

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2013, and finalized by the end of the fall semester to make the next catalog (2014-15) production

DATE (CHANGE DATE EACH TIME REVISED): 10.14.13; REV 11.22.13; REV 12.11.13

PROGRAM AREA(S): COMM

Directions: All of sections of this form must be completed for course modifications. Use **YELLOWED** areas to enter data. All documents are stand alone sources of course information.

1. Indicate Changes and Justification for Each. [Mark an X by all change areas that apply then please follow-up your X's with justification(s) for each marked item. Be as brief as possible but, use as much space as necessary.]

☒ Course title	☒ Course Content
☐ Prefix/suffix	☒ Course Learning Outcomes
☐ Course number	☒ References
☐ Units	☐ GE
☐ Staffing formula and enrollment limits	☐ Other ☐
☒ Prerequisites/Corequisites	☐ Reactivate Course
☒ Catalog description	
☐ Mode of Instruction	

Justification: With the introduction of COMM 305 Qualitative Research Methods, this course will replace a general research methods course to focus on quantitative research methods.

2. Course Information.

[Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

OLD

Prefix COMM Course# 310
 Title Research Methods Units (3)
 3 hours lecture per week
☐ hours blank per week

☐ Prerequisites: ☐
 Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):

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

General Education Categories: ☐

Grading Scheme (Select one below):

☒ A – F
☐ Credit/No Credit
☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐
 Multiple Enrollment in Same Semester Y/N ☐

Course Level:

☒ Undergraduate
☐ Post-Baccalaureate
☐ Graduate

NEW

Prefix COMM Course# 310
 Title Quantitative Research Methods Units (3)
 3 hours lecture per week
☐ hours blank per week

☒ Prerequisites: COMM 205
☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):

Builds on COMM 205 to further develop knowledge of quantitative methods in the field of Communication. Uses such approaches as surveys, content analysis, and experiments to explain communication-related processes in health, environmental, and business/non-profit contexts. Involves study design, data collection, and data analysis using introductory statistical procedures.

General Education Categories: ☐

Grading Scheme (Select one below):

☒ A – F
☐ Credit/No Credit
☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐
 Multiple Enrollment in Same Semester Y/N ☐

Course Level:

☒ Undergraduate
☐ Post-Baccalaureate
☐ Graduate

3. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____

(Provided by the Provost Office)

Existing

Proposed

	Units	Hours Per Unit	Default Section Size	Graded		Units	Hours Per Unit	Default Section Size	Graded	CS No. (filled out by Provost Office)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	
Seminar		<u>1</u>			Seminar		<u>1</u>			
Lab		<u>3</u>			Lab		<u>3</u>			
Activity		<u>2</u>			Activity		<u>2</u>			
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					
Online					Online					

4. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

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)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement (Graduation Writing Assessment Requirement)

Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History
Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

Online Course (Answer YES if the course is ALWAYS delivered online).

5. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

OLD

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

NEW

Students in Communication currently cover both qualitative and quantitative research in a single course, preventing and in-

depth exploration of key concepts and materials. The addition of an upper-division quantitative research methods course will allow students to obtain necessary skills in data collection and analysis through an applied component and individual mentoring from the instructor.

X Requirement for the Major/Minor
☐ Elective for the Major/Minor
☐ Free Elective

X Requirement for the Major/Minor
☐ Elective for the Major/Minor
☐ Free Elective

Submit Program Modification if this course changes your program.

6. Student Learning Outcomes. (List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

OLD

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

Upon completion of the course, the student will be able to:

NEW

- Identify the elements of research design, data collection, and analysis using quantitative methodologies to evaluate and explain human communication processes.
- Conduct an effective quantitative study, including topic selection, theoretical literature review, and writing the research findings.
- Utilize elementary statistics and procedures to perform data analysis.
- Implement data analysis systems such as SPSS.
- Create and deliver effective oral presentation of research results to academic audiences.

7. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

- 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

NEW

Quantitative study design, data gathering and analysis
Variables, hypotheses, validity, reliability, and sampling
Surveys, content analysis, and experimental research
Statistical analysis, correlation, prediction, nonparametric tests, and factor analysis
Introduction to analysis with SPSS
Preparing successful papers and research presentations

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒ X
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes ☐ No ☒ X
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

8. Cross-listed Courses (Please note each prefix in item No. 1) *Beyond three disciplines consult with the Curriculum Committee.*

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course:
- C. Program responsible for staffing:

9. References. [Provide 3-5 references]

OLD

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; Edition

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

NEW

Textbooks:

Williams, F. & Monge, P.R. (2000). *Reasoning with Statistics: How to Read Quantitative Research*. Orlando, FL: Harcourt.

Green, S.B., & Salkind, N. (2003). *Using SPSS for Windows*. Upper Saddle River, NJ: Prentice Hall.

Sample Articles for Students:

Lauzen, M., & Dozier, D. (2005). Maintaining the double standard: Portrayals of age and gender in popular films. *Sex Roles*, 52, 445-455. *Example of content analysis of media

Kardes, F. R. (1996). In Defense of Experimental Consumer Psychology, *Journal of Consumer Psychology*, 5, 279-296. *Example of experiment in advertising

Pettegrew, L.S., & Wolf, G. (1982). Validating Measures of Teacher Stress, *American Educational Research Journal*, 19, 373-396. *Example of defining and testing variables.

10. Tenure Track Faculty qualified to teach this course.

Tracylee Clarke
Jacob Jenkins
Christina Smith

11. Requested Effective Date or First Semester offered: Fall 2014

12. New Resource Requested: Yes ☐ No ☒

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

☐

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

☐

C. Facility/Space/Transportation Needs:

☐

D. Lab Fee Requested: Yes ☐ No ☒ (Lab fee requests should be directed to the Student Fee Committee)

E. Other. ☐

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☒ No ☐

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

Priority deadline for New Minors and Programs: **October 1, 2013** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2013**.

Last day to submit forms to be considered during the current academic year: **April 15th**.

Tracylee Clarke

10.14.13

Proposer(s) of Course Modification

Date

Type in name. Signatures will be collected after Curriculum approval.

Approval Sheet

Course: [REDACTED]

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		
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for Intl Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement and Service Learning Director		
Signature		Date
Curriculum Chair		
Signature		Date
AVP		
Signature		Date