

Program Modification

Program modifications must be submitted by October 15, 2013, and finalized by the end of that fall semester for catalog production.

Enter data in **YELLOWED** areas.

Date (Change date if modified and update the file name with the new date): 2014 2015 Catalog Copy ~~8-26-13~~ **10.10.13**; **REV 11.22.13**; **REV 12.06.13**; rev 1.15.13

Program Area: **Communication: Business & Nonprofit Communication Emphasis, B.A.**

Semester /Year First affected: FALL 2014

Instructions: Please use this Program Modification form for changes to existing program requirements, units, outcomes, emphases or options, or for other programmatic concerns. For minor changes (faculty or address changes, additions of approved electives, minor editing for clarity, and other minor updates) use the Program Update form, available at the Curriculum website.

Paste the latest approved version of your entire program in the left AND right boxes below. Make your deletions in the LEFT column by using the strikethrough feature in Word or underlining, **and highlight**. Insert new language or other changes to the program on the RIGHT and highlight in **YELLOW** for easy identification. If possible, please align the two columns so that changes appear side-by-side with the original text.

SUMMARY OF CHANGES

Add COMM 205: Introduction to Research Methods as a required lower division course

Add COMM 225: Professional Communication as a lower division option

Change name of COMM 310 to Quantitative Research Methods

Add COMM 305: Qualitative Research Methods

Change name of COMM 321 to Intercultural Communication

Add COMM/NRS 441: Health Communication as elective

Add COMM/ESRM 443: Environmental Communication as elective

Delete COMM 211 from lower division coursework

Change name of COMM 333 to Non-profit Leadership & Innovation and require for emphasis and as a prerequisite/corequisite for COMM 442

Change Interdisciplinary emphasis requirements from 3 classes (9 units) to 2 classes (6 units)

Delete COMM 492: Internship repeatable option

Change special requirements from "C" to "C-"

JUSTIFICATION

These changes are in line with updating our curriculum to reflect more rigorous requirements with a focus on research as well as nonprofit communication.

CURRENTLY APPROVED PROGRAM

Communication: Business & Nonprofit Communication Emphasis, B.A.

(120 units)

Summary of Units:

Lower Division Major Requirements	12
Upper Division Major Requirements	33
General Education	45

According to the GE requirements, students must take 9 units from those interdisciplinary courses numbered 330-349 and 430-449. Six of the 9 units can be double counted and three of the 9 units must be outside the major and not cross listed with the COMM prefix.

Title V: American Institutions Requirement	6
Electives	24
Total	120 units

Lower Division Requirements - 12 units

- [COMM 101 - Public Speaking](#) Units: 3
- [COMM 200 - Introduction to Communication Studies](#) Units: 3

PROPOSED PROGRAM

Communication: Business & Nonprofit Communication Emphasis, B.A.

(120 units)

Summary of Units:

Lower Division Major Requirements	12
Upper Division Major Requirements	33
General Education	45

According to the GE requirements, students must take 9 units from those interdisciplinary courses numbered 330-349 and 430-449. Six of the 9 units can be double counted and three of the 9 units must be outside the major and not cross listed with the COMM prefix.

Title V: American Institutions Requirement	6
Electives	24
Total	120 units

Lower Division Requirements - 12 units

Required Lower Division Courses

- [COMM 101 - Public Speaking](#) Units: 3
- [COMM 200 - Introduction to Communication Studies](#) Units: 3
- **COMM 205- Introduction to Research Methods Units:3**

Choose any **two** of the following:

- [COMM 210 - Interpersonal Communication](#) Units: 3
- [COMM 211 – Discerning Information in an Interconnected World \(Cross-listed as LIB 211\)](#) Units: 3
- [COMM 220 - Group Communication](#) Units: 3

Upper Division Requirements - 33 units

Required Courses 15 units

- [COMM 310 – Communication Research Methods](#) Units: 3
- [COMM 320 - Persuasion and Argumentation](#) Units: 3
- [COMM 321 – Multicultural Conversations](#) Units: 3
- [COMM 340 - Conflict Management and Mediation](#) Units: 3
- [COMM 499 - Capstone Project](#) Units: 3

Choose **one** of the following:

- [COMM 210 - Interpersonal Communication](#) Units: 3
- [COMM 220 - Group Communication](#) Units: 3
- [COMM 225 – Professional Communication](#) Units: 3

Upper Division Requirements - 33 units

Required **Upper Division Courses** 15 units

Choose **one** of the following:

- [COMM 305- Qualitative Research Methods](#) Units 3
- [COMM 310- Quantitative Research Methods](#) Units: 3

Required Upper Division Courses:

- [COMM 320 - Persuasion and Argumentation](#) Units: 3
- [COMM 321 - Intercultural Conversations](#) Units: 3
- [COMM 340 - Conflict Management and Mediation](#) Units: 3
- [COMM 499 - Capstone Project](#) Units: 3

Major Electives - 6 units

You may choose any two upper division COMM courses:

- COMM 301 - Advanced Public Speaking Units: 3
- COMM 322 - Sociology of Popular Culture (Cross-listed as SOC 322, ENGL 322) Units: 3
- COMM 325 - Media Campaigns Units: 3
- COMM 331 - Art, Society, and Mass Media (Cross-listed as ART 331) Units: 3
- COMM 335 - Politics and Film (Cross-listed as POLS 335) Units: 3
- COMM 345 - Media Literacy and Youth Culture (Cross-listed as EDUC 345) Units: 3
- COMM 346 - School Communication (Cross-listed as EDUC 346) Units: 3
- COMM 430 - Political Communication (Cross-listed as POLS 430) Units: 3
- COMM 490 - Special Topics Units: 3
- COMM 492 - Internship Seminar Units: 3 (Repeatable up to 6 units)
- COMM 494 - Independent Study Units: 1-3

Major Electives - 6 units

You may choose any two upper division COMM courses. If a course in this section is also a required course for an emphasis, it cannot be double counted.

- COMM 301 - Advanced Public Speaking Units: 3
- COMM 322 - Sociology of Popular Culture (Cross-listed as SOC 322, ENGL 322) Units: 3
- COMM 325 - Media Campaigns Units: 3
- COMM 331 - Art, Society, and Mass Media (Cross-listed as ART 331) Units: 3
- COMM 333
- COMM 335 - Politics and Film (Cross-listed as POLS 335) Units: 3
- COMM 345 - Media Literacy and Youth Culture (Cross-listed as EDUC 345) Units: 3
- COMM 346 - School Communication (Cross-listed as EDUC 346) Units: 3
- COMM 430 - Political Communication (Cross-listed as POLS 430) Units: 3
- COMM 441 - Health Communication (Cross-listed as NRS 441) Units: 3 UDIGE
- COMM 442
- COMM 443 - Environmental Communication (Cross-listed as ESRM 443) Units: 3 UDIGE
- COMM 490 - Special Topics Units: 3

Emphasis Requirements - 12 units

Business & Nonprofit Communication Emphasis

- [COMM 442 - Organizational Communication](#) Units: 3 UDIGE

Plus ~~three~~electives ~~9~~ units

- [BIOL 326 - Scientific and Professional Ethics \(Cross-listed as MGT 326\)](#) Units: 3
- [ECON 370 - The World Economy](#) Units: 3 (Prereq. [ECON 110](#) or 300)
- [ECON 444 - Values and Valuables \(Cross-listed as ANTH 444\)](#) Units: 3
- [ENGL 483 - Technical Communication](#) Units: 3
- [MGT 307 - Management of Organizations](#) Units: 3
- [MGT 325 - Entrepreneurial Management](#) Units: 3
- [MGT 410 - Management of International Business](#) Units: 3
- [MGT 421 - Human Resource Management](#) Units: 3
- [MKT 310 - Principles of Marketing](#) Units: 3
- [MKT 410 - International Marketing Management](#) Units: 3
- [POLS 320 - Public Administration](#) Units: 3
- [PSY 432 - Seminar in Leadership](#) Units: 3 UDIGE

- [COMM 492 - Internship Seminar](#) Units: 3
- [COMM 494 - Independent Study](#) Units: 1-3
- [COMM 496: Environmental Film & Speaker Series \(Cross Listed with ESRM\)](#) 1 unit (repeatable up to 3)

Emphasis Requirements - 12 units

Business & Nonprofit Communication Emphasis

Required Emphasis Courses

- [COMM 442 - Organizational Communication](#) Units: 3 UDIGE
- [COMM 333 – Nonprofit Leadership & Innovation](#) Units: 3

Plus two electives 6 units

- [BIOL 326 - Scientific and Professional Ethics \(Cross-listed as MGT 326\)](#) Units: 3
- [ECON 370 - The World Economy](#) Units: 3 (Prereq. [ECON 110](#) or 300)
- [ECON 444 - Values and Valuables \(Cross-listed as ANTH 444\)](#) Units: 3
- [ENGL 483 - Technical Communication](#) Units: 3
- [MGT 307 - Management of Organizations](#) Units: 3
- [MGT 325 - Entrepreneurial Management](#) Units: 3
- [MGT 410 - Management of International Business](#) Units: 3

Special Grade Requirements

* Students must receive a **C** or better in Communication courses in order to have them count towards their major.

- [MGT 421 - Human Resource Management](#) Units: 3
- [MKT 310 - Principles of Marketing](#) Units: 3
- [MKT 410 - International Marketing Management](#) Units: 3
- [POLS 320 - Public Administration](#) Units: 3
- [PSY 432 - Seminar in Leadership](#) Units: 3 UDIGE

Special Grade Requirements

* Students must receive a **C** or better in Communication courses in order to have them count towards their major.

Tracylee Clarke

10.10.13

Proposer of Program Modification

Date

APPROVAL SHEET

Program: Communication

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair Tracylee Clarke		
	Signature	Date

Curriculum Chair		
	Signature	Date

AVP		
	Signature	Date