 25, 2008

DATE of Approval by Department Faculty

February 28, 2008

DATE of Approval by College Faculty

\*DATE of Approval by Undergraduate Council

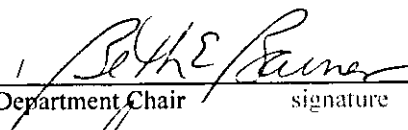
\*DATE of Approval by Graduate Council

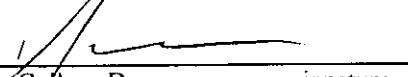
\*DATE of Approval by Health Care Colleges Council  
(HCCC)

\*DATE of Approval by Senate Council

\*DATE of Approval by the University Senate

\*If applicable, as provided by the *University Senate Rules*.

Beth E. Barnes /   
printed name      Reported by Department Chair      signature

J. Y. Anderson /   
printed name      Reported by College Dean      signature

/  
printed name      Reported by Undergraduate Council Chair      signature

/  
printed name      Reported by Graduate Council Chair      signature

/  
printed name      Reported by Health Care Colleges Council  
Chair      signature

Reported by Office of the Senate Council

Reported by the Office of the Senate Council

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