Communication, Communication Studies Track Program Change

The College at Brockport, College Senate

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TO: Dr. John R. Halstead, College President

FROM: The College Senate: November 24, 2008

RE: Communication, Communication Studies Track Program Change (routing 104 08-09 UC)

SUBJ: Communication, Communication Studies Track Program Change

Signed: Date: 11/25/08

TO: T.M. Rao, The College Senate President

FROM: John R. Halstead, College President

RE: Decision and Action Taken on Formal Resolution (circle choice)

a. Accepted - Implementation Effective Date: Fall 2009

b. Deferred for discussion with the Faculty Senate on ___/___/___

c. Unacceptable for the reasons contained in the attached explanation

II. Response to Recommendation or Other/FYI

a. Received and acknowledged ___/___/___

b. Comment:

Signed: Date: 12/18/08

(Dr. John R. Halstead, President, SUNY College at Brockport)

DISTRIBUTION

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PROVOST & VICE PRESIDENT(S) COPIES: Assistant Provost, Dean(s), Academic Advisement, Registrar, Other: __________________________

DEAN(S) COPY: Department Chair(s), Other: __________________________

COLLEGE SENATE COPIES: Originator, College Senate Website, Other: __________________________
DEADLINE FOR SUBMISSIONS: FEBRUARY 28

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS – please, no multiple attachments – each proposal must be submitted as one document:
- Submit only complete proposals. Include support letters from department chair and dean.
- Proposals must be prepared individually in Word format using committee guidelines (guidelines online).
- Fill out this cover page for each proposal and insert it electronically as the front page of your document. (available online at www.brockport.edu/collegesenate)
- Email whole proposal with cover page as one attachment to senate@brockport.edu and facprez@brockport.edu.
- All updates must be resubmitted to the Senate office with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE: Please be somewhat descriptive, i.e., Graduate Probation/Dismissal Proposal rather than Graduate Proposal.

Communication, Communication Studies Track Program change

2. BRIEF DESCRIPTION OF PROPOSAL:

Restructure the Communication Studies track.
- Eliminate CMC 202
- Increase required skills course from one to two
- Rename concentration one Public and Mediated Communication
- Eliminate CMC 210 as a required course
- Add CMC 332, PR Principles and Practices, and CMC 334, PR Methods and Cases, as electives
- Renumber CMC 477, Organizational Communication, to CMC 377
- Add CMC 480, Advanced Interpersonal Communication
- Add CMC 478, Advanced Organizational Communication
- Create more focused elective groupings

3. ANTICIPATED EFFECTIVE DATE: Fall 2009

4. SUBMISSION & REVISION DATES: PLEASE PUT A DATE ON ALL UPDATED DOCUMENTS TO AVOID CONFUSION.

<table>
<thead>
<tr>
<th>First Submission</th>
<th>Updated on</th>
<th>Updated on</th>
<th>Updated on</th>
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5. SUBMITTED BY: (contact person)

Name: Monica Brasted
Department: Communication
Phone: 2157
Email: mbrasted@brockport.edu

6. COMMITTEES TO COPY: (Senate office use only)

<table>
<thead>
<tr>
<th>Standing Committee</th>
<th>Forwarded To</th>
<th>Date</th>
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<tbody>
<tr>
<td>Enrollment Planning &amp; Policies</td>
<td>To Committee for approval</td>
<td>9/11/08, 11/12/08</td>
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<td>Faculty &amp; Professional Staff Policies</td>
<td>Committee Chair Sign Here When Passed</td>
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<td>General Education &amp; Curriculum Policies *</td>
<td>To Executive Committee</td>
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<td>Student Policies</td>
<td>To Senate</td>
<td>11/24/08 – passed</td>
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<td>-</td>
<td>To College President</td>
<td>11/25/08</td>
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* follow special Gen Ed procedures for submission of General Education proposals at “How to Submit Proposals” on our Website.

**Use routing number and title in all reference to this proposal.

HOW WILL THIS AFFECT TRANSFER STUDENTS:
Changes: Restructure the Communication Studies track.

- Eliminate CMC 202
- Increase required skills course from one to two
- Rename concentration one Public and Mediated Communication
- Eliminate CMC 210 as a required course
- Add CMC 332, PR Principles and Practices, and CMC 334, PR Methods and Cases, as electives
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<th>Old</th>
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<td>Core Requirement</td>
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<tr>
<td>CMC 201 Public Speaking*</td>
<td>CMC 201 Public Speaking*</td>
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<td>CMC 202 Principles of Communication*</td>
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<td>One Required Skills Course from following</td>
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<td>CMC 309 Speech Comp and Presentation</td>
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<td>CMC 312 Argumentation and Debate</td>
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<td>CMC 317 Interview</td>
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<td>CMC 319 Propaganda and Persuasion</td>
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<td>Choice a Concentration</td>
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<td>A. Communication and Persuasion Specialty:</td>
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<td>Required Courses:</td>
<td>Public and Mediated Communication</td>
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<td>(one of: 210, 211, &amp; 219, plus 411 &amp; 492)</td>
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<td>CMC 210 Communication Revolutions…</td>
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<td>CMC 211 Protest and Public Opinion</td>
<td>CMC 211 Protest and Public Opinion OR</td>
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<td>CMC 219 Advertising, Mass Persuasion…</td>
<td>CMC 219 Advertising, Mass Persuasion…AND</td>
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<td>CMC 373 Critical Studies in Mass Comm</td>
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<td>CMC 410 Speakers, Campaigns and Move…</td>
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<td>CMC 417 Political Rhetoric in the Informa..</td>
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<td>CMC 419 Freedom of Expression</td>
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<td>CMC 463 Media and Society</td>
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<td>CMC 467 Mass Comm Theory and Research</td>
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<td>CMC 273 Interpersonal Communication</td>
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<td>CMC 377 Organizational Comm</td>
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<td>CMC 413</td>
<td>Nonverbal Communication</td>
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<td>CMC 415</td>
<td>Public Com in Admin, Bus…</td>
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<td>CMC 418</td>
<td>Intercultural Communication</td>
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<td>CMC 472</td>
<td>Group Leadership</td>
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<td>CMC 473 Theories of Comm.</td>
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<td>CMC 475</td>
<td>Communication Internship</td>
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<td>CMC 477</td>
<td>Organizational Communication</td>
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<td>CMC 479</td>
<td>Conflict Management through Comm.</td>
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<td>CMC 483</td>
<td>Com Training and Development</td>
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**B. Interpersonal and Organizational Communication Specialty: Total: 27**

- **Required Courses:**
  - 9 credits
  - CMC 273 Interpersonal Communication
  - CMC 473 Theories of Communication
  - CMC 477 Organizational Communication

- **Elective - Choose 9 credits from:**
  - CMC 316 Interpersonal Com in Business…
  - CMC 332 PR Principles and Practices
  - CMC 334 PR Methods and Cases

- CMC 413 Nonverbal Communication
- CMC 415 Public Com in Admin, Bus…
- CMC 418 Intercultural Communication
- CMC 472 Group Leadership
- CMC 475 Communication Internship
- CMC 479 Conflict Management Through…
- CMC 483 Com Training and Development

**Concentration 2: Interpersonal and Organizational Communication**

- **Interpersonal and Organizational Core**
  - Electives from Interpersonal and Organizational Comm - Choose 9 credits from:

**Elective courses from Communication and Persuasion Choose 9 credits from:**

- CMC 210 Communications Revolution OR
- CMC 211 Protest and Public Opinion OR
- CMC 219 Advertising, Mass Persuasion and the Consumer

- CMC 373 Critical Studies in Mass Comm
- CMC 410 Speakers, Campaigns and Move…
- CMC 411 Rhetorical Criticism
- CMC 417 Political Rhetoric in the Info Age
- CMC 419 Freedom of Expression
- CMC 463 Media and Society
- CMC 467 Mass Comm Theory and Research

**Choose 9 credits from:**

- CMC 210 Communications Revolution OR
- CMC 211 Protest and Public Opinion OR
- CMC 219 Advertising, Mass Persuasion and the Consumer

**TOTAL: 36**

- Elective Courses from Public and Mediated Comm. Choose 9 credits from:

**TOTAL: 36**

*Min C Required
Items 1-8, as required when proposing major changes:

I. Completed cover letter. Please see the first page.

II. Side-by-side comparison. Please see the preceding pages.

III. Rationale

a. Removal of CMC 202 (Principles of Communication): This introductory course is taken by students in all areas of the Communication Department (CMC Studies, Broadcasting, and Journalism). It is partially helpful to each area, but not sufficiently useful to any one area, including Communication Studies. Therefore, we would like to remove it. We are confident students can learn anything lost from this course in other CMC Studies courses.

b. The addition of a second skills course: One of our department’s strengths is the number and variety of skills courses we offer. By taking two such courses, our students are likely to gain a broadened skill set, and it is likely that this will help them be better prepared for the skills they will need to demonstrate in their careers (which also are skills that employers value).

c. While the 3-course core sequences in each concentration remain the same we have changed some of the available electives:
   i. Addition of Public Relations electives: Public Relations intersects well both with the Communication and Persuasion track and the Interpersonal/Organizational communication track. In addition, a number of students in each area are interested in public relations.
   ii. Changes in the electives for students in the Interpersonal and Organizational Communication concentration reflect an attempt to reduce some of the breadth in the area (fewer specialty courses) and increase the depth (more advanced-level courses that build on some of the core courses).

d. Electives that students must take in the concentration other than the one that they’ve chosen as their main area: We currently let them take “any three courses” in the other concentration. However, while we would like to continue to make sure students are exposed to each concentration, we would like to focus their attention more precisely on certain courses in each area.

IV: Description of new courses:

a. CMC 480 Advanced Interpersonal Communication: Involves an in-depth examination of the process of interpersonal communication with a focus on major theories of interpersonal communication. Topics include methods of researching interpersonal communication, perception, verbal and nonverbal messages, listening, conflict, and relationship development and maintenance.

b. CMC 478 Advanced Organizational Communication: Examines the key elements of organizational communication, with a particular focus on key theories and how those theories can be used to address real communication problems faced by organizations. Topics include organizational culture, approaches to management, leadership, and employee socialization.

V. Staffing Issues
a. Basically, we are restructuring the current program using existing courses so there will be minimal staffing issues. We will be able to introduce the new courses described above, because we have eliminated some courses from the old program and plan on offering these on a rotating basis.

VI. Administration commentary

a. Dept. Chair: Please see the attached letter
b. Dean of School of Arts and Performance: Please see the attached letter

VII. No new resources or facilities are needed

VIII. Not applicable.
DATE: September 4, 2008
TO: College Senate
FROM: Monica Brasted, Chair, Communication
RE: Proposed Changes to Communication Studies

Senators, I am writing in support of these proposed changes because they will enhance our program. The rationale for this merger has been provided and I believe it is justified. By making these changes, we will be able to restructure the major so students can gain a broadened skill set and increased depth in their communication concentration. Additionally, the proposed changes will better prepare our students for the skills they will need to demonstrate in their careers. Regarding any staffing changes that this proposal might require, we have addressed ways the staffing issue can be handled without requiring any new resources.

In closing, thank you for considering these revisions.
To: Undergraduate Curriculum Committee  
College Senate

From: Francis X. Short, Dean  
School of Arts & Performance

Date: September 10, 2008

Subj: Curricular Change  
Department of Communication

Please accept this brief memo in support of proposed changes in the undergraduate communication studies curriculum in the Department of Communication. As I understand the proposal, it requests four changes to the current program: 1) eliminates the Introductory CMC 202 class (which is deemed to have limited usefulness), 2) adds a valuable second “skills course,” 3) modifies the elective choices within the three-course core sequences, and 4) limits other elective choices in the concentration. The total number of credits in the program remains the same and the department assures me that no new resources (faculty or otherwise) are required to implement this program.

Inasmuch as these changes a) will improve the preparation of our students in communication studies, and b) do not require any additional financial resources to implement, I support the proposal without reservation. Please contact me if you have any questions. Thank you for the consideration.
Answers to questions raised by the registrar’s office.

Peter's questions/comments:

Restructuring of Communication Studies:

The Communication Department states Eliminate CMC202.

Does this mean that the course will no longer be offered or no longer required in the major? **The course will no longer be offered and will no longer be required in the major. Students will be notified that the last time this class will be offered is during the Spring 09 semester. We will identify appropriate course substitutions of students under the old program that might not take CMC 202. We will be pushing students to get it on their schedule though so there will hopefully be only a few who miss it.**

CMC 202 and 210 are pre-requisites for a few courses. Will the course registrations on these courses be revised? **Yes. The registrations will be updated to reflect the change in the program.**

The department wants to add two new courses: Advanced Interpersonal Communication and Advanced Organizational Communication

No problem but they have to select different numbers since both CMC 476 and 477 are currently active courses in Banner. The renumber of CMC477 to CMC377 is not a problem. **Please modify the proposal in the following ways: CMC 478 Advanced Organizational Communication and CMC 480 Advanced Interpersonal Communication**

In the side by side comparison, under the old curriculum, CMC209 Speech Comp and Presentation; under the new curriculum CMC309 Speech Comp and Presentation - is this a typo or is the course being re-numbered? **The course is being renumbered.**

Will students still be required to complete a minor or 2nd major to fulfill requirements? **Yes.**