CALIFORNIA STATE UNIVERSITY, EAST BAY

REQUEST FOR APPROVAL OF NEW OPTION IN Strategic Communication

Quarter: FALL   Year: 2016
Catalog: 2016-2017   Date Submitted to APGS: ______________

1. Department: Communication

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

3. Full and exact title of the Minor: N/A

4. Options or Minors already existing under the major program for which the new aggregate of courses is proposed.
   - B.A. in Communication, with Option in Professional, Public and Organizational Communication

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?]:

   Since the Program needs to reduce the Core Requirements from 52 units to 32 units, an overall curriculum change is needed, involving a creation of a new Option and discontinuance of the option in Professional, Public and Organizational Communication, to guarantee the quality of the student learning outcomes for the graduates majoring in Communication.

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.
   - Required 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)

   Elective Courses (12 units): Select 3 courses from the following:
   - COMM 2420 Writing Across Platforms (4)
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.

Major Requirements 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)

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

B. Strategic Communication (44 units)

- Required 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)

- Elective Courses (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)
8. Are there other options in this major that are approved as “similar” under the STAR Act (SB 1440)?  

|   | Yes | No |
---|-----|----|
If yes, has this option been reviewed and determined as “similar”?
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 modification of the Option changes the contents and focus of the curriculum, it contains the same number of required units (44 units in existing, and 44 units for the proposed change). In addition, the B.A. Core Requirements will be reduced from 52 units to 32 units, together with this Option modification. 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?]

The new option will not change the Program’s SLOs. The change of the Option curriculum involves adjustments of shifting the focus of studies from the PPO communication to Strategic communication, which is the current trend in the field. However, the new curriculum still focuses on the basic intellectual and professional skills reflected in the current Program SLOs.

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:

<table>
<thead>
<tr>
<th>COMM 2400 Introduction to Journalism</th>
<th>(4) - New</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2420 Writing Across Platforms I,</td>
<td>(4) – New</td>
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</tbody>
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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, and there will be a small reduction of resource need with the proposed modification. The new Option has the same unit requirements as the existing one, i.e. 44 units. The Core Requirements for the B.A. will be reduced.
from 52 units to 32 units, a 40% reduction. 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: 9/29/2014

14. Certification of **College Approval** by the dean and college curriculum committee.

   Dean/Associate Dean: Dennis Chester (hard copy with wet signature on file in College Office) Date: 9/29/2014