

**CALIFORNIA STATE UNIVERSITY, EAST BAY**

Designation Code: **2008-09 CAPR 26**

Date Submitted: May 11, 2009

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: Request for Approval of the Option in Professional, Public and  
Organizational Communication

PURPOSE: For Action by the Academic Senate

**ACTION**

REQUESTED: Approval of the the Option in Professional, Public and Organizational  
Communication, in the BA, Communication; effective Fall 2010

At the May 7, 2009 meeting, CAPR approved the request of the Option in Professional, Public and Organizational Communication as part of its curriculum re-design.

First Quarter/Year of Offering Quarter: <b>FALL</b> Year: 2010 Date Submitted to APGS: 4/15/2009 Catalog: 2010
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**REQUEST FOR APPROVAL OF OPTION IN  
PROFESSIONAL, PUBLIC AND ORGANIZATIONAL COMMUNICATION  
B.A. COMMUNICATION**

1. **Department:** Communication
2. Full and exact title of the Option, along with the degree and major program under which the option will be offered: **Professional, Public and Organizational Communication, B.A. Communication**
3. Full and exact **title** of the Minor:
4. **Options or Minors already existing** under the major program for which the new aggregate of courses is proposed.  
The 9 existing options under the degree are being discontinued. Proposals are concurrently being submitted for two new options: 1) Media Production and 2) Professional, Public and Organizational Communication.
5. **Purpose** of the proposed aggregate of courses:  
This option prepares students to be effective and ethical communicators and leaders in the field of communication. They will be ready to develop communication strategies for organizations as well as to be successful in graduate school, e.g. research, write, design, edit and analyze for a variety of purposes.
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**.

**Professional, Public and Organizational Communication (44 units):**

COMM 3000 History and Criticism of Communication (4) (if not used to satisfy a Required Core Course), **OR** COMM 3003 Philosophy and Theory of Communication (if not used to satisfy a Required Core Course) (4)

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 is required.

7. For a new option, list of 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.

**Prerequisites (8 units):**

COMM 1000 Public Speaking (4) (Note: Meets GE Oral Communication requirement)

COMM 1004 Interpersonal Communication (4)

**Required Core Courses (52 units):**

COMM 2201 Argumentation and Debate (4)

COMM 2300 21<sup>st</sup> 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 (if not used to satisfy a requirement in the Professional, Public and Organizational Communication Option) (4)

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)

8. 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

COMM 3000 History of Mass Communication (4), Modification / Title, Description

COMM 3204 Reason in Controversy (4), New

COMM 3560 Persuasion Theory and Practice (4), New

COMM 4107 Relational Communication in Organizations (4), New

COMM 4207 Organizational Transformation (4), New

COMM 4520 Advertising Theory and Practice (4), Modification / Title

COMM 4880 Communication and Conflict Resolution (4), Modification / Title, Description

COMM 4885 Senior Project: Professional, Public and Organizational Communication (4), New

9. **RESOURCE IMPLICATIONS** of the proposed new Option or Minor, if any: None

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

- a) The following **department(s)** has (have) been consulted and raise **no objections**:

All Departments 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:

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

Interim Chair: Gale Young

Date: 4/10/2009

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

Dean: Diedre Badejo

Date: 4/21/09