

CALIFORNIA STATE UNIVERSITY, EAST BAY

Designation Code: **2008-09 CAPR 25**

Date Submitted: May 11, 2009

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: Request for Approval of Discontinuance of Options in Advertising, Broadcasting, Interpersonal Communication, Journalism, Mass Communication, Organizational Communication, Photocommunication, Public Communication, and Public Relations, all in the B.A. Communication

PURPOSE: For Action by the Academic Senate

ACTION REQUESTED: Approval of the Request to Discontinuance the Options noted below; effective Fall 2010

At the May 7, 2009 meeting, CAPR approved the request to discontinue the following options in the B.A. in Communication:

Advertising
Broadcasting
Interpersonal Communication
Journalism
Mass Communication
Organizational Communication
Photocommunication
Public Communication
Public Relations

This request has arisen as a result of the redesign of the curriculum in Communications and the re-structuring and reduction of the number of options offered. Requests for the new curriculum are given in separate memoranda.

CALIFORNIA STATE UNIVERSITY, EAST BAY

First Quarter/Year of Discontinuance
Quarter: **FALL**
Year: 2010
Date Submitted to APGS: 4/15/2009
Catalog: 2010

**REQUEST FOR APPROVAL OF DISCONTINUANCE OF OPTIONS IN
ADVERTISING, BROADCASTING, INTERPERSONAL COMMUNICATION, JOURNALISM,
MASS COMMUNICATION, ORGANIZATIONAL COMMUNICATION, PHOTOCOMMUNICATION,
PUBLIC COMMUNICATION, AND PUBLIC RELATIONS, B.A. COMMUNICATION**

1. **Department:** Communication
2. Full and exact title of program, with name of major for options
B.S. Communication, Options in:

Advertising	Journalism	Photocommunication
Broadcasting	Mass Communication	Public Communication
Interpersonal Communication	Organizational Communication	Public Relations

3. List of **other options, minors, certificates, or credentials** in the major/department.
The two new options in the major are:
 - a. Option in Professional Public and Organizational Communication
 - b. Option in Media Production
4. **Purpose** of the Proposed Discontinuance.
Modification of the Communication Major and Minor. Options in the major are being reduced from 9 to 2.
5. **How many students** are currently pursuing this option, minor, certificate, or credential?

Advertising - 26	Journalism - 35	Photocommunication - 1
Broadcasting - 34	Mass Communication - 48	Public Communication - 7
Interpersonal Communication - 23	Organizational Communication - 24	Public Relations - 50

The **Department is responsible for accommodating students** who are currently pursuing this option, minor, certificate, or credential in finishing their program through course offerings and substitutions.

6. **RESOURCE IMPLICATIONS:** None

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

- a) The following **department(s)** has (have) been consulted and raise **no objections**:
All Department Chairs in the Colleges of CLASS, CBE, and CSCI were consulted and there were no objections.
- b) The following **department(s)** has (have) been consulted and **raise concerns**:
Department:
Concern:

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

Chair: Dr. Gale Young

Date: 4/10/2009

9. Certification of **COLLEGE APPROVAL** by the dean/associate dean and college curriculum committee.

Dean/Associate Dean: Dean Diedre Badejo

Date: 4/21/09