Quarter: FALL   Year: 2015   Catalog: 2015-2016

Date Submitted to APGS:

The CSU Accessible Technology Initiative requires that all instructional materials be available in accessible formats. Departments will assure the instructional materials for the course will be accessible.

1. DEPARTMENT: [Name of department or program which will offer the course]: Communication

2. ALPHABETICAL PREFIX [All CAPS]: COMM   COURSE NUMBER: ______ 3560
   [Copy course number from course inventory. Check with Department chair, Dean/Associate Dean, or College Curriculum Coordinator.]
   
   FULL TITLE: Persuasion Theory and Practice
   [Copy exact title from course inventory. Check with Department Chair, Dean/Associate Dean, or College Curriculum Coordinator.]
   
   ABBREVIATED TITLE: Persuasion Theory and Practice   UNIT VALUE of course: ____ 4
   [Copy exact title from course inventory. Check with Department Chair, Dean/Associate Dean, or College Curriculum Coordinator.]

3. TYPE OF MODIFICATION: CATALOG DESCRIPTION
   [prefix, title, units, catalog description—see New Course Request for subcategories of the catalog description, and/or course inventory data. Changing a course number is not permitted. Instead, a New Course Request, using the new number and a Course Discontinuance Request, using the old number, must be submitted together.]

4. EXISTING PREFIX: ______ COMM
   
   EXISTING TITLE: ___________________________   PROPOSED TITLE: ___________________________
   
   EXISTING ABBREVIATED TITLE: ___________________________   PROPOSED ABBR. TITLE: ___________________________
   
   EXISTING UNITS: __________   PROPOSED UNITS: ______
   
   EXISTING COURSE INVENTORY DATA: __________   PROPOSED COURSE INVENTORY DATA: __________
   
   EXISTING/PROPOSED CATALOG DESCRIPTION: [Copy and paste in a separate document the existing catalog description and revise indicating deleted text using strikethrough (deleted text), and added text using underline (added text). For descriptions that are heavily revised, strikethrough the entire description (deleted description) and enter the new description underneath indicated by underline (new description).]
   
   Models of analyzing media designed to reinforce and/or shift attitudes, motivate action and gain compliance. Application through oral, written, and media
   Students will identify, examine, and apply theories of persuasive communication, including emphasis on cultural and diversity variables and emergent media and strategic applications. Applications will include oral, written, and media-driven formats.

5. EFFECTS, if any, on GENERAL EDUCATION-BREADTH REQUIREMENT(S), U.S. HISTORY-INSTITUTIONS REQUIREMENT, OR THE UNIVERSITY WRITING SKILLS REQUIREMENT. None
   [Is this course approved for an area of GE? if so, which one? Is this course approved for the Code Requirement or the University Writing Skills Requirement?]

6. JUSTIFICATION FOR/PURPOSE OF the proposed modification: [Why does this course need to be modified? How is this course currently being used in the major, option, minor, or certificate? Will the major, an option, a minor, or a certificate need to be revised as a result of the modification of this course?]
   
   THIS MODIFICATION MORE ACCURATELY REFLECTS WHAT IS BEING TAUGHT E.G. THEORIES OF PERSUASIVE COMMUNICATION EMPHASIZING CULTURAL AND DIVERSITY VARIABLES AND EMERGENT MEDIA AND STRATEGIC APPLICATIONS.
7. Is this course a requirement for a major that is a “similar” degree under the STAR Act (SB 1440)?  
   X Yes  No  
   [If Yes, explain how this modification will affect the “similar” degree agreement.]

   **THIS MAJOR IS APPROVED AS A “SIMILAR” DEGREE UNDER STAR ACT (SB 1440). ALTHOUGH THIS MODIFICATION CHANGES CONTENT AND FOCUS OF THIS COURSE IT WILL NOT AFFECT THE “SIMILAR” DEGREE AGREEMENT**

8. Does this modification affect this course’s Student Learning Outcomes (SLOs)?  
   Yes  X No  
   [List this course’s SLOs here and indicate where changes may have occurred.]

   Enter text here.

9. **RESOURCE IMPLICATIONS:**  
   [With the modification of this course, is there a need for additional student fees or other resources such as faculty, facilities, equipment, and/or library resources that will not be covered by the department budget.]

   **THIS MODIFIES A CURRENT COURSE AND IS RESOURCES NEUTRAL.**

10. **CONSULTATION** with other affected departments and program committee:

    a) The following department(s) has (have) been consulted and raise no objections:
       [If there were no objections to this curriculum request after listing it on the Curriculum Sharepoint site for five working days, type in the following: All Academic Departments and Programs at CSUEB were consulted using the Sharepoint Curriculum site and there were no objections.]

       Enter text here.

    b) The following department(s) has (have) been consulted and raised concerns:
       [If there were unresolved objections to this curriculum request after listing it on the Curriculum SharePoint site for five working days, indicate the objecting department or program below, along with the specific concern.  **If there were no unresolved objections, type in “None.”**]

       Enter text here.

11. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.

    Chair: Gale Young, Ph.D.  Date: 5/23/2014
    [Print name of Department Chair here. Chair shall sign a hard copy for the College Office files.]

12. Certification of **COLLEGE APPROVAL** by the dean and college curriculum committee.

    Dean/Associate Dean:  Date:  
    [Print name of Dean or Associate Dean here. A hard copy shall be signed for the College Office files.]