

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): 10/3/2013; REV 11.26.13GE; REV 12.11.13

PROGRAM AREA(S): COMMUNICATION

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

Justification: Addition of prerequisite/corequisite of COMM 325 (Media Campaigns) will better prepare students for the applied component in the course and will allow for the inclusion of further content on Health Communication topics.

2. Course Information.

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

OLD

Prefix COMM Course# 441
 Title Health Communication Units (3)
 3 hours lecture per week
☐ hours blank per week

X Prerequisites: COMM 320

☐ Consent of Instructor Required for Enrollment

Corequisites: ☐

Catalog Description (Do not use any symbols):
 Explores the evolution of health as a major topic in communication studies. Focuses on conversations between health practitioners and patients as well as public health campaigns.

General Education Categories: D, UD

Grading Scheme (Select one below):
 X 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:
 X Undergraduate
☐ Post-Baccalaureate
☐ Graduate

NEW

Prefix **COMM/NRS** Course# **441**
 Title Health Communication Units (3)
 3 hours lecture per week
☐ hours blank per week

X Prerequisites: **COMM 325 or Consent of Instructor**,
 COMM 325 can be taken as a corequisite

☐ Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):
 Explores the evolution of health as a major topic in communication studies. Focuses on conversations between health practitioners and patients as well as public health campaigns.

General Education Categories: D, UD

Grading Scheme (Select one below):
 X 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:
 X 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>20</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

X D (Social Perspectives)

☐ **E (Human Psychological and Physiological Perspectives)**

X 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

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

NEW

Health Communication is the culminating class for students in the Health Communication concentration, providing them with key information relevant to their chosen field.

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

conduct an analysis of risk behavior based on a variety of factors including cultural and environmental factors, severity of outcome, and acknowledgement of symptoms;
 • interpret and explain health care provider and patient interactions; and revise particular messages to increase understanding;
 • critically examine public arguments in order to design and present a new public health campaign; and
 • identify ethical dilemmas and evaluate the implications of various health choices.

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

NEW

- conduct an analysis of risk behavior based on a variety of factors including cultural and environmental factors, severity of outcome, and acknowledgement of symptoms;
- Interpret and explain health care provider and patient interactions; and revise particular messages to increase understanding;
- identify ethical dilemmas and evaluate the implications of various health choices.
- Convey how issues relevant to social, cultural, political, contemporary/historical, economic, educational, or psychological realities interact with each other (7.1).

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

OLD

I. Health Promotion
 II. Multicultural Communities
 III. Health Communication Interventions
 IV. Representations of Illness
 V. Public Health Scenarios
 VI. Designing Health Messages
 VII. Practitioner-Client Relationships
 VIII. Ethical Communication in Healthcare

NEW

I. Health Promotion
 II. Multicultural Communities
 III. Health Communication Interventions
 IV. Representations of Illness
 V. Public Health Scenarios
 VI. Designing Health Messages
 VII. Practitioner-Client Relationships
 VIII. Ethical Communication in Healthcare

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒

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 ☒

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: **COMM/NRS**

C. Program responsible for staffing: **COMM**

9. References. *[Provide 3-5 references]*

OLD

Ray, E. B. (Ed.). (2005). Health Communication in Practice. Lawrence Erlbaum Associates.
 Kreps, G. L. & Thornton, B. C. (1992). Health Communication: Theory and Practice. Waveland Press; 2nd edition
 Thompson, T. L., Miller, K., Dorsey, A. & Parrott, R. (Eds.) (2003). Handbook of Health Communication. Lawrence Erlbaum Associates
 Kar, S. (2000). Health Communication: A Multicultural Perspective. Sage Publications

Lupton, D. (2003). *Medicine as Culture: Illness, Disease and the Body in Western Societies*. Sage Publications. 2nd Edition.

Fairbanks, J. (1998). *Case Studies in Community Health*. Sage Publications.

NEW

Ray, E. B. (Ed.). (2005). *Health Communication in Practice*. Lawrence Erlbaum Associates.

Kreps, G. L. & Thorton, B. C. (1992). *Health Communication: Theory and Practice*. Waveland Press; 2nd edition

Thompson, T. L., Miller, K., Dorsey, A. & Parrott, R. (Eds.) (2003). *Handbook of Health Communication*. Lawrence Erlbaum Associates

Kar, S. (2000). *Health Communication: A Multicultural Perspective*. Sage Publications

Lupton, D. (2003). *Medicine as Culture: Illness, Disease and the Body in Western Societies*. Sage Publications. 2nd Edition.

Fairbanks, J. (1998). *Case Studies in Community Health*. Sage Publications.

10. Tenure Track Faculty qualified to teach this course.

Tracylee Clarke, Christina Smith, and Jacob Jenkins

11. Requested Effective Date or First Semester offered: Fall 2104

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**.

Christina M. Smith

10/3/2013

Proposer(s) of Course Modification

Date

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

GE Committee response to your request have COMM441: Health Communication added to D: Social Perspectives

Approved by committee on 11-17-2006

Approved by committee on 11.22.2013

Request Submitted

Course: COMM441 Health Communication

Area: D Social Perspectives

Date Submitted: 10/9/2006 12:00:00 AM

Date Approved: 11/26/2013 3:52:34 PM

1. Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human experience

Furthermore, students will learn about the way that media messages about health issues, such as breast cancer, smoking, alcohol and drug-use impact local groups and individuals.

2. Focus on how a social science discipline conceives and studies human existence

Furthermore, students will learn about the way that media messages about health issues, such as breast cancer, smoking, alcohol and drug-use impact local groups and individuals.

3. Address issues using the methods commonly employed by a social science discipline

Furthermore, students will learn about the way that media messages about health issues, such as breast cancer, smoking, alcohol and drug-use impact local groups and individuals.

GE Committee response to your request have COMM441: Health Communication added to UDIGE: Upper Division Interdisciplinary GE

Approved by committee on 9-28-2006

-Trudy, this is the course that was approved for the UDIGE portion at the last meeting, however, you should also select another GE area, most likely "D", and submit justification for that as well.

Thanks,
-Rosario

Approved by the Committee 11.22.13

Request Submitted

Course: COMM441 Health Communication
Area: UDIGE Upper Division Interdisciplinary GE
Date Submitted: 9/13/2006 12:00:00 AM
Date Approved: 11/26/2013 3:54:21 PM

1. Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines

In this course, material from biology and medicine will be used to inform students about health communication issues. The issues themselves stem from our talk or writing about health. Several case examples of interactants who are variously equipped with medical jargon of the body, illness, and remedies when engaged in discussions or public campaigns will be used to illustrate the integration of the disciplines.

2. Include substantive written work consisting of in-class writing as well as outside class writing of revised prose. Examples of appropriate written work include: short papers, long papers, term papers, lab reports, documentation, disciplinary-based letters and memos, and essays.

By writing 3-4 position papers, students will explain the way that any health issue incorporates information from biology or medicine. Based on these papers, students will then engage in debates with their peers about the issues. Students will also practice conflict resolution through group exercises. They will complete a final term paper based on an analysis of a current health issue and by using a communication perspective, will advance a solution (for conflict resolution, advocacy, or information dissemination).

Approval Sheet

Course: COMM 441: Health 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
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