TO: The Academic Senate
FROM: Committee on Instruction and Curriculum
SUBJECT: Proposed Discontinuances and adoptions of new Options in the B.A. Communications degree program:

PURPOSE: For Action by the Academic Senate

ACTION REQUESTED: That the Academic Senate approve the discontinuances of the following nine options in the B.A. Communications degree program, effective Fall 2010:

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Journalism</th>
<th>Photo communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td>Mass Communication</td>
<td>Public Communication</td>
</tr>
<tr>
<td>Interpersonal Communication</td>
<td>Organizational Communication</td>
<td>Public Relations</td>
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</tbody>
</table>

And that the Academic Senate approves the following two new options in the B.A. Communications degree program, effective Fall 2010:

- Option in Media Production, BA Communication
- Option in Public Management and Policy Analysis
- Option in Professional, Public and Organizational Communication, BA Communication

All backup information for this policy is available for review on the CIC Sharepoint 04/20/09 meeting workspace. The web link for this meeting on Sharepoint is https://sharepoint.csueastbay.edu/sites/AcademicSenate/CIC%20Meeting1/CIC%20Meeting/Lists/Agenda/DispForm.aspx?ID=118&Source=https://sharepoint.csueastbay.edu/sites/AcademicSenate/CIC%2520Meeting1/CIC%2520Meeting/default.aspx%3FInstanceId%3D20090406

BACKGROUND INFORMATION:

At its meeting on May 4, 2009, CIC approved the discontinuance of the nine options listed, and the adoption of the two new options listed by a vote of (8-0-0).
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
REQUEST FOR APPROVAL OF OPTION IN
MEDIA PRODUCTION
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: Media Production, 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 producers of messages in the field of communication and to be successful in graduate school. They will be ready to create, write, shoot, design, edit, and produce media using all the available platforms for a variety of purposes and venues e.g. magazines, feature stories, editorials, advertising and public relations campaigns, documentary, and news.

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.

   **Media Production (44 units):**
   COMM 2200 Introduction to Journalistic Writing (4)

   COMM 3000 History and Criticism of Communication (4) (if not used to satisfy a Required Core Course),
   OR COMM 4150 Media and Government (4)

   COMM 3010 Intermediate News Writing and Editing (4)
   COMM 3100 Introduction to Professional Video Production (4)
   COMM 4006 Intermediate Video Production (4)
   COMM 4890 Senior Project: Media Production (4)
Workshop Lab (Practicum): Select four courses (8 units) from the following:
COMM 3220 Media Workshop: Print (2)
COMM 3221 Media Workshop: Magazine and Feature Writing (2)
COMM 3222 Media Workshop: Editorial and Opinion Writing (2)
COMM 3223 Media Workshop: Advertising and Public Relations (2)
COMM 3232 Media Workshop: Video (2)

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 21st 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 3107 Introduction to Organizational Communication (4)
COMM 3002 Communication, Media and Culture (4)
COMM 3004 Quantitative Communication Research Methods (4)
COMM 3005 Qualitative Communication Research Methods (4)
COMM 3510 Small Group Communication (4)
COMM 3530 Interviewing Principles and Practices (4)
COMM 4300 Intercultural & International Communication (4), OR
COMM 4500 Gender Identity and Representation in Media (4)
COMM 4205 Ethics and Law in Communication (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 2200 Introduction to Journalistic Writing (4), Modification / Description, Prerequisites
COMM 3000 History of Mass Communication (4), Modification / Title, Description
COMM 3010 News Reporting and Writing (4), Modification / Title, Description, Prerequisite
COMM 3100 Television Production/Direction (4), Modification, / Title, Description
COMM 3220 Media Workshop: Print (2), Modification / Description, Prerequisites, Repeatability
COMM 3221 Media Workshop: Magazine and Feature Writing (2), New
COMM 3222 Media Workshop: Editorial and Opinion Writing (2), New
COMM 3223 Media Workshop: Advertising and Public Relations (2), New
COMM 3232 Media Workshop: TV (2), Modification / Title, Description, Prerequisite, Repeatability
COMM 4006 Intermediate Video Production (4), New
COMM 4150 Media and Government (4), Modification / Title, Description
COMM 4890 Senior Project: Media Production (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 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:

11. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.
    Chair: Dr. Gale Young Date: 4/10/09

12. Certification of **COLLEGE APPROVAL** by the dean and college curriculum committee.
    Dean/Associate Dean: Dean Diedre Badejo Date: 4/21/09
REQUEST FOR APPROVAL OF OPTION IN
PROFESSIONAL, PUBLIC AND ORGANIZATIONAL COMMUNICATION
B.A. COMMUNICATION

9. **Department:** Communication

10. 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**

11. Full and exact **title** of the Minor:

12. **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.

13. **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.

14. 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.

15. 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 21st 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)

16. 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
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