REQUEST FOR APPROVAL OF NEW OPTION OR MINOR IN Strategic Communication

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

1. Department: Communication
   [Enter name of department or program which will offer the new Option or Minor].

2. Full and exact title of the Option, along with the degree and major program which it will be offered:
   Communication and Media Studies Option, B.A. Communication

3. Full and exact title of the Minor:
   For example, Minor in Creative Writing.

4. Options or Minors already existing under the major program for which the new aggregate of courses is proposed.
   Multimedia Journalism Option; Strategic Communication Option

5. Purpose of the proposed aggregate of courses [Why does the department need this new Option or Minor? Will there be any effect on the other programs in your department as a result of this new Option or Minor?]:
   To meet the industry demands in the evolving communication area of study.

6. List of all requirements including the courses, by catalog prefix number, title, and units of credit, as well as total units to be required under the proposed option or minor.

   Communication and Media Study (44 units)

   Required Courses (36 units):
   - COMM 3000 History and Criticism of Communication (4)
   - COMM 3030 Persuasion in Media (4)
   - COMM 3050 Communication of Difference (4)
   - COMM 3300 Critical/Cultural Studies (4)
   - COMM 4001 Film, Communication, and Culture (4)
   - COMM 4250 Cultures of Computing (4)
   - COMM 4610 Popular Culture (4)
   - COMM 4880 Conflict Management (4)
   - COMM 4999 Issues in Communication (4)

   Elective Courses (8 units): Select 2 courses from the following:
   - COMM 3030 Persuasion in Media (4) repeated with different content
   - COMM 3260 New Media and Social Change (4)
   - COMM 4160 Communication Technology & Social Change (4)
   - COMM 4170 Computer Game Studies (4)
   - COMM 4180 Organizational Change, Creativity and Innovation (4)
- COMM 4207 Communicating in Organizations (4)
- COMM 4999 Issues in Communication (4) repeated with different content
- Upper division communication course with advisor approval (4)

Total Units for Option or Minor: 44

7. For a new option, list all requirements including courses, by catalog prefix, number, title, and units of credit, as well as total units to be required for the major in which the proposed option is to be included.

Required Core Courses (32 units)
- COMM 3003 Communication Theories (4)
- COMM 3004 Quantitative Communication Research Methods (4)
- COMM 3005 Qualitative Communication Research Methods (4)
- COMM 3006 New Media in the Digital Age (4)
  Or COMM 3002 Communication, Media, and Culture (4)
- COMM 3204 Reason in Controversy (4)
- COMM 3560 Persuasion Theory and Practice (4)
- COMM 4300 Critical Discourse of Difference (4)
- COMM 4400 Visual Communication and Culture (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. Multimedia Journalism (44 units)

Required Media Production Studies (12 units):
- COMM 2400 Introduction to Journalism (4)
- COMM 2410 News and Media Literacy (4)
- COMM 2420 Photojournalism and Visual Storytelling (4)

Required Media Production Skills (28 units):
- COMM 2430 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)
B. Strategic Communication (44 units):

Required Core Courses (32 units):
- COMM 2400 Introduction to Journalism (4)
- COMM 3107 Introduction to Organizational Communication (4)
- COMM 3210 Research in Persuasive Communication (4)
- COMM 3570 Principles of Advertising (4)
- COMM 3580 Principles of Public Relations (4)
- COMM 3870 Advertising Practicum (4)
- COMM 3880 Public Relations Practicum (4)
- COMM 4530 The Advertising/Public Relations Campaign (4)

Electives (12 units): Select 3 courses from the following:
- COMM 2420 Writing Across Platforms (4)
- COMM 3260 New Media & Social Change Literacies (4)
- COMM 3610 Professional Speaking in Strategic Communication (4)
- COMM 3620 User Experience Research and Design (4)
- COMM 3898 Cooperative Education (1-4)
- COMM 4107 Relational Communication in Organizations (4)
- COMM 4207 Communicating in Organizations (4)
- COMM 4710 Diversity in Advertising (4)
- Upper division communication course with advisor approval (4)

Total Units Major : 76

8. Are there other options in this major that are approved as “similar” under the STAR Act (SB 1440)? X Yes No
   If yes, has this option been reviewed and determined as “similar”? X Yes No
   If no, please provide explanation and evidence as to why this option will not be a “similar” degree?

Yes. This Major is approved as a “similar” degree under the START Act (SB 1440). Although the introduction of the Communication and Media Study Option changes the contents and focus of the curriculum, it contains the same number of required units in the Major. Therefore, 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.
9. **Effects**, if any, on department’s **Program Learning Outcomes**. [Will the addition of this new Option or Minor result in any changes to your department’s Program Learning Outcomes?]

None.

10. List of **new courses** that were developed and existing **courses** that needed **modification** as a result of this new Option or Minor, 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  
    EFGH 5678, Elementary Curriculum (3) – Modification (title, units)]

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Status</th>
</tr>
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<tbody>
<tr>
<td>COMM 3030</td>
<td>Persuasion in Media</td>
<td>4</td>
<td>New</td>
</tr>
<tr>
<td>COMM 3050</td>
<td>Communication of Difference</td>
<td>4</td>
<td>New</td>
</tr>
<tr>
<td>COMM 3260</td>
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<td>Modified</td>
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<td>Conflict Management</td>
<td>4</td>
<td>Modified</td>
</tr>
</tbody>
</table>

11. **Resource Implications** of the proposed new Option or Minor, 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.]

There is no additional resource need as compared to the existing curriculum. The new Option has the same unit requirements as the existing one, i.e. 44 units. New courses will be developed by the regular faculty, and all courses will be taught by the faculty teaching in the Communication Department with the current resource allocation.

12. **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

13. 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.]

14. 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.]