

Communication

"Shaping minds to master tomorrow's communication challenges"

3.25.2013

To: Communication Majors and Minors

From: Professor Clampitt, Chair of Communication

Re: Communication Curriculum Reform

The faculty in the Communication program stress continuous improvement. Over the past three months we used the same philosophy to take a deep look at our curriculum. Many of you provided us feedback in surveys or hallway conversations. Based on that feedback and our discussion, we decided to enhance our curriculum with the following principles in mind:

- Update the curriculum to meet the ever-changing dynamics of the communication world while maintaining the best of the core curriculum
- Simplify the administrative process for students and faculty (e.g. spend less time on advising students about how to fill out forms and spend more time on advising about career decisions)
- Respond to continuous improvement ideas from student surveys and CCQs

I'm pleased to announce that the program enhancements we proposed to the university have all been accepted and will be formalized in the 2013-14 catalogue. (Note, however, some minor tweaks will have to be implemented a bit further down the road because of university rules.)

Basics You Need to Know

1. **Like your current plan? You can keep it.** Any declared major/minor WILL have the option to remain under their current plan.
2. **Want to move to the new program? You can.** If you are a declared major/minor, you will have the OPTION to move to the new program. The primary reason someone might change is to simplify the enrollment process, add an area of emphasis, or add some classes to an area of emphasis. (See Q/A at the end of document for specific instructions.)
3. **Know someone who is an undeclared major/minor?** If accepted to our program, s/he will operate under the new curriculum outlined in the next few pages.
4. **Don't know what to do?** Talk to any of the Communication faculty.
5. **Need further information?** Read on. Or you can email me or catch me for a "walk-and-talk".

Communication Program

Overview

Complete Application Process Review details on the Communication website	Earn at least 2.5 GPA on first 30 credit hours
	Prepare a list of personal strengths/improvement areas
	Craft a personal resume
	Write a rationale statement for selecting area of emphasis
	Submit the documents above to your advisor or to the Chair
	Gain acceptance from the Chair or your Comm advisor
Learn the Basics complete ALL 6 prerequisites	Comm 102 Introduction to Communication
	Comm 133 Fundamentals of Public Address
	Comm 200 Communication Problems and Research Methods
	Comm 205 Elements of Media
	Comm 280 Business and Media Writing
	Comm 166 Interpersonal <i>or</i> Comm 237 Small Group Communication
Master an Emphasis take 10 required upper-level courses in your emphasis	Conflict Resolution
	Journalism
	Mass Media
	Organizational Communication
	Public Relations
Fine-tune Your Speciality select 1 - 3 elective courses depending on your emphasis	Select electives that enhance your mind and marketability
	You can select ANY upper-level COMM course. The courses COUNT toward the 10 upper-level requirement.
	Note: Conflict Resolution emphasis has other options, as well -- see p.4
Launch Your Career choose a career that is...	Built on your critical thinking skills
	Guided by Career Services
	Grounded in your expertise
	Supported by your network of colleagues from UWGB

Areas of Emphasis

Features of ALL Areas of Emphasis

Simple Prerequisite Gateway – To begin ANY area of emphasis, you must have completed a minimum of 5 of the 6 prerequisite courses (to graduate you must complete all 6). The rationale? So students in project teams in upper-level courses can expect a certain level of basic competency from all of their teammates.

Meaningful Course Numbers – All the 400-level courses are considered capstone courses. Professors will expect mastery of the content and skills of relevant courses with lower numbers. Note: because of the “simple prerequisite gateway,” students will have the final say about the sequence in which they take upper-level courses. It is a choice, though, that should be made with the faculty expectations in mind.

Flexible Fine-Tuning – All emphases allow students to select a minimum of one course to fine-tune their area of emphasis. These choices should allow students to enhance their critical thinking and marketability. It will allow faculty to add new courses as the field changes and test student reactions. In short, this feature builds more flexibility into your degree and dynamism into the program. For instance, the program does NOT require an internship. But if a great opportunity comes along, then a student may opt to take the internship.

Course Requirements

Organizational Communication

- 308 – Information Technologies
- 333 – Persuasion & Argumentation
- 335 – Organizational Communication
- 336 – Theories of the Interview
- 380 – Communication Law
- 381 – Principles of Public Relations
- 480 - Cases in Communications and Media Management
- Plus 3 Upper-level Comm Electives

Mass Media (renamed from Electronic Media)

- 302 –News Reporting & Writing
- 306 – Radio Broadcasting
- 307 – TV Production
- 308 – Information Technologies
- 309 – Electronic Media Advertising Campaigns
- 366 – Media Planning & Selling
- 380 – Communication Law
- 430 – Information, Media & Society
- Plus 2 Upper-level Comm Electives

Public Relations

- 302 - News Reporting & Writing
- 303 – Feature Writing
- 308 - Information Technologies
- 335 – Organizational Communication
- 380 – Communication Law
- 381 - Principles of Public Relations
- 382 – Public Relations Writing
- 480 – Cases in Communications and Media Management
- Plus 2 Upper-level Comm Elective

Journalism

- 302 –News Reporting and Writing
- 303 – Feature Writing
- 353 – Practicum in Print I
- 453 – Practicum in Print II
- 380 – Communication Law
- 382 – Public Relations Writing
- 403 – Advanced Reporting
- Plus 3 Upper-level Comm Electives

Conflict Resolution (new area of emphasis)

- 333 – Persuasion & Argumentation
- 335 – Organizational Communication
- 336 - Theories of the Interview
- 340 – Conflict Management & Mediation
- 380 – Communication Law
- 445 - Human Communication Theory
- Plus 4 Upper-level electives selected from list on the right

Conflict Resolution Electives

- Any Upper-level COMM Course
- HUD 370 Personal Relationships
- PEA 315 Public and Nonprofit Management
- PEA 344 Leadership in Organizations
- PSYCH 330 Social Psychology
- *Note: Prerequisites may apply to courses outside of the Communication department*

Minor Supporting Course Requirements	Upper Level Minor Requirements
<ul style="list-style-type: none"> • 102 – Introduction to Communication • 133 - Fundamentals of Public Address • 200 - Communication Problems and Research Methods • 205 - Elements of Media • 280 - Business and Media Writing • 166 - Fundamentals of Interpersonal Communication OR 237 Small Group Communication 	<ul style="list-style-type: none"> • Any 5 Upper-level COMM Courses

Question and Answers

If I choose the new program, will I have to re-take courses that have shifted focus or changed numbers? No.

When do the changes go into effect? Fall 2013.

If I want to switch to the new program, how do I do that? Re-submit a degree form with an updated catalog year (2013-2014).

Can I have multiple areas of emphasis? Yes.

If I take the course for one track, will it count for another as well? Yes.

Should I take the prerequisites in any particular order? Yes. We recommend that you take 100–level courses before taking 200–level courses (particularly COMM 200).

Will any courses change periodicity? Yes. The tentative plan is below.

- Change periodicity to every semester for COMM 102, 200, 205, 237, 280, 335, 380, 382, and 430 (These reflect the new numbering as noted above)
- Establish periodicity of COMM 340 to Fall

How will individual courses change under the new curriculum?

1. COMM 200 (Communication Problems and Research Methods) will shift focus with more emphasis on research methods
2. COMM 203 will change title, description, and move to an upper-level course; the new number will be COMM 302 (Media Writing)
3. COMM 253 will move to an upper-level course; the new number will be COMM 353 (Practicum in Print I)
4. COMM 353 will change number to COMM 453 (Practicum in Print II)
5. COMM 280 will change title and shift focus; the new title will be Business and Media Writing
6. COMM 282 will move to an upper-level course; the new number will be COMM 381 (Principles of Public Relations)
7. COMM 305 will change title and move to a lower-level course; the new number will be COMM 205 (Elements of Media)
8. COMM 337 will change to a lower-level course; the new number will be COMM 237 (Small Group Communication)
9. COMM 382 will shift focus.
10. COMM 450 will change number, title and description; the new title and number will be COMM 340 (Mediation and Conflict Resolution)

Why isn't an internship required? We want this be a collaborative choice between the student and his/her faculty advisor or Communications Department internship supervisor. In short, this decision was part of our commitment to "flexible fine-tuning." We want to make sure internships are a quality experience for the student and hosting organization. If not, then it is better to invest your three credits in a great course experience.

Will the faculty be shifting teaching responsibilities? Yes. For example, Professor Garcia will no longer be teaching Communication Problems and Research Methods (COMM 200) in order to focus on his new area of emphasis (Conflict Resolution). Professor Clappitt will no longer teach Small Group Communication (COMM 237) as he moves to the new course, Social Media Strategies (COMM 483x).

Are there going to be any other changes to the curriculum next year? Yes. We will be offering two new experimental courses next year: Social Media Strategies and Service Learning in Conflict Resolution. These courses can be used to meet requirements in any Area of Emphasis. We will use these courses to tweak the Area of Emphasis requirements a bit. Note: Even with these tweaks each area will still require 10 upper-level courses.

Why were all these changes made in the curriculum?

- Meet the ever-changing dynamics of the communication world while maintaining the best of the core curriculum
- Simplify the administrative process for students and faculty (e.g. spend less time on advising students about how to fill out forms and spend more time on advising about career decisions)
- Respond to continuous improvement ideas from student surveys and CCQs