TO: The Academic Senate
FROM: Committee on Instruction and Curriculum (CIC)
SUBJECT: 16-17 CIC 70: Revision request for B.A. Communication
PURPOSE: Information to the Academic Senate
ACTION REQUESTED: That the Senate accept the information that the revision request for bachelors of arts in Communication has been approved by CIC.

BACKGROUND INFORMATION:
The Senate process for approving transformed degree programs for the semester calendar is defined by 14-15 CIC 36. The Committee discussed the B.A. in Communication at its February 13, 2017 meeting, which was attended by Mary Carderas, Chair of the Department of Communication. It was tabled at the time, due to consultation issues with other academic departments. The Department of Communication subsequently had meetings with an affected department identified by CIC. There are changes in course titles, course descriptions, and course learning outcomes forthcoming, but the structure of the program and the program learning outcomes are unchanged. Such changes would not normally come to CIC and it was therefore taken from the table on February 27, 2017. It was approved by CIC by a vote of 6-0-1 with the acknowledgement that some non-substantive changes may occur in the Catalog copy and with the understanding about the course titles, course descriptions, and (not program) learning outcomes.

In the roadmap, the A2 course should be listed as ENGL 102.

The proposal may be viewed within Curriculog; the summary is attached as a PDF document per ExCom’s request.
Communication, BA

2. Semester Conversion Request for Approval of Revision of the Undergraduate Degree Program/Major

***READ BEFORE YOU BEGIN***

Use this form to request a revision to your Undergraduate Degree Program/Major and its concentration(s).

To change the title of your degree program, a narrative will need to be submitted to APGS for review by CIC and the state chancellor's office. Click here to submit your narrative.

To move an existing degree to online, complete form #7. Semester Conversion Request for Online/Hybrid Program Modification.

To elevate an option to a degree or change the degree type, a narrative will need to be submitted to APGS for review by CIC and the state chancellor's office, Click here to submit your narrative.

Turn on Help Text by clicking the Show Help Text icon above this section of the form.

Effective Term: Fall 2018

Catalog: 2018-2019

Select Shared Core unless otherwise instructed by APGS

Select SHARED CORE
- Program
- Shared Core

Notes: If you want to move an existing degree program to online (i.e. 50% or more of the program can be completed online (a hybrid course counts as .50 online), elevate an option to a degree, or change the degree type, please e-mail Donna Wiley, Interim Associate Vice President, Academic Programs and Graduate Studies; and copy Sarah Aubert, Catalog and
Curriculum Specialist, Academic Programs and Graduate Studies, for additional instructions as soon as possible.

Department:* Department of Communication

Full and exact title of Major including degree earned:* Communication, BA

Has your program received transformation funding?* Yes ☐ No ☐

If the program received transformation funding, please summarize the transformative changes made:
The core includes different and differently titled courses, the core has been reduced and streamlined, the concentrations have new courses and differently titled courses. There were two concentrations. Now there are three.

The Communication Department features the integration of theories and criticism with the essential skills for media production, professional engagement, and meaningful research. Graduates will be able to make a positive, professional, and important contribution in communication theory and research, Strategic Communication, Multimedia Journalism, and Communication and Media Studies. Students will study, research and analyze the perspectives that will lead to their becoming inclusive, ethical, and effective leaders and participants in global and local communities. They will acquire skills in critical analysis, speaking, writing, and visual presentations across all media. They will learn about the changing world of today's and future media as well as the long history of the relationship between communication, self, and society and they will be prepared for a broad array of careers or graduate studies. All undergraduates must complete 32 units in 8 core courses in communication and elect one of three concentrations: Multimedia Journalism emphasizing digital journalism for social justice that converges print, audio, visual, and video; Strategic Communication that converges the study of Advertising, Public Relations and Organizational Communication; and Communication and Media Studies that is designed to give students maximum flexibility in the 21st century job market while providing ample depth for those wishing to pursue graduate study.

Our degree in communication will help to provide both hard and soft skills for placement in the following broad areas: Journalism, Media, Social
Media, Video Production, Research, Public Relations, Advertising, Entertainment, and Digital Analytics to name a few.

Google, Facebook, Twitter, GoPro, Pandora, Apple, YouTube, DropBox, Pixar, LucasFilms, Adobe, Oracle, Uber, Lyft are some of the companies that call the Bay Area home. We are actively involved in helping our students land internship and entry level job opportunities at these companies. The Bay Area is also home to a number of television and radio stations, sports networks and sports teams, which provide fertile ground for our aspiring students.

Our Department of Communication is dedicated to the following program (student) learning outcomes:

Demonstrate understanding and application of communication theories.

Demonstrate understanding and application of communication research methods.

Demonstrate critical understanding and application of media creation and analysis.

Demonstrate diverse communication perspectives toward communities and peoples.

Demonstrate understanding of sustainability concepts in communication.

Click here to see instructions before completing the following Major Requirements field.

**Core Requirements (32 units)**

The Bachelor's Degree in Communication consists of a 32 unit core that all students must take. Each student must select a 28-30 unit concentration.

All students must take one (1) of the following courses (4 units):
COMM 202 Communication, Media and Culture (4 units) or
COMM 206 New Media in the Digital Age (4 units)

All students must also take take the following seven (7) courses (28 units):

COMM 240 Visual Communication and Culture (4 units)
COMM 256 Persuasion Theory and Practice (4 units)
COMM 303 Communication Theories (4 units)
COMM 304 Quantitative Comm Research Methods (4 units)
COMM 305 Qualitative Comm Research Methods (4 units)
COMM 324 Argumentation and Advocacy (4 units)
COMM 433 Discourses of Difference (4 units)

Multimedia Journalism Concentration (30 units)

Multimedia Journalism students must take all of the following courses (26 units):

COMM 312 Journalism History and Social Justice (4 units)
COMM 314 Journalism Theory and Practice (4 units)
COMM 318 Multimedia Law and Ethics (4 units)
COMM 328 Multimedia Reporting and Writing I (4 units)
COMM 333 Photojournalism (2 units)
COMM 335 Visual and Multimedia Storytelling I (2 units)
COMM 435 Visual and Multimedia Storytelling II (2 units)
COMM 493 Social Justice Project (2 units)
COMM 495 Journalism Practicum (2 units)

Students must also take one (1) of the following courses (4 units):
COMM 316 Media and Government (4 units)
COMM 428 Multimedia Reporting and Writing II (4 units)

Strategic Communication (28 units)

Strategic Communication students must take all of the following courses (24 units):
COMM 321 Research in Persuasive Communication (4 units)
COMM 310 Intro to Organizational Communication and Long Term Thinking (4 units)
COMM 357 Principles of Advertising (4 units)
COMM 358 Principles of Public Relations (4 units)
COMM 387 Advertising Design and Production (4 units)
COMM 453 Communication Campaigns (4 units)

Students must also take one (1) of the following courses (4 units):
COMM 314 Journalism Theory and Practice (4 units)
COMM 326 Social Media and Social Change Literacies (4 units)
COMM 328 Multimedia Reporting and Writing I (4 units)
COMM 361 Professional Speaking in Strategic Communication (4 units)
COMM 362 User Experience Research and Design (4 units)
COMM 388 Public Relations Practice (4 units)
COMM 398 Cooperative Education (4 units)
COMM 410 Organizing Cultures of Innovation & Empathy (4 units)
COMM 420 Organizational Transformation (4)
COMM 471 Strategic Communication and Difference (4 units)

Communication and Media Studies (28 units)

Communication and Media Studies students must take the following courses (20 units):

COMM 300 History and Criticism of Communication (4 units)
COMM 320 Persuasion in Media (4 units)
COMM 330 Critical/Cultural Studies (4 units)
COMM 425 Digital Cultures (4 units)
COMM 461 Popular Culture (4 units)

Students must also take two (2) of the following electives (8 units):
COMM 323 Communication of Difference (4 units)
COMM 326 Social Media and Social Change Literacies (4 units)
COMM 400 Film, Communication and Culture (4 units)
COMM 416 Communication, Technology and Social Change (4 units)
Total Units Required

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<th>Quarter Based Program:*</th>
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<td>Semester Based Program:*</td>
<td>60-62</td>
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Total Units should not exceed **120 Semester Units** unless previously approved by Chancellor's Office for exemption.

**B.A. Programs:** Major requirements are a minimum of 24 units with at least 12 upper division units.

**B.S. Programs:** Major requirements are a minimum of 36 units with at least 18 upper division units.

See [Unit Calculator](https://csueastbay.curriculog.com/proposal:2984/print) for assistance.

If the program has a similar transfer model curriculum (TMC), please e-mail Kyle Burch, Articulation Officer, Academic Programs and Graduate Studies, to verify that the revised program meets the TMC requirements prior to submitting the program revision request form.

Is the major approved as a “similar” degree under the STAR Act (SB 1440)?

- Yes
- No
- I'm not sure (Articulation Office will contact you)

If yes, explain how this modification will affect the
"similar" degree agreement

Were any concentrations (options) discontinued?*

- Yes
- No

If yes, please explain below. If no, please enter "N/A" or "not applicable."*

Media Production will be discontinued as will Public, Professional and Organizational Communication. They are replaced by Multimedia Journalism and Strategic Communication. Communication and Media Studies is a new concentration also added for the conversion of curriculum.

Is this major approved as an online degree program?*

- Yes
- No

If no, is there any pathway in the revised degree that is more than 50% online?

- Yes
- No

Resource implications of the proposed revision, if any:

Relationship of Revised Program to requirements for teaching credentials, accreditation,
Consultation with other affected departments and programs:

The following department(s) has (have) been consulted and raised no objections:*

Department of Communication

The following department(s) has (have) been consulted and raised concerns:

Attachments

Please scroll to the top of this form and select the Files icon to attach the following documents to your proposal:

- Bachelor's Degree Roadmap
- Curriculum Map 1 - PLOs to Courses
- Curriculum Map 2 - PLOs to ILOs
- Five Year Assessment Plan

Did you attach your Curriculum Maps, Five Year Assessment Plan or other supporting documents to this proposal?*

- Yes
- No

Catalog Item Types

- Degree Type*  Bachelor of Arts
- Program Type*  Bachelor
## Steps for Communication, BA

### Originator

**Participants**
- Mary Cardaras 5/12/2016 8:56 AM

**Activity**
- Required for Approval: 100% required
- Date Completed: 5/12/2016 8:56 AM
- Changes: No
- Comments: Yes

**Status:** Approved

### Department Chair

**Participants**
- Mary Cardaras 5/12/2016 8:56 AM

**Activity**
- Required for Approval: 100% required
- Date Completed: 5/12/2016 8:56 AM
- Changes: No
- Comments: No

**Status:** Approved

### Dean's Office Review

**Participants**
- Dennis Chester 5/17/2016 11:49 AM

**Activity**
- Required for Approval: 100% required
- Date Completed: 5/17/2016 11:49 AM
- Changes: No
- Comments: Yes

**Status:** Approved

### College Curriculum Committee Approval

**Status:** Rejected
Participants

- **College of Letters, Arts, and Social Sciences Curriculum Committee**
  - **CLASS 5/23/16 Curriculum Meeting**
  - Elizabeth Graw * 5/24/2016 11:22 AM
  - Barbara Hall * 5/24/2016 11:39 AM

Activity

Required for Approval: 50% required
Date Completed: 5/24/2016 11:39 AM
Changes: Yes
Comments: Yes
Agenda: Yes

* Agenda Administrator

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Originator

Participants

- Mary Cardaras 6/1/2016 9:58 AM

Activity

Required for Approval: 100% required
Date Completed: 6/1/2016 9:58 AM
Changes: No
Comments: No

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Originator

Participants

- **Mary Cardaras** 9/21/2016 4:05 PM

Activity

Required for Approval: 100% required
Date Completed: 9/21/2016 4:05 PM
Changes: No
Comments: No

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Department Chair

Participants

- **Mary Cardaras** 9/21/2016 4:07 PM

Activity

Required for Approval: 100% required
Date Completed: 9/21/2016 4:07 PM
Changes: No
Comments: No
Dean's Office Review

**Participants**
- **Dennis Chester**  9/22/2016 11:33 AM

**Activity**
- Required for Approval: 100% required
- Date Completed: 9/22/2016 11:33 AM
- Changes: No
- Comments: No

College Curriculum Committee Approval

**Participants**
- **College of Letters, Arts, and Social Sciences Curriculum Committee**
  - **Elizabeth Graw** *  10/6/2016 12:04 PM
  - **Barbara Hall** *
- **Additional Participants**

**Activity**
- Required for Approval: 50% required
- Date Completed: 10/10/2016 11:59 AM
- Changes: No
- Comments: No
- Agenda: Yes
  * Agenda Administrator

College Curriculum Committee Approval

**Participants**
- **College of Letters, Arts, and Social Sciences Curriculum Committee**
  - **Elizabeth Graw** *  10/11/2016 12:31 PM
  - **Barbara Hall** *

**Activity**
- Required for Approval: 50% required
- Date Completed: 10/11/2016 12:31 PM
- Changes: No
- Comments: No
- Agenda: Yes
  * Agenda Administrator

Dean's Office Approval

**Status:** Approved
### Participants

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#### Articulation Officer Review

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#### Articulation Officer Review

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### APGS (Technical Review)

**Participants**
- Sarah Aubert
- 🟢 Stephanie Matsuda 1/19/2017 3:12 PM
- 🟢 Stephanie Matsuda (System Administrator) 1/19/2017 3:12 PM

**Activity**
- Required for Approval: **100% required**
- Date Completed: 1/19/2017 3:12 PM
- Changes: Yes
- Comments: No

### APGS (Dean, Undergraduate Studies Review/AVP Review)

**Participants**
- 🟢 Maureen Scharberg 2/1/2017 8:19 PM
- 🟢 Donna Wiley 1/20/2017 3:14 PM

**Activity**
- Required for Approval: **50% required**
- Date Completed: 2/1/2017 8:19 PM
- Changes: No
- Comments: Yes

### Committee on Instruction and Curriculum

**Participants**
- ❄️ Academic Senate
  - Sophie Rollins *
- ❄️ CIC
  - [CIC Feb. 13](#)
  - Sophie Rollins *
- 🔄 Mitch Watnik *

**Activity**
- Required for Approval: **100% required**
- Time Spent: 26 days
- Changes: No
- Comments: No
- Agenda: Yes

* Agenda Administrator

### Executive Committee

**Status:** Incomplete
<table>
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<th>Step Details</th>
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| **Academic Senate** | Required for Approval: 100% required  
Work: comment  
Agenda: Yes  
* Agenda Administrator |
| **ExCom** |  
Mark Karplus *  
Sophie Rollins * |
| **Academic Senate** | Required for Approval: 100% required  
Work: comment  
Agenda: Yes  
* Agenda Administrator |
| **President's Office** | Required for Approval: 100% required  
Work: comment  
Agenda: Yes  
* Agenda Administrator |
| **APGS (Final Review & Export)** | Required for Approval: 100% required  
Work: edit, comment |
Attachments for Communication, BA

COMM 5-year-plan 2018-23 sem assess.docx (uploaded by Mary Cardaras, 12/8/2016 10:27 am)

COMM Sem curr-map-1.docx (uploaded by Mary Cardaras, 12/8/2016 10:27 am)

COMM Sem curr-map-2 ILO Align w-PLOs.docx (uploaded by Mary Cardaras, 12/8/2016 10:27 am)

COMM_BA_bacc-degree-roadmap Concentration Strategic Communication-1.xls (uploaded by Stephanie Matsuda, 1/19/2017 2:44 pm)

COMM_BA_bacc-degree-roadmap Concentration Multimedia Journalism-1.xls (uploaded by Stephanie Matsuda, 1/19/2017 2:51 pm)

Copy of COMM_BA_bacc-degree-roadmap Concentration Comm & Media Studies-1.xls (uploaded by Stephanie Matsuda, 1/19/2017 2:51 pm)
Comments for Communication, BA

Maureen Scharberg
2/1/2017 8:19 pm

Donna and I discussed. The courses are all there and we agree that we can work on the program assessment at a later date. So, I will approve.

Maureen Scharberg
1/20/2017 10:31 pm

I concur with Donna. I would like to see these issues addressed before I approve.

Donna Wiley
1/20/2017 3:14 pm

I’m approving the curriculum for the B.A. COMM program. It would have been preferable to have all concentrations be the same number of units.

The PLOs, curriculum map and assessment plans all need some work.
- The PLOs are not in the standard university format (Students graduating with a B.A. in Communication from Cal State East Bay will be able to...), and they are all very broad and vague (demonstrate understanding... is not an active, measurable objective)
- According to the curriculum map, each of the PLOs is introduced, developed, mastered and assessed in single courses. This does not really allow for the scaffolding or development of knowledge and skills. Although some PLOs have all four indicated in multiple courses, these do not always appear logical (and should be broken up across the multiple courses). For example, the curriculum map says that PLO 1 is introduced and assessed in COM 305.
- Additionally, it is advisable that PLOs be mastered and assessed in upper-division courses, as the PLOs indicate knowledge and skills of graduates. PLO 5 shows that it is introduced, developed, mastered and assessed in only one lower division course. How will the program demonstrate that transfer students have mastered this PLO?

Kyle Burch
12/14/2016 11:38 am

SB1440 ADT to BA Roadmap forwarded to Catalog

Kyle Burch
10/17/2016 4:44 pm

Please see comments per Dr. Wiley:
Please review the following issues with this proposal:
• The current proposal is for 60-62 units, all upper-division. (The quarter program has 3 LD requirements.) With the 12 units of upper-division GE, this puts the UD requirements at 72 – 74 units, and the ADT requires that transfer students be able to complete all UD requirements in 60 units. At minimum, one of the concentrations must meet the ADT.
• There are no attachments to the proposal – no curriculum map, assessment plan, roadmap, or transformed syllabi.
• The Program Description section has no program learning outcomes, Career Opportunities, Features, etc.

Kyle Burch
10/17/2016 4:39 pm

Will follow up with the dept chair regarding the ADT (SB1440).
Crosslistings for Communication, BA

Communication, BA (parent proposal)
This proposal does not have any active crosslisted proposals.
Decision Summary for Communication, BA

<table>
<thead>
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**Step Summary**
This step requires 100% approval from all participants to move forward.

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<tr>
<td><strong>▲ Academic Senate</strong></td>
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<tr>
<td>Sophie Rollins *</td>
<td>Users Rejected: 0</td>
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<td><strong>▲ CIC</strong></td>
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<td>[CIC Feb. 13]</td>
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