

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL

DATE 10.4.06
PROGRAM AREA COMMUNICATION

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix COMM Course# 330 Title COMMUNICATION RESEARCH METHODS Units (3)

3 hours lecture per week

hours lecture per week

☒ Prerequisites COMM200 Introduction to Communication Studies

☐ Corequisites

Description Investigation of methodology and analytical techniques of human communication, including participant observation, interview, focus groups, surveys, conversation and content analysis.

☐ Gen Ed
Categories

Graded
☐ CR/NC

☐ Repeatable for up to units

☐ Lab Fee Required

☒ A - F

Total Completions Allowed

☐ Optional (Student's choice)

☐ Multiple Enrollment in same semester

☐ Mission Based Learning Objectives: ☐ Interdisciplinary ☐ International ☐ Multicultural ☐ Service Learning

☐ Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	25	☒	
Seminar				☐	
Laboratory				☐	
Activity				☐	

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Bachelor of Arts in Communication.

After successfully completing this course, students will be able to:

- o Explain the rationale for conducting communication research and the way that decisions can be made from such studies.
- o Use several different methods and recognize the benefits and drawbacks of each.
- o Conduct a communication literature review and recognize the assumptions and implications of articles about communication research.

4. Is this a General Education Course YES ☐ NO ☒

If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication ☐
- A-2 English Writing ☐
- A-3 Critical Thinking ☐

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences ☐
- B-2 Life Sciences – Biology ☐
- B-3 Mathematics – Mathematics and Applications ☐
- B-4 Computers and Information Technology ☐

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art ☐
- C-2 Literature Courses ☐
- C-3a Language ☐
- C-3b Multicultural ☐

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UD Interdisciplinary

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. Library Research including use of Electronic Databases
- II. Asking Communication Questions
- III. Research Design
- IV. Variables & Validity
- V. Observing & Measuring
- VI. Naturalistic Inquiry
- VII. Analyzing & Interpreting Data
- VIII. Research Ethics
- IX. Reading Research Studies

Does this course overlap a course offered in your academic program? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing:

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Rubin, R. B., Rubin, A. M., & Piele, L. J. (2000). Communication research: Strategies and sources (5th. ed.). Belmont, CA: Wadsworth.

Keyton, J. (2005). Communication Research: Asking Questions, Finding Answers. McGraw-Hill Humanities/Social Sciences/Languages; 2 edition

Hocking, J. E.; Stacks, D. W., McDermott, S. T. (2002). Communication Research, Third Edition. Allyn & Bacon

Baxter, L. W. & Babbie, E. R. (2003). The Basics of Communication Research (with InfoTrac) (Wadsworth Series in Speech Communication)

Berger, A. A. (2000). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (Paperback) Sage Publications, Inc

Merrigan, G. & Huston, C. (2003). Communication Research Methods (with InfoTrac) Wadsworth Publishing; 1 edition

Frey, L. R.; Botan, C. H.; Kreps, G. L. (2005). Investigating Communication: An Introduction to Research Methods (3rd Edition)

8. List Faculty Qualified to Teach This Course.

Dr. Trudy Milburn
Other Communication Faculty

9. Frequency.

a. Projected semesters to be offered: Fall ☐ Spring ☒ Summer ☐

10. New Resources Required. YES ☐ NO ☒

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

a. Computer (data processing), audio visual, broadcasting needs, other equipment)

b. Library needs

c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒

If, YES attach a program modification form for all programs affected.

Dr. Trudy Milburn
Proposer of Course

9/22/2006
Date

Approval Sheet

Program/Course:

Program Chair(s)	Date
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General Education Chair(s)	Date
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Curriculum Committee Chair(s)	Date
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Dean of Faculty	Date
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