

Communication

"Shaping minds to master tomorrow's communication challenges"

3.28.2013

To: Communication Majors and Minors

From: Professor Clampitt, Chair of Communication

Re: Recent Questions about the New Curriculum

At this point all majors/minors should have been fully briefed on the changes to the Communication program. In fact, some of you may feel "over-briefed". That is by design. With major changes it is better to over communicate in various rich and lean channels.

In the briefings several questions came up that the faculty felt deserve further clarification. Listed below are those questions and our responses.

Question and Answers

When will the changes be posted on the Communication website? We are not exactly sure but within a couple of weeks.

When will the changes be made to the catalogue? Not sure. This is out of our hands. I can tell you that the memo I sent on Monday (3.25.2012) WILL BE the operative plan in the Fall. So you can always rely on that document.

Can I keep my old emphasis under the "old plan" and add a new emphasis under the new plan? No. You are either in one plan or the other based on the catalog year you opt for. The Registrar simply can't keep track of an individual student under two different plan options.

Can I complete my minor in Corporate Communications? Yes. If you signed up under the "old plan" (catalog years up to 2012-13), you can still keep it.

Is it better for a sophomore to stick with the "old program" or go for the new? It depends on various other factors such as your minor, total number of credits needed to graduate etc. So you have to make the call with your advisor on how best to manage your career. We recognize that those "caught" in mid-career have the toughest decision. Therefore, we are going to be flexible in our approach to students in this situation. Bottom line: you will have to make that call based on your individual situation. We suspect that most people will opt for the new program because of all the flexibility it gives them.

What exact form will I need to switch or add emphasis? Re-submit a “Declaration of Degree” e-form with an updated catalog year (see www.uwgb.edu/registrar/forms/index.asp). (It should be relatively simple).

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).

How do internships influence my course requirements? They will be part of your upper-level electives (e.g. “pick 1” or “pick 2”) within the Area of Emphasis. Remember we only count 3 internship credits toward a degree in our program. And we will be trying to avoid class substitutions. However, you can use additional internship credits to complete your other university credit requirements.

What are the major advantages of the program for students?

1. You have increased access to prerequisite courses
2. You have fewer forms to fill out
3. You have a simple prerequisite gateway to the upper-level courses (After you complete 5 of the 6 courses, you have access to ANY upper-level course).
4. You can expect that all your group members in your upper-level courses share a core set of skills and sensibilities.
5. You can spend more time talking to faculty members about personal growth and careers instead of talking about administrative forms and processes.

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 (Fall) and Service Learning in Conflict Resolution (Spring). These courses can be used to meet upper level elective 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.

Who are the advisors for the emphases?

- Conflict Resolution – Garcia
- Journalism – Goff or Clampitt
- Mass Media - Bina
- Organizational Communication - Clampitt
- Public Relations – Clampitt or Bina

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