CALIFORNIA STATE UNIVERSITY, EAST BAY
REQUEST FOR APPROVAL OF REVISION OF THE
DEGREE PROGRAM/MAJOR IN ___COMMUNICATION_______
[Enter name of major as it shows in the current university catalog.]

Quarter: FALL     Year: 2015      Catalog: 2015-2016
Date Submitted to APGS: _____________

[Note: If you want to move an existing degree program to on-line, please e-mail Sue Opp, Associate Vice President, Academic Programs and Graduate Studies; and copy Tamra Donnelly, Academic Programs and Accreditation Specialist, Academic Programs and Graduate Studies, for additional instructions.]

1. Department: Communication ___________________

2. Full and exact title of Major including degree earned [e.g., English B.A.]:
   Communication B.A.

3. Purpose of the proposed revision: [Why does this major need to be revised?]
   To modify the “Media Production” Option title and required courses.

4. List of all program requirements including prerequisites and courses. A comparison of the existing and proposed portions of the program must be provided. This should be done by copying and pasting the existing catalog section(s) and revising by indicating deleted text using strikethrough (deleted text), and added text using underline (added text). For sections that are heavily revised, strikethrough the entire pertinent text section (text) and enter the new text underneath indicated by underline.
   Total required units in both old and new programs must be included even if there is no change.

Major Requirements (B.A.)

Because requirements are subject to change, consult an advisor in the Department of Communication for clarification and interpretation of your major requirements. The major in Communication consists of 52 units of core courses in communication, with an additional 44 units in one of two options for a total of 96 units; the B.A. degree requires a total of 180 units.

Required Core Courses (52 32 units)

- COMM 2201 Argumentation and Debate (4)
- COMM 2300 21st Century Communication (4)
- COMM 2320 Communication Writing and Design (4)
- COMM 3000 History and Criticism of Communication (4) *(if not used to satisfy a requirement in the Professional, Public and Organizational Communication or Media Production Options)*
  or COMM 3003 Philosophy and Theory of Communication (4) *(if not used to satisfy a requirement in the Professional, Public and Organizational Communication Option)*
- COMM 3002 Communication, Media and Culture (4)
- COMM 3004 Quantitative Communication Research Methods (4)
- COMM 3005 Qualitative Communication Research Methods (4)
- COMM 3107 Introduction to Organizational Communication (4)
- COMM 3510 Small Group Communication (4)
- COMM 3530 Interviewing Principles and Practices (4)
- COMM 4205 Ethics and Law in Communication (4)
- COMM 4300 Intercultural & International Communication (4),
  or COMM 4500 Gender Identity and Representation in Media (4)
- COMM 4510 Public Relations Theory and Practice (4)

**Options (44 units)**

Students must complete one of the two following options in addition to completing the prerequisites and required core courses listed above:

**A. Media Production Multimedia Journalism (44 units)**
- COMM 2200 Introduction to Journalistic Writing (4)
- COMM 3000 History and Criticism of Communication (4) *(if not used to satisfy a Required Core Course)*,
  or COMM 4150 Media and Government (4).
- COMM 3010 Intermediate News Writing and Editing (4)
- COMM 3100 Introduction to Professional Video Production (4)
- COMM 4006 Intermediate Video Production (4)
- COMM 4890 Senior Project: Media Production (4)

Workshop Lab (Practicum): Select four courses (8 units) from the following:
- COMM 3220 Media Workshop: Print (2)
- COMM 3221 Media Workshop: Magazine and Feature Writing (2)
- COMM 3222 Media Workshop: Editorial and Opinion Writing (2)
- COMM 3223 Media Workshop: Advertising and Public Relations (2)
- COMM 3224 Media Workshop: Internet (2)
- COMM 3232 Media Workshop: Video/Documentary (2)

**Electives (12 units):**
Courses may be taken within or outside the COMM department. Approval of advisor required.

**Required Media Production Studies (12 units):**
- COMM 2400 Introduction to Journalism (4)
- COMM 2410 News and Media Literacy (4)
- COMM 2430 Photojournalism and Visual Storytelling (4)

**Required Media Production Skills (28 units):**
- COMM 2420 Writing Across Platforms I (4)
- COMM 2710 Video/Audio Production I (4)
- COMM 2800 Techniques in Research, Reporting and Interviewing (4)
- COMM 3420 Writing Across Platforms II (4)
- COMM 3440 Pioneer Print News Production (4)
- COMM 3710 Video/Audio Production II (4)
- COMM 3720 Pioneer Video/Audio News Production (4)
Media Concentration Electives (4 units): Select 4 units from the following

- COMM 2600 Documentary Film Studies (4)
- COMM 2898 Media Internship (2)
- COMM 3450 Pioneer Print: Writing Blog (1)
- COMM 3451 Pioneer Print: Writing the Magazine Story (1)
- COMM 3452 Pioneer Print: Writing the Profile (1)
- COMM 3470 Pioneer Media Production Services (1)
- COMM 3640 Documentary Film: Researching the Documentary (1)
- COMM 3641 Documentary Film: Pre-Producing Documentary (1)
- COMM 3642 Documentary Film Production (1)
- COMM 3740 Pioneer Video/Audio: News Package (1)
- COMM 3741 Pioneer Video/Audio: Magazine Feature (1)
- COMM 3742 Pioneer Video/Audio: Two-Part Series (1)
- COMM 3740 Pioneer Video/Audio: News Package (1)
- COMM 3741 Pioneer Video/Audio: Magazine Feature (1)
- COMM 3742 Pioneer Video/Audio: Two-Part Series (1)
- COMM 3850 Production Practicum (1)
- COMM 4150 Media and Government (4)
- COMM 4899 Senior Portfolio (2)

B. Professional, Public and Organizational Communication (44 units)

- COMM 3000 History and Criticism of Communication (4) *(if not used to satisfy a Required Core Course)*
- COMM 3003 Philosophy and Theory of Communication (4) *(if not used to satisfy a Required Core Course)*
- COMM 3204 Reason in Controversy (4)
- COMM 3560 Persuasion Theory and Practice (4)
- COMM 4107 Relational Communication in Organizations (4)
- COMM 4207 Organizational Transformation (4)
- COMM 4520 Advertising Form and Function (4)
- COMM 4880 Conflict Management (4)
- COMM 4885 Senior Project: Professional, Public and Organizational Communication (4)

Electives (12 units):
Courses may be taken within or outside the COMM department. Approval of advisor required.

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**Total Units required:**

| Old Program: 96 | New Program: 96 |

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5. Effects, if any, on the departments Program Learning Outcomes. [Will this revision result in any changes to your Program Learning Outcomes?]

Not at this time

6. List of **New Course**, **Course Modification**, and **Course Discontinuance Requests**, if any, submitted along with this proposal (Be sure to include all such course proposals and list in the following format, “ABCD 1234, Introduction to Curriculum (4) – New):
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>New</th>
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<tr>
<td>COMM 2400</td>
<td>Introduction to Journalism</td>
<td>4</td>
<td>New</td>
</tr>
<tr>
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7. Is this major approved as 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 the START Act (SB 1440). Although the modification of the Options makes changes on the contents and focus of the curriculum, transfer students with a “similar” AA degree will be able to complete the B.A. degree within the limit of 90 units after transferring to CSUEB. New TMC agreements will need to be made once this proposal is approved. Students who have been already transferred with a “similar” AA degree will receive appropriate substitution so that all their approved courses meeting the COMM major requirements in the existing TMC will be fully recognized toward their completion of the major requirements.

8. RESOURCE IMPLICATIONS of the proposed revision, if any: [Include the need for student fees and other resources such as faculty, facilities, equipment, and library that will not be covered by the department budget. List all resources needed for the first five years beyond those currently projected, including specific resources, cost, and source of funding.]

   None. The revised curriculum of the Option has the same unit requirements as the existing version, both requiring 44 units. The budget analysis of this proposal by the College office indicates that this modification will reduce the cost as compared to the existing version, since the new version has some large sized courses and the other courses with reduced K-factor as compared with the existing version. New courses will be developed by the regular faculty, and all courses will be taught by the faculty teaching in the Communication Department

7. Relationship of Revised Program to requirements for teaching credentials, accreditation and/or licensing, if any:

   None

8 CONSULTATION with other affected departments and program committee:
a) The following department(s) has (have) been consulted and raise no objections:

All Academic Departments and Programs at CSUEB were consulted using the Sharepoint Curriculum site and there were no objections.

b) The following department(s) has (have) been consulted and raised concerns:
None.

9. Certification of DEPARTMENT APPROVAL by the chair and faculty.

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

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

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