Proposal to Change Degree Requirements For the Major

**NOTE:** All gray text boxes must be completed (even if you just put N/A into them), otherwise the committee must consider the form incomplete.

1. Department: **Communication**

2. Degree: **Bachelor of Arts**

3. Semester and year in which degree change(s) will go into effect: **Fall 2011**

4. Change(s) Desired (Note: if the change includes deleting courses from the inventory, a Delete Course form must also be completed for each course, the Curriculum Committee does not assume the responsibility to delete the course):

   **Change in catalog description of the department:**

   **About the Department**
   
   Undergraduates in the Department of Communication learn in one of the nation’s most exciting and innovative communication programs, with communication majors taking two year-long courses devoted to core communication competencies and more specialized topics. At a time of great change in communication professions, our distinctive, integrated curriculum discourages specialization in technologies and professional practices that quickly become obsolete. Instead, communication students are exposed to ideas and develop proficiencies that will sustain them for a lifetime.

   In this department, students become communication experts who write beautifully, speak eloquently, think critically, and research effectively. Our students and faculty understand communication as a liberal art.

   The study of communication has its origins in antiquity, and effective and ethical communication is essential to success in contemporary life. The department’s curriculum is integrated, covering the entire range of communication topics. Courses consider such subjects as public speaking, journalism, public relations, new and emerging media, social movements, the convergence of media forms, public opinion, communication between physicians and patients, opinion writing, digital media production, and organizational communication.

   The departmental mission emphasizes leadership in communication, and all communication students consider such essential topics as communication ethics and solving difficult communication problems. Nationally prominent communication professionals appear regularly as guest speakers in our courses and on our campus. Special areas of strength for the department include corporate communication and public relations, health communication, and political communication.

   Alumni of the Department of Communication have pursued a wide range of careers, including but not limited to print and electronic journalism, public relations, advertising, information technology, sales, television production, management, emerging media, and marketing. Many communication majors go on to law and graduate school.

   The department has one of the College’s largest internship programs. Communication majors are expected to complete one or more internships, whether for credit or non-credit-bearing.
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before completing the communication major.

All grades in communication courses will count toward a student’s GPA in the major. Majors
must complete COMM 214 and COMM 215 within the first 15 hours of communication
coursework. Some communication courses are not approved for major credit.
Independent study and tutorial courses will substitute for certain major and minor
requirements with the permission of the department chair.

For COMM 301, a required course for all communication majors, COMM 215 and MATH 104
(or another approved course in introductory statistics) are prerequisite courses. Students
completing COMM 215 and the required statistics course must earn a grade of C- or better
in those courses to enroll in COMM 301. Please see the COMM 301 course listing for more
complete information.

Students majoring in communication must complete COMM 109 and COMM 214 or COMM
215 before taking 300- and 400-level courses in the department. Students without a
declared communication major may not register for more than 21 semester hours with the
permission of the department chair.

For COMM 310, students must take CSCI 112 or higher.

A grade of “C-” or better must be earned in any course used to fulfill a major or minor
requirement in the Department of Communication.

Change in catalog description of the major:
Major
Communication
Degree: Bachelor of Arts
Major Requirements: 36 hours
Topics vary in course sections for COMM 310, 315, 336, 410, and 480/481. For example, a
student with a specific interest in digital media, public relations, or health communication
might select course sections that specifically address her or his preferred area of
specialization. Please see the semester course schedule or the departmental Web site for
course topics in a specific semester, along with sample course schedules and other advice
for professional and career preparation.

At least 24 hours in the major must be earned at the College of Charleston.

Required Core Courses (14 sem. hrs.):
COMM 110/111 Introduction to Communication Messages (6 sem. hrs.)
COMM 214 Media in the Digital Age (4 sem. hrs.)
COMM 215 Communication, Identity and Community (4 sem. hrs.)

Required Advanced Courses (22 sem. hrs.):
COMM 301 Communication Research Methods (3 sem. hrs.)
COMM 310 Message Design and Influence (3 sem. hrs.)

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COMM 315 Ethical Communication (3 sem. hrs.)
COMM 336 Addressing Problems in Context (3 sem. hrs.)
   OR COMM 389, 394, or 395 (3 sem. hrs.)
COMM 410 Analysis of Communication Practice (4 sem. hrs.)
COMM 480/481 Capstone in Communication (6 sem. hrs.)
OR COMM 499: Bachelor's Essay (6 sem. hrs.)

Change in the distribution of the requirements:  The existing distribution of requirements is deleted and replaced by:

Required Core Courses (14 sem. hrs.):
COMM 110/111 Introduction to Communication Messages (6 sem. hrs.)
COMM 214 Media in the Digital Age (4 sem. hrs.)
COMM 215 Communication, Identity and Community (4 sem. hrs.)

Required Advanced Courses (22 sem. hrs.):
COMM 301 Communication Research Methods (3 sem. hrs.)
COMM 310 Message Design and Influence (3 sem. hrs.)
COMM 315 Ethical Communication (3 sem. hrs.)
COMM 336 Addressing Problems in Context (3 sem. hrs.)
   OR COMM 389, 394, or 395 (3 sem. hrs.)
COMM 410 Analysis of Communication Practice (4 sem. hrs.)
COMM 480/481 Capstone in Communication (6 sem. hrs.)
OR COMM 499: Bachelor's Essay (6 sem. hrs.)

Add the following courses (see attached "new course proposals"):
COMM 110/111 Introduction to Communication Messages
COMM 215 Communication, Identity and Community
COMM 310 Message Design and Influence
COMM 315 Ethical Communication
COMM 336 Addressing Problems in Context
COMM 410 Analysis of Communication Practice
COMM 480/481 Capstone in Communication

Delete the following courses (see attached "delete course" forms):
Remove from the 2011-2012 Undergraduate Catalog
COMM 223 Interviewing
COMM 295 Special Topics in Communications
COMM 304 Training and Development
COMM 314 Media History
COMM 333 Advanced Argumentation and Debate
COMM 376 Public Affairs Reporting
COMM 380 Studies in Communication
COMM 385 Advanced Photojournalism and Documentary Photography

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COMM 407 Seminar in Communication Management
COMM 475 Electronic Magazine Production
COMM 476 Capstone in Corporate and Organizational Communication
COMM 482 Rhetoric and Identity

Remove from the 2012-2013 Undergraduate Catalog
COMM 210 Introduction to Communication Theory
COMM 213 Debate
COMM 220 Interpersonal Communication
COMM 221 Intercultural Communication
COMM 222 Small Group Communication
COMM 230 Writing for the Mass Media
COMM 235 Public Relations Practices
COMM 240 Introduction to Broadcast News
COMM 245 Introduction to Television Production
COMM 285 Basic Photojournalism
COMM 320 Advanced Interpersonal Communication
COMM 322 Feature Writing
COMM 324 Speech Writing
COMM 326 Organizational Communication
COMM 327 Sports Writing
COMM 329 Opinion Writing
COMM 331 Advanced Public Speaking
COMM 332 Business Communications
COMM 335 Public Relations Writing
COMM 337 Strategic Communication Management
COMM 340 Television News Reporting
COMM 360 Communication and Technology
COMM 365 American Public Address
COMM 370 Gender and Communication
COMM 375 Editing
COMM 378 Persuasion
COMM 382 Theories of Rhetoric
COMM 383 Media Criticism
COMM 384 Ethics in Communication
COMM 386 Media Law
COMM 387 Rhetoric of Social Movements
COMM 414 Mass Media and Society

5. Justification for Change(s):

Consistent with the core values of the College's strategic plan, the Department of the Communication at the College of Charleston is envisioned as the nation's leading integrated communication program. An integrated communication program is one that is driven by core communication theories and competencies. Students in such programs are not...
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allowed to specialize in a way that isolates them from larger disciplinary concerns. Integrated communication programs emphasize those interests common to all communication subfields and contexts. The department will have innovative curricula and a commitment to the production of graduates who have an exceptional grounding in core communication theory and principles. To succeed as an integrated program, the department must teach the range of communication theories and competencies relevant to written, oral and visual communication. Pursuit of this vision requires the revision of the department's undergraduate curriculum.

The Department of Communication vision statement describes the department's graduates as: 1) Communication experts who 2) write beautifully, 3) speak eloquently, 4) research effectively, and 5) think critically. We believe our current curricular efforts to address all five goals are both uneven and inconsistent in our current three concentration design.

As a result of a multi-year discernment process, we have revised our undergraduate major to better meet our own mission and vision statements while also better meeting the objectives of the new institutional strategic plan especially in the area of personalized education. For the College of Charleston and our department, we believe an integrated model for communication pedagogy will best meet the needs of our future undergraduate students. This requires the following significant revisions to our major:

First, one of the more dramatic changes proposed is the elimination of our concentrations in favor of a single, integrated major. We understand communication as a single, unified discipline embracing audience research and analysis, message design, message effects and communication criticism. The revisions we propose here reflect this perspective.

Second, we propose two multi-semester courses, each for a total of 6 credit hours in which students will have the same instructor across the two semesters. These two six-hour semester course sequences - one at the beginning of the program, the other a Capstone experience at the conclusion of the program - will have relatively low enrollments and be committed to the development of outstanding writing and speaking competencies, in addition to their focus on subject matter expertise in communication.

Third, we propose strong writing and speaking experiences at the beginning, middle, and end of the undergraduate major. In addition to the multi-semester courses described above, two additional courses are writing intensive.

Finally, the proposed revisions mandate disciplinary coursework in media, relational communication, message design, ethics, research, problem-solving, and criticism for all of our majors consistent with our vision described above.

6. Does the change include deleting or adding courses from other departments? If yes, what department/program? Please contact the department chair/program director and request a note or email that they are aware of the proposed change and include that note with the
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proposal.

Delete MKTG: 302 - Email from Dr. Gourdin
Dear Beth:

Please accept this note as my confirmation of earlier conversations with Brian McGee that the School of Business has no objections to dropping MKTG 302 as a required course for the Communications major.

Best of luck with your revised curriculum!

Cheers,

Kent

Kent N. Gourdin
Associate Dean for Undergraduate Programs
Director, Global Logistics & Transportation Programs
School of Business
College of Charleston
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Charleston, SC 29466
USA
843-953-5327

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6. Signature of Department Chair (s) or Program Director(s):
   ___________________________________________ Date: ________________
   ___________________________________________ Date: ________________

7. Signature of Dean(s) of School:
   ___________________________________________ Date: ________________
   ___________________________________________ Date: ________________

8. Signature of Provost:
   ___________________________________________
   Date: __________________________

9. Signature of Curriculum Committee Chair:
   ___________________________________________
   Date: __________________________

10. Signature of Budget Committee Chair:
    ___________________________________________
    Date: __________________________

11. Signature of Planning Committee Chair:
    ___________________________________________
    Date: __________________________

12. Signature of Faculty Senate Secretary:
    ___________________________________________
    Date approved by Senate: ________________

Completed form should be sent by the Faculty Senate Secretary to the Registrar. After implementation, information concerning the passed course and program changes will be provided by the Registrar to all faculty and staff on campus.

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