

PROGRAM CHANGE CURRICULUM FORM UNDERGRADUATE

| | |
|--|----------------------------------|
| Department: Communication Studies | Submission Date: 9/8/2017 |
| Major <input type="checkbox"/> Minor <input type="checkbox"/> Concentration <input checked="" type="checkbox"/> Certificate <input type="checkbox"/> | |
| Catalog Year of Implementation (must be next academic year or later): 2018-19 | |
| If retroactive, specify catalog year: | |

I. SUMMARY OF PROPOSED PROGRAM CHANGE INFORMATION

| | Check if no change | |
|---|-------------------------------------|---|
| CURRENT (required) | | PROPOSED CHANGE (if applicable) |
| Program Name: <u>Communication Studies: Public Relations Concentration</u> | <input checked="" type="checkbox"/> | _____ |
| Credit Hours: <u>47</u> | <input type="checkbox"/> | <u>51</u> |
| If yes, enter a justification for the change in credit hours. | | |
| 1. The dept. wants to move 1 credit hour of the General Education Internship into the Program. 2. The dept. wants to move 3 credit hours of COMM 400 from General Ed into the program as well. | | |
| Course(s) to be added: _____ | <input type="checkbox"/> | 1 Credit - COMM 105 1 Credit - COMM 305 1 Credit - COMM 405 3 Credits - COMM 492 3 Credits - COMM 400 3 Credits - COMM 434 |
| Course(s) to be removed: <u>COMM 461</u> | <input type="checkbox"/> | _____ |
| Indicate courses to be substituted for removed courses | | <u>See COMM 461 - Course Subs. Doc.</u> |
| Course(s) to be changed: _____ | <input checked="" type="checkbox"/> | _____ |
| Other Changes: _____ | <input checked="" type="checkbox"/> | _____ |

II. PROPOSED REVISION IN CATALOG DESCRIPTION OF PROGRAM

See attached document.

III. RATIONALE FOR PROPOSED CHANGES

1. The changes occurring in the general education curriculum result the in the removal of 1 credit of the COMM 492 internship from the gen ed requirements. The faculty of the Communication Studies department feel that a full internship is an essential experience for our students and program. Therefore we want to move the 1 credit internship requirement into the program, so our students are still required to complete a 3-credit internship.
2. COMM 400 was also previously part of the gen ed requirements and we want to move that into the program as well.
3. We're proposing a new elective course (COMM 434) and want to add that to the program.
4. We're also adding 3 new courses (COMM 105, 305, 405) to our major. The courses will each be 1-credit.

**PROGRAM CHANGE CURRICULUM FORM
UNDERGRADUATE**

5. The final change will be to remove COMM 461 as a required course. The course no longer fits with our program and we want to remove it as a requirement.

IV. RESOURCE ASSESSMENT, IF CHANGE WARRANTS IT

A. Estimate any change in staff requirements that would result from the program change.

No staffing change will be required.

B. Estimate the amount and cost of any extra equipment, library resources, computer hardware or software, or other resources that would be required to carry out the program change.

No extra resources are required.

V. AFFECTED DEPARTMENTS OR PROGRAMS

If the proposed program changes could have an impact on other departments or programs, the appropriate affected chairs or program directors should be notified of the proposed changes.

A. List other departments/programs that might be affected.

n/a

B. List individuals contacted and date contacted.

All curriculum proposals/changes are processed in the date order received.
Submission within the deadlines does not guarantee processing in time for the next academic year's catalog.

For the Curriculum Development Handbook and all forms, see <http://blogs.longwood.edu/curriculum/>.

The signature page follows as a separate sheet.

**PROGRAM CHANGE CURRICULUM FORM
UNDERGRADUATE**

V. APPROVALS

Department: Communication Studies

Program Name: Public Relations Concentration

SIGNATURE PAGE

| | Date Received | Date Approved | Signature |
|--|---|---------------|-----------|
| 1. Department Curriculum Committee Chair | _____ | _____ | _____ |
| 2. Department Chair | _____ | _____ | _____ |
| The Department Chairs, whose programs may be affected, have been notified: | | | |
| Department | _____ | Date Notified | _____ |
| Department | _____ | Date Notified | _____ |
| Department | _____ | Date Notified | _____ |
| Department | _____ | Date Notified | _____ |
| 3. College Dean | _____ | _____ | _____ |
| 4. College Curriculum Committee | _____ | _____ | _____ |
| 5. EPC | _____ | _____ | _____ |
| 6. Faculty Senate * | _____ | _____ | _____ |
| 7. Provost/VPAA * | _____ | _____ | _____ |
| 8. OAIR * (notification) | _____ | _____ | _____ |
| 9. BOV/SCHEV * | Provost/VPAA will submit materials for approval | | |
| 10. Received by Registrar | _____ | | |

* **Substantive changes, including changes in degree program title, require additional approvals. See the approval process matrices on the Academic Initiatives and Curriculum Development blog and consult the EPC chair prior to submitting materials.**

All curriculum proposals/changes are processed in the date order received. In order to be included in the next academic year's catalog, all paperwork must be submitted no later than:

- February 1 to the College Curriculum Committee
- March 1 to the Educational Policy Committee (EPC)

Changes that affect spring advising for fall classes must have received approval from EPC and Senate before the registrar opens up the fall schedule for registration in March. Such proposals should reach the chair of EPC by the end of the fall semester. Submission within the deadlines does not guarantee processing in time for the next academic year's catalog.

**PROGRAM CHANGE CURRICULUM FORM
UNDERGRADUATE**

COMMUNICATION STUDIES MAJOR, BA DEGREE

Digital Media Concentration

A. Core Curriculum Requirements/~~38~~39-40 credits

Communication Studies majors are required to take MATH 171, which fulfills the Quantitative Reasoning pillar of the Foundations requirements.
~~for the satisfaction of Goal 5. The Department requires COMM 400 for the satisfaction of Goal 12.~~

B. Additional Requirements for the BA Degree/~~6~~ 3 credits

~~(Humanities 3 credits, and 3 credits in a foreign language at the 202 level or above)~~

Humanities, 3 credits (not in the discipline of major)

OR

Foreign Language, 3 credits (at a level that exceeds the Integrating World Languages course in the Core)

C. Major Requirements/~~47~~ 51 credits

1. Communication Studies Core: ~~26~~ 30 credits

| | |
|---------------------|---|
| COMM 101 | Public Speaking/3 credits |
| COMM 105 | Welcome to the COMMunity /1 credit |
| COMM 141 | Introduction to Media Writing/3 credits |
| COMM 200 | Introduction to Communication Studies Theory /3 credits |
| COMM 210 | Media & Society/3 credits |
| COMM 305 | Building your Professional Brand / 1 credit |
| COMM 320 | Communication in a Diverse Society/3 credits |
| COMM 400 | Communication Ethics/ 3 credits |
| COMM 405 | Living your Professional Brand / 1 credit |
| COMM 410 | Digital and Social Media Technologies/3 credits |
| COMM 460 | Communication Research Methods and Prospectus/3 credits |
| COMM 461 | Senior Seminar/3 credits |
| COMM 492 | Communication Internship/3 credits* |
| MATH 171 | Statistical Decision Making/(3 credits counted in Core Curriculum) |

~~(*One credit from COMM 492 satisfies General Education Goal 14)~~

2. Concentration: 15 credits

| | |
|----------|----------------------------------|
| COMM 240 | Digital Editing/3 credits |
| COMM 341 | Advanced Media Writing/3 credits |
| COMM 345 | Media Globalization/3 credits |
| COMM 355 | Media Production/3 credits |
| COMM 445 | Digital Storytelling/3 credits |

3. Choose a *minimum of 2* Communication Studies Electives below (*min.* 6 credits):

| | |
|--------------|---|
| COMM 251 | Principles of Communication Design/3 credits |
| COMM 280 | Fundamentals of Public Relations/3 credits |
| COMM 295 | Special Topics in Communication Studies/1-3 credits |
| COMM 310 | Interpersonal Communication/3 credits |
| COMM 311/312 | Study Abroad/1-18 credits |
| COMM 322 | Communications Law/3 credits |
| COMM 325 | Media Criticism/3 credits |
| COMM 330 | Small Group Communication/3 credits |
| COMM 340 | Visual Communication/3 credits |
| COMM 350 | Persuasion Theory/3 credits |
| COMM 354 | Public Relations Writing/3 credits |
| COMM 360 | Contemporary Practices in Communication/3 credits |

| | |
|-----------------|---|
| COMM 361 | Contemporary Issues in Communication/3 credits |
| COMM 362 | Organizational Communication/3 credits |
| COMM 366 | Conflict Resolution/3 credits |
| COMM 375 | Public Relations Research/3 credits |
| COMM 390 | Directed or Independent Study/ 1-18 credits |
| COMM 392 | Internship in Communication Studies/1-3 credits |
| COMM 420 | Intercultural Communication/3 credits |
| COMM 430 | Public Relations Campaigns/3 credits |
| COMM 434 | COMMLab / 3 credits |
| COMM 470 | Gender and Communication/3 credits |
| COMM 481 | Crisis Communication/3 credits |
| COMM 495 | Special Topics in Communication Studies/3 credits |

D. General Electives/~~29~~ 26-27 credits

**E. Total credits required for BA in Communication
Studies/120
Digital Media Concentration**

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Program Name: Digital Media Concentration

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~~for the satisfaction of Goal 5~~

~~The Department requires COMM 400 for the satisfaction of Goal 42.~~

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2. Concentration: 15 credits

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COMM 354 Public Relations Writing/3 credits

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