Memo To: Jen Wright, Curriculum Committee Chair
From: Beth Goodier, Department of Communication, Chair
Date: February 29, 2012
Subject: Curriculum Proposals

Attached, please find course change proposals for COMM 111 and COMM 481. The changes identified here are only revisions to catalog descriptions and to incorporate prerequisites we inadvertently left off during the first round of submission. We have also included a more detailed catalog description for COMM 214 and COMM 214D so that students understand that the course is worth 4 credits and the discussion section is worth zero. We wanted to be sure the catalog was reflective of our current practice.

Please let me know if you have any questions or concerns about these revisions or if there is another form that needs to be completed.
**FACULTY CURRICULUM COMMITTEE COURSE FORM**

Contact Name: Beth Goodier  
Email: goodierb@cofc.edu  
Phone: 953-7420

Department or Program Name: Communication  
School name: Humanities and Social Sciences

Course Prefix, Number, and Title: COMM 111

**I. CATEGORY OF REVIEW (Check all that apply)**  
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

<table>
<thead>
<tr>
<th>NEW COURSE</th>
<th>CHANGE COURSE</th>
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</thead>
<tbody>
<tr>
<td>□ New Course (attach syllabus)</td>
<td>□ Change Number</td>
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</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>□ Change Credits/Contact hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>□ Prerequisite Change</td>
<td></td>
</tr>
<tr>
<td></td>
<td>□ Edit Description</td>
<td></td>
</tr>
</tbody>
</table>

□ Approve for Cross-listing (attach rationale and written permission from relevant department)

□ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: Fall 2012

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

n/a

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) □ Yes  □ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

n/a

**II. NUMBER OF CREDITS and CONTACT HOURS per week**

A. Contact Hours  
<table>
<thead>
<tr>
<th>Lecture</th>
<th>Lab</th>
<th>Seminar</th>
<th>Ind. Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B. Credit Hours  
3

Is this course repeatable? □ yes ☑ no  
If so, how many credit hours may the student earn in this course?

**III. CATALOG DESCRIPTION** Limit to 50 words EXACTLY as you want it to appear in the catalog; include
This course provides students majoring in communication with a foundation in writing and speaking competencies essential to success in the communication major. This course is scheduled across two academic terms (e.g. fall semester, spring semester). Prerequisite: COMM 110

IV. RATIONALE or JUSTIFICATION: *If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.*

Needed to add prerequisite to catalog description.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Demonstrate competence in grammar and usage on a standardized exam.</td>
<td>The assessment for this course is in development as we speak.</td>
</tr>
<tr>
<td>2. Assess the content, delivery, and ethical implications of public communication.</td>
<td></td>
</tr>
<tr>
<td>3. Explain the role of public communication in a democratic society.</td>
<td></td>
</tr>
<tr>
<td>4. Choose and adapt an appropriate topic for a specific audience, occasion, and purpose.</td>
<td></td>
</tr>
<tr>
<td>5. Demonstrate critical reading, listening, and thinking abilities.</td>
<td></td>
</tr>
<tr>
<td>6. Present an oral or written message effectively using clear prose and proper grammar.</td>
<td></td>
</tr>
<tr>
<td>7. Select proper tone, style, and format for message delivery (both oral and written).</td>
<td></td>
</tr>
</tbody>
</table>
8. Use appropriate organizational and outlining strategies to present information and arguments.

9. Use appropriate reasoning and supporting material to gain a desired response.

10. Use public and scholarly databases to research topics and issues.

11. Understand and demonstrate adherence to established (APA) style guidelines.

12. Demonstrate effective nonverbal behavior in message delivery.

13. Make effective use of visual aids including electronic presentation technology.

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

This course is the foundation of our program. Skills in writing and speaking are introduced in this course.

VII. IMPACT ON EXISTING PROGRAMS AND COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

none

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

none
IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

Bethany C. M. Date: 2/27/12

2. Signature of Academic Dean:

Date: 2/27/12

3. Signature of Provost:

Gene E. M. Date: 3/8/12

4. Signature of Curriculum Committee Chair:

Date: 

5. Signature of Faculty Senate Secretary:

Date: 

Date Approved by Faculty Senate: 

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Beth Goodier Email: goodierb@cofc.edu Phone: 953-7420

Department or Program Name: Communication School name: Humanities and Social Sciences

Course Prefix, Number, and Title: COMM 214

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

NEW COURSE

- [ ] New Course (attach syllabus)

CHANGE COURSE

- [ ] Change Number
- [ ] Change Title
- [x] Change Credits/Contact hours
- [x] Prerequisite Change
- [ ] Edit Description

DELETE COURSE

- [ ] Re-activate Course
- [ ] Delete Course

- [ ] Approve for Cross-listing (attach rationale and written permission from relevant department)

- [x] Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: Fall 2012

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

n/a

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) [ ] Yes [ ] No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

n/a

II. NUMBER OF CREDITS and CONTACT HOURS per week

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<th>Lecture</th>
<th>Lab</th>
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<tbody>
<tr>
<td>A. Contact Hours</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
</tbody>
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B. Credit Hours 4

Is this course repeatable? [ ] yes [x] no If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog; include
This course explores theories of mature and emerging communication media, with emphasis on their development, functions, ethical implications and legal status. Personal media and mass media are considered. Corequisite - COMM214D.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

Needed to add corequisite to catalog description.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

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<th>Student Learning Outcomes</th>
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<td>The assessment for this course is in development as we speak.</td>
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<td>• identify and explain the major trends and challenges facing the media industries in the digital age</td>
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<td>• better understand the complex relationship between media and culture</td>
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<td>• have a clear idea of the historical patterns of mass media development that explain how “new media” interact with “old media”</td>
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<td>• develop your media literacy skills by understanding and analyzing your own media habits</td>
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<td>• engage in intellectual debate about some of the most fascinating and important issues of our time—issues of power, voice, ethics, technology, and “positive” and “negative” effects as they relate to the media industries</td>
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How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

This course is at the beginning of our program. Skills and content are introduced in this course.

VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

none

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

none

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

   [Signature] Date: 2/07/12

2. Signature of Academic Dean:

   [Signature] Date: 4/23/12

3. Signature of Provost:

   [Signature] Date: 3/8/12
4. Signature of Curriculum Committee Chair:

________________________________________ Date: ________________

5. Signature of Faculty Senate Secretary:

________________________________________ Date: ________________

Date Approved by Faculty Senate: _________________________________

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
Memo To: Jen Wright, Curriculum Committee Chair
From: Beth Goodler, Department of Communication, Chair
Date: February 29, 2012
Subject: Curriculum Proposals

Attached, please find course change proposals for COMM 111 and COMM 481. The changes identified here are only revisions to catalog descriptions and to incorporate prerequisites we inadvertently left off during the first round of submission. We have also included a more detailed catalog description for COMM 214 and COMM 214D so that students understand that the course is worth 4 credits and the discussion section is worth zero. We wanted to be sure the catalog was reflective of our current practice.

Please let me know if you have any questions or concerns about these revisions or if there is another form that needs to be completed.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Beth Goodier Email: goodierb@cofc.edu Phone: 953-7420

Department or Program Name: Communication School name: Humanities and Social Sciences

Course Prefix, Number, and Title: COMM 214D

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

NEW COURSE

☐ New Course (attach syllabus)

CHANGE COURSE

☐ Change Number
☐ Change Title
☐ Change Credits/Contact hours
☐ Prerequisite Change
☐ Edit Description

DELETE COURSE

☐ Re-activate Course
☐ Delete Course

☐ Approve for Cross-listing (attach rationale and written permission from relevant department)

☐ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: Fall 2012

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

n/a

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) ☐ Yes ☐ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

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B. Credit Hours

0

Is this course repeatable? ☐ yes ☑ no If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog; include
Discussion section which accompanies COMM 214. Corequisite – COMM214.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

Needed to add corequisite to catalog description.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

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This course is at the beginning of our program. Skills and content are introduced in this course.

VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

none

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

none

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

   [Signature]

   Date: 2/27/12

2. Signature of Academic Dean:

   [Signature]

   Date: 2/27/12

3. Signature of Provost:

   [Signature]

   Date: 3/8/12

4. Signature of Curriculum Committee Chair:
5. Signature of Faculty Senate Secretary:


Date:

Date Approved by Faculty Senate:

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
**FACULTY CURRICULUM COMMITTEE COURSE FORM**

Contact Name: Bethany Goodier  
Email: goodierb@cofc.edu  
Phone: 953-7420

Department or Program Name: Communication  
School name: Humanities and Social Science

Course Prefix, Number, and Title: COMM 481 Capstone in Communication

I. CATEGORY OF REVIEW (Check all that apply)  
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

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☐ Approve for Cross-listing (attach rationale and written permission from relevant department)

☐ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: Spring 2013

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

COMM 110, COMM 111, COMM 214, COMM 215, COMM 301, COMM 310, COMM 410, COMM 480; or permission of the department chair.

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) ☐ Yes  ☐ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

II. NUMBER OF CREDITS and CONTACT HOURS per week

A. Contact Hours  

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<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B. Credit Hours  

3

Is this course repeatable? ☐ yes ☑ no  
If so, how many credit hours may the student earn in this course?
III. CATALOG DESCRIPTION  Limit to 50 words EXACTLY as you want it to appear in the catalog: include prerequisites, co-requisites, and other restrictions.

This year-long course provides communication majors with a culminating experience at the conclusion of major coursework. Students conduct research and perform critical analysis using key concepts and methodologies of the discipline. Course requirements include field internships or other forms of experiential learning. Enrollment is through the department only.

Prerequisites: COMM 110, COMM 111, COMM 214, COMM 215, COMM 301, COMM 310, COMM 410, COMM 480; or permission of the department chair.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

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<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>We are currently in the process of designing the assessment of this course since it will not be taught until spring 2013.</td>
</tr>
<tr>
<td>1. Work independently and collaboratively to produce course product(s) that serves an external audience or enhance the College, Charleston or other constituent communities.</td>
<td></td>
</tr>
<tr>
<td>2. Prepare conference or publication ready original research project.</td>
<td></td>
</tr>
<tr>
<td>3. Engage in primary and secondary research.</td>
<td></td>
</tr>
<tr>
<td>4. Create portfolio of work products.</td>
<td></td>
</tr>
<tr>
<td>5. Demonstrate mastery of oral, written and visual communication competencies.</td>
<td></td>
</tr>
</tbody>
</table>
How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

This is the final course in the Capstone sequence and is the place where we expect to see all of the program objectives demonstrated. By the end of this course, students will demonstrate the ability write beautifully, speak eloquently, think critically, and research effectively.

VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

None

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings. (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

None

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

   [Signature]

   Date: 1/27/12

2. Signature of Academic Dean:
3. Signature of Provost: 

4. Signature of Curriculum Committee Chair: 

5. Signature of Faculty Senate Secretary: 

Date Approved by Faculty Senate: 

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.