

Program Request - Abbreviated Template
University of Utah
BA / BS Communication
02/14/2012

Section I: Request

The Department of Communication at the University of Utah is requesting a consolidation of its 2 current majors (BA/BS Mass Communication and BA/BS Speech Communication), into 1 major (BA/BS Communication; see attachment A for current and proposed curriculum). The Department is collapsing the current ten narrowly defined sequences into three sequences and increasing the required number of courses from 13 to 14.

Section II: Need

The consolidation of the two current degrees into one degree reflects fundamental changes in the discipline of Communication, the Department of Communication faculty, as well as adapting to the needs of students. In 1972, the former Departments of Journalism and Speech Communication were merged to form the present Department of Communication, thus creating one of the first (if not the first) fully integrated academic units in the nation. Originally, all of the degree programs maintained the designation of journalism and mass communication or speech communication at the bachelor's and master's levels, though the Ph.D. degree was in Communication from the time of the Department's inception in 1972. Over time, the separate designations at the master's level disappeared, leaving only the mass communication and speech communication curriculum and degree distinctions at the undergraduate level. Given the faculty's decision not to seek continued ACEJMC accreditation two years ago -- consistent with a growing trend among major Research I institutions -- the faculty was free for the first time to fully explore the potential of a truly integrated curriculum.

The Communication faculty engaged in more than a year of systematic data collection, involving alumni and professional interviews, student feedback, and a review of curriculum trends across the nation as it considered how to best meet the needs of students. Technological innovation, the impact of the Internet, and the increased availability of information and connections to others has obfuscated the traditional separation of Mass and Speech Communication. For example, concepts in Interpersonal Communication (Speech) would apply to people using Facebook, a mass medium. Concepts in Organizational Communication (Speech) would apply to Integrated Marketing (Mass) and both could be distributed on the web (New Media).

While the single major provides a symbolic commitment to the study of all aspects of communication, collapsing the current 10 narrowly defined sequences into three sequences and increasing the required number of courses from 13 to 14 allows students to take and faculty to teach courses in all areas of Communication and better reflects the integrated world in which people communicate. The single undergraduate major will offer increased flexibility to students wishing to fully benefit from the breadth of Utah's integrated curriculum.

Students will be able to focus their studies within the general interdisciplinary program designated as Communication Studies, or pursue more concentrated sequences in Strategic Communication (for careers in public relations, advertising, and integrated marketing) or Journalism (for careers in online, broadcast, and print journalism). These changes should result in programs of study for all of our students, regardless of their academic and professional interests that prepare them for the challenges of tomorrow.

Section III: Institutional Impact

The Department of Communication does not anticipate any negative effects on enrollments within the Department or enrollments at other state institutions. The new curriculum reorganizes the Department's existing course offerings, offering students increased flexibility while still retaining the academic rigor of the previous structure. One potential benefit of the new curriculum is that even with the increase of one required course within the major, students should be able to decrease their time to graduation. The previous 10 sequences often produced "bottleneck" courses and slowed down student progress when the final course in a sequence was only taught once a year.

Section IV: Finances

The Department of Communication does not anticipate any costs or savings associated with this change. The changes simply repackage the current course offerings. The single major and curriculum reorganization will be attractive to current students, and may result in increased student demand for the major.

Appendix A

Proposed Curriculum Reorganization

COMMUNICATION MAJOR

14 courses – effective Fall 2012

You must pass all Communication courses with a grade C or better.

<p>Communication Studies A general, interdisciplinary course of study in communication -- interpersonal, organizational, rhetorical, cultural, science/health/environmental, new media, and mass communication.</p> <p><u>Required – Choose 4 courses</u> 1270 Analysis of Argument 2110 Intro Interpersonal Comm. 3050 Theoretical Perspectives in Comm 3315 Comm Science, Health, Environ 3405 Rhetoric & Persuasion 3415 Cultural Communication 3505 Living in a Media World</p> <p><u>Choose 10 Electives</u> You may choose any Communication course. One MUST be a 5000-level course</p> <p>See Career & Interest Guidelines for help in choosing electives.</p> <p>NOTE: Students interested in media careers are strongly recommended to take COMM 5300, Mass Comm Law .</p>	<p>Strategic Communication Public relations, advertising, integrated marketing.</p> <p><u>Required 5 courses</u> 1610 Intro to News Writing (WTG 2010) 3505 Living in a Media World 3550 Prin. of Visual Comm 4580 Strategic Comm Theory & Practice 5300 Mass Comm Law (3505)</p> <p><u>Choose 3 courses</u> <u>One MUST be 4590 or 5580.</u> 3580, Strategic Comm, Special Topics 3610, Internship 3670, Principles of Advertising 3680, Adv. Media Analysis/Plan. (3670) 4590, Wtg for Strategic Comm (1610) (4580) 5580, PR Cases & Campaigns (3505, 1610, 4580) 5590, Integrated Marketing Comm.</p> <p><u>Choose 1 course</u> 3710, Intro to Quant. (QI) 5710, Comm Research (3710 or equiv.) (QI)</p> <p><u>Choose 1 course</u> 1270 Analysis of Argument 2110 Intro Interpersonal Comm. 3050 Theoretical Perspec. in Comm 3405 Rhetoric & Persuasion 3415 Cultural Communication 3315 Comm Science, Health, Environ</p> <p><u>Choose 4 courses</u> You may choose any Communication course. One MUST be 5000-level course.</p>	<p>Journalism On-line, broadcast, print journalism.</p> <p><u>Required 5 courses</u> 1610 Intro to News Writing (WTG 2010) 3505 Living in a Media World 3550 Prin. of Visual Comm 3555 Convergence Journalism (1610 & 3550) 5300 Mass Comm Law (3505)</p> <p><u>Choose 3, at least 1 from each list</u> <u>WRITING/REPORTING</u> 3520, Radio Journalism (1610) (CW) 3600, Editing Process (WTG 2010) (CW) 3660, Intermediate Reporting (1610) (CW) 4520, TV Journalism (1610, 3555 or 3560) 4610, Magazine Writing (1610) (CW) <u>VISUAL</u> 2530, Photojournalism (1535 or 3555) 3530, Adv. Photography (1535) 3560, Video Production I (3550) 4570, Visual Editing (3550) 5550, Digital Imaging (3550) 5555, Doc. Photography (1535 or equivalent) 5770, Communication Design, Special Topics</p> <p><u>Required 1 course</u> 4670, Specialty Reporting (1610) (CW) (Students must <u>first</u> take one of the following: 3520, 3600, 3660, 4520, or 4610) (4670 may be taken 3X for credit if different topic.)</p> <p><u>Choose 1 course</u> 3610, Internship 3620, Editorial Conference 3570, Newsbreak (3560, or instr. permission)</p> <p><u>Choose 4 courses</u> You may choose any Communication course. One MUST be 5000-level course.</p>
<p>Teaching Speech in High School Media Studies Minor Documentary Studies Minor Peace & Conflict Minor</p>	<p>Fall 2012 Class Schedule Curriculum Guide</p>	<p>University Catalog, Communication</p>

Current Communication Curriculum

Department of Communication

Mass Communication Degree – Effective August 24, 2009

1. Mass Comm

Core

Take all three courses

1500, Intro to Mass Comm
3550, Prin. of Visual Comm
5300, Mass Comm Law (1500)
*COMMS 300 ONLINE from BYU
does NOT fulfill this requirement.
Effective August 1, 2007.

2. Electives

Choose four courses

You may choose any Communication course 2000-level and above, or 1530, OR 1535, that you do not use to fulfill the Core or Sequence requirements. Please note: Choose *either* COMM 1530 or COMM 1535; you cannot count both toward degree completion.

COMM _____

COMM _____

COMM _____

COMM _____

One MUST be a 5000-level course.

Any 5000-level COMM course.

NOTE:

A course can fulfill only one Department of

3. Choose One Sequence

A. Journalism Sequence

Required 2 courses

1610, Intro to News Writing (WTG 2010)
3555, Convergence Journalism (1610 & 3550)

Choose 3 courses, at least one from each list

WRITING/REPORTING

3520, Radio Journalism (1610) (CW)
3600, Editing Process (1610) (CW)
3660, Intermediate Reporting (1610) (CW)
4520, TV Journalism (1610, 3555 or 3560)
4610, Magazine Writing (1610) (CW)
4670, Specialty Reporting (1610) (CW)
(repeatable for credit)

VISUAL

2530, Photojournalism (1530 or 3555)
3530, Adv. Photography (1530)
3560, Video Production I (3550)
4570, Visual Editing (3550)
5550, Digital Imaging (3550)
5555, Doc. Photography (1530 or equivalent)
5770, Communication Design, Special Topics

Choose 1 course

3610, Internship
3620, Editorial Conference
3570, Newsbreak (3560, or instr. permission)

B. New Media Sequence

Required 3 courses

3510, Intro to Web Design (3550)
3560, Video Production I (3550)
3640, Writing for New Media (WTG 2010)

Choose 1 course

4550, Dev. in New Media (1500) (CW)
5640, Comm Tech & Culture

Choose 2 courses

1530, Basic Photography (or)
1535, Digital Photography
3500, Writing for Entertain. Media (CW)
3530, Adv. Photography (1530 or 2530)
3645, Living the eLife
4560, Video Production II (3560)
4570, Visual Editing (3550)
5310, Telecom Policy & Mgmt
5500, Emerging Technologies
5510, Adv Web Design (3510)
5520, Interactive Narrative (3550)
5550, Digital Imaging (3550)
5555, Documentary Photography (1530 or equivalent)
5560, Video Production III (4560)
5590, Integrated Marketing Comm.
5610, IT & Global Conflict
5650, Videogames Studies (3550)
5690, New Media, Special Topics
5770, Communication Design

C. Strategic Comm. Sequen.

Required 2 courses

1610, Intro News Writing (WTG 2010)
4580, Strategic Comm. Theory & Practice

Choose 3 courses

One MUST be 4590 or 5580.
3580, Strategic Comm, Special Topics
3610, Internship
3670, Principles of Advertising
3680, Adv. Media Analysis/Plan. (3670)
4590, Wtg for Strategic Comm (1610) (4580)
5580, PR Cases & Campaigns (1500, 1610, 4580)
5590, Integrated Marketing Comm.

Choose 1 course

3710, Intro to Quant. (QI)
5710, Comm Research (3710 or equiv.) (QI)

D. General Sequence

Required 3 courses

1500, Intro to Mass Comm
3550, Prin. of Visual Comm
5300, Mass Comm Law (1500)

Choose 1 course

1610, Intro News Writing (WTG 2010)
3500, Writing for Entertain. Media (CW)
3640, New Media Writing (WTG 2010)

Choose 9 Communication courses.

Two MUST be 5000-level. Seven must be COMM 2000-level or higher.

Communication graduation requirement, although it can fulfill a University or General Education requirement, too.			
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Updated 6/14/10

Department of Communication

Speech Communication Degree

All students must complete a sequence listed below. Sequence requirements consist of “Required Courses” and “Electives,” for a total of thirteen (13) courses required for graduation.

“Electives” may be any course in the Communication Dept. See the back of this sheet for Suggested Electives. Prerequisites are listed in (parentheses). (Effective Fall 2009)

<u>Argumentation & Conflict Sequence</u> Required three courses: 1270 Analysis of Argument (HF, QB) 3050 Theoretical Persp Comm. 3150 Arg, Conflict & Dialogue <u>Choose one:</u> 2110 Interpersonal Comm. (HF) 3170 Org Communication 3420 Performance & Culture (HF) 3490 Comm & Public Issues <u>Choose one:</u> 3330 Negotiation & Interview 5150 Dialogue & Cultural St. 5320 Freedom of Expression <u>Choose one:</u> 5270 Theories of Argument 5340 Communication & Law 5360 Environmental Comm <u>Choose 7 electives</u>	<u>Communication & Culture Sequence</u> Required 4 courses: 3050 Theoretical Persp Comm 3190 Intercultural Comm (DV) 3420 Performance & Culture (HF) 3460 Comm Criticism (HF, CW) <u>Choose one:</u> 1270 Analysis of Argument (HF, QB) 2110 Interpersonal Comm (HF) <u>Choose one:</u> 5420 Contemp Social Mov. 5490 Comm & Social Justice <u>Choose 7 electives</u>	<u>Interpersonal Sequence</u> Required three courses: 2110 Interpersonal Comm (HF) 3050 Theoretical Persp Comm 5110 Interpersonal Comm (2110) <u>Choose one:</u> 1270 Analysis of Argument (HF, QB) 3170 Org Comm 3420 Performance & Culture (HF) 3490 Comm & Public Issues <u>Choose one:</u> 3710 Quant. Comm Research (QI) 5710 Comm Research (3710 or equivalent) (QI) <u>Choose one:</u> 3040 Comm & Relationships 3110 Interpersonal Comm (2110) 3120 Family Comm (2110 rec.) 5140 Comm & Aging 5160 Comm & Emotion <u>Choose 7 electives</u>	<u>Organizational Comm Sequence</u> Required 3170 Org Communication <u>Choose two courses:</u> 1270 Analysis of Argument (HF, QB) 2110 Interpersonal Comm (HF) 3050 Theoretical Persp Comm 3420 Performance & Culture (HF) 3490 Comm & Public Issues <u>Choose two courses:</u> 4170 Applied Org Comm (3170) 5170 Issues Org Comm (3170) 5180 Sem: Org Comm (3170) <u>Choose one course:</u> 3710 Quant. Comm Research (QI) 5710 Comm Research (3710 or equivalent) (QI)
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<u>Teaching & Training Sequence</u> <u>Required 4 courses:</u> 1270 Analysis of Argument (HF, QB) 2110 Interpersonal Comm (HF) 3050 Theoretical Persp Comm 5010 Teaching Speech & Com (CW) <u>Choose one:</u> 3270 Forensics Lab 4270 Forensics Practicum (CW) 5060 Teaching Mentorship <u>Electives, choose 8 courses</u>	<u>General Sequence</u> <u>Choose three courses:</u> 1270 Analysis of Argument (HF, QB) 2110 Interpersonal Comm (HF) 3050 Theoretical Persp. Comm 3170 Org Communication 3420 Performance & Culture (HF) 3490 Comm & Public Issues <u>Choose two 5000-level courses:</u> Electives, choose 8 courses	
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Suggested Electives by Sequence

<p><u>Argumentation & Conflict</u> <u>Suggested Electives, choose 7</u> 3180 Comm & Social Behav (HF) 3200 Persuasion Th. & Prac. (CW) 3270 Forensics Lab 3330 Neg & Interviewing 3460 Comm Criticism (HF, CW) 3490 Comm & Public Issues 4270 Forensics Practicum (CW) 5120 Teamwork 5150 Dialogue & Cultural St. 5200 Persuasion & Political 5270 Theories of Argument 5320 Freedom of Expression 5340 Comm & Law 5360 Environmental Comm 5420 Contemp. Social Mov. 5490 Comm & Social</p>	<p><u>Communication & Culture</u> Suggested Electives, choose 7 2210 Intro Performance St. 3030 Comm & Social Resp. (HF, CW) 3070 Comm & Gender (DV) 3180 Comm & Social Behav. (HF) 3410 Literature in Perform. (HF) 3490 Comm & Public Issues 5140 Comm & Aging 5150 Dialogue & Cultural St. 5200 Persuasion & Political C. 5350 Ethical Practices in C. 5360 Environmental Comm 5540 Media & Diversity (DV)</p>	<p><u>Interpersonal</u> Suggested Electives, choose 7 3070 Comm & Gender (DV) 3110 Interpersonal (2110) 3120 Family Comm (2110 rec.) 3170 Org Comm 3180 Comm & Social Behav. (HF) 3190 Intercultural (DV) 3330 Negotiation & Interview 5120 Teamwork 5140 Comm & Aging 5150 Dialogue and Culture St. 5160 Comm & Emotion 5350 Ethics</p>	<p>Organizational Comm. Suggested Electives, choose 7 2120 Group Decision Making 3030 Comm & Social Resp (HF, CW) 3190 Intercultural Comm (DV) 3330 Negotiation & Interview 3420 Performance & Culture (HF) 3460 Comm Criticism (HF, CW) 3490 Comm & Public Issues 3510 Intro Web Design (3550) 3670 Prin. of Advertising 3680 Advertising Media Analysis & Planning (3670) 4580 Strategic Comm 5150 Dialogue & Cultural</p>
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Communication & Culture

Suggested Electives, choose 7

2210 Intro Performance St.
3030 Comm & Social Resp. (HF, CW)
3070 Comm & Gender (DV)
3180 Comm & Social Behav. (HF)
3410 Literature in Perform. (HF)
3490 Comm & Public Issues
5140 Comm & Aging
5150 Dialogue & Cultural St.
5200 Persuasion & Political C.
5350 Ethical Practices in C.
5360 Environmental Comm
5540 Media & Diversity (DV)

Interpersonal

Suggested Electives, choose 7

3070 Comm & Gender
(DV)
3110 Interpersonal
(2110)
3120 Family Comm
(2110 rec.)
3170 Org Comm
3180 Comm & Social
Behav. (HF)
3190 Intercultural (DV)
3330 Negotiation &
Interview
5120 Teamwork
5140 Comm & Aging
5150 Dialogue and
Culture St.
5160 Comm & Emotion
5350 Ethics

Organizational Comm.

Suggested Electives, choose 7

2120 Group Decision Making
3030 Comm & Social Resp (HF, CW)
3190 Intercultural Comm (DV)
3330 Negotiation & Interview
3420 Performance & Culture (HF)
3460 Comm Criticism (HF, CW)
3490 Comm & Public Issues
3510 Intro Web Design (3550)
3670 Prin. of Advertising
3680 Advertising Media Analysis & Planning (3670)
4580 Strategic Comm
5150 Dialogue & Cultural

Justice 5540 Media & Ethnicity (DV)	5640 Comm Tech & Culture 5650 Videogames Studies (3550)		St. 5180 Sem: Org Comm (3170) 5200 Persuasion & Political 5360 Environmental Comm 5590 Integrated Marketing C.
<u>Teaching & Training</u> Suggested Electives, choose 8 1020 Public Speaking 2120 Group Decision Making 3330 Negotiation & Interview. 3270 Forensics Lab 3420 Performance & Culture (HF) 3460 Comm Criticism (HF, CW) 4270 Forensics Practicum (CW)			