FACULTY COMMITTEE ON GRADUATE EDUCATION, CONTINUING EDUCATION AND SPECIAL PROGRAMS

CHANGE/DELETE GRADUATE PROGRAM PROPOSAL FORM

Contact Name: Vince Benigni   Email: benigniv@cofc.edu   Phone: x7019

Department and School Name: Communication   Name and Acronym of Graduate Program: MCOM/COMM

Date (Semester/Year) changed/deleted program will take effect: Fall 2012

I. CATEGORY OF REVIEW (Check all that apply)

☐ Change Request (attach details):
  ☑ Add existing course or courses to requirements or electives
  ☑ Add new course(s) to requirements or electives (complete and attach COURSE FORM for each)
  ☑ Delete courses from requirements or electives
  ☑ Add new emphasis (check one): ☐ concentration ☐ track   Total # of hours: (note: any emphasis involving more than 18 credit hours will also require CHE approval)

☐ Terminate Program (check one): ☐ Degree ☐ Certificate ☐ Emphasis (concentration/track) (if checked, skip section II, IV, V, and VII below)

Are students currently enrolled in the program? ☐ Yes ☐ No
If yes, what semester will students complete the program?

If the program termination includes deleting courses from the inventory, a COURSE FORM must be included with this form for each course deletion.

☐ Interdisciplinary (attach evidence of acknowledgement from relevant departments)

II. DESCRIPTION OF CHANGES: If a changed program—please explain changes below; if a new emphasis—please provide the details below.

Change #1 – COMM 500 (Introduction to Graduate Studies) will become one of the program’s four core courses, and to be taught each fall semester; course proposal also submitted.

Change #2 – Students may choose to take EITHER COMM 501 (Qualitative Research Methods) OR COMM 502 (Quantitative Research Methods) to complete the research requirement. Currently, students must take BOTH courses.

Change #3 – We are requesting to change the title of the following course:
Choose one from:

**COMM** Seminar in Organizational Communication

580 to Seminar in Communication

Change #4 – We are requesting to eliminate the “Choose one” from 521 and 580 for Required Courses (we have added a number of stand-alone/numbered courses since this “requirement” was adopted at our inception). Therefore, there is no requirement for 521/580 with this proposal.

Change #5 – Please move Comm 521 and Comm 580 to the Electives list for Communication.

---

III. RATIONALE or JUSTIFICATION

For changes or termination, please provide a detailed justification. For a new emphasis, briefly address the goals/objectives for the new emphasis, provide evidence of student interest (i.e., has the program offered special topics courses in this area? has the program interviewed student focus groups as part of an internal assessment? etc.), and explain how the emphasis supports the liberal arts tradition and the mission of the institution.

Change #1 – This course is designed to enable students to pursue and achieve a variety of educational goals. The primary objectives specific to this class are:

1. To understand the emergence and subsequent development of the communication discipline, and where the communication discipline fits within the broader humanities and social sciences.
2. To become acquainted with the purpose, policies, and procedures of the Graduate School as well as the Department of Communication, the faculty, and the ways that our various research and teaching practices relate to the field as a whole.
3. To become familiar with the requirements of ethical communication research and how to apply for approval for human subjects research from the College of Charleston’s Institutional Review Board.
4. To develop abilities to read, interpret, and critically evaluate scholarly research as preparation for further graduate-level reading and for conducting independent academic investigation.
5. To employ the scientific process with a sound understanding of primary and secondary research.
6. To apply the concepts of qualitative and quantitative research and integrate instrumentation and data collection methods for various types of research problems and contextual situations.
7. To identify a problem area of interest, ascertain an appropriate research design, and develop a research proposal.
8. To establish a well-reasoned plan for pursuing and completing a cohesive MA program in Communication.
Change #2 – We plan to incorporate key components of qualitative and quantitative methodologies in the COMM 500 course, and our contention is that students will get a better experience by choosing the methodology course that best fits their research focus/stream. Students planning to enter Ph.D. programs will be strongly encouraged to take multiple methods courses either within or outside our program.

Change #3 – The special-topics course (580) doesn’t address organizational communication per se, and that title has been a “misnomer” since its inception (the program was conceived an organizational communication degree, but has not really served that purpose, nor does it intend to).

Change #4 – Please see Change #4 text above for explanation.

Change #5 – Please see Change #5 text above for explanation.

IV. CURRICULUM

Provide the COMPLETE curriculum for the changed program and/or new emphasis distinguishing between required and elective courses. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program, listed exactly as it should appear in the catalog.

Core courses: (*denotes proposed new course; #denotes proposed change, choose 1 of 2 instead of both being required)
*COMM 500 Introduction to Graduate Studies (3 credit hours)
#Choose 1 of 2: COMM 501 Quantitative Research Methods (3 credit hours) OR COMM 502 Qualitative Research Methods (3 credit hours)
COMM 510 Communication Theory (3 credit hours)
COMM 681 (Classical Rhetorical Theory) (3 credit hours) OR COMM 682 (Modern and Contemporary Rhetorical Theory) (3 credit hours)
Enrollments in COMM 698, COMM 699 and COMM 795 may account for no more than six credit hours in the student’s degree program.
All options for degree completion requirements are constrained by elapsed time and GPA requirements for graduation and any other graduation requirements specified by the Graduate School of the College of Charleston.

**Elective Courses**: The courses listed below can be used as electives in the degree program (% denotes proposal to shift these courses from required/core to the Electives list):

COMM 507 Seminar in Communication Management (3)
*COMM 514 Social Media (3)
%COMM 521 Seminar in Small Group Communication (3)
COMM 522 International and Intercultural Communication (3)
COMM 524 Speechwriting in Public Communication (3)
COMM 525 Executive Communication (3)
COMM 535 Public Relations Campaigns (3)
COMM 538 Health Communication (3)
COMM 549 Risk Communication (3)
COMM 561 Identity and Impression Management (3)
COMM 569 Leadership Communication (3)
%COMM 580 Special Topics in Communication (3)
COMM 584 Contemporary Problems in Communication Ethics (3)
COMM 594 Political Communication (3)
*COMM 680 Seminar in Rhetoric (3)
COMM 698 Tutorial (3)
COMM 699 Independent Study (1-3 credit hours)
COMM 700 Seminar (3 credit hours)

Attach the completed COURSE FORM and a sample syllabus for each new course.

Is a syllabus for each new course attached?  x  □ Yes  □ No

*September 2011*
V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Program-Level Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the program/emphasis? Attach Curriculum Map.</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>
</tbody>
</table>

1. Theese are listed on the individual course proposal for COMM 500 that was submitted

2.

3.

4.

Additional Outcomes or Comments:

VI. IMPACT ON EXISTING PROGRAMS and COURSES Please briefly document the impact of this changed/deleted program or new emphasis on other programs and courses; if changing/deleting a program—list all programs that will be impacted (and how); if adding a new emphasis—explain any overlap with existing programs or courses in the same or different departments.

No other programs will be affected. As for the MCOM/MA program, there is no change in the 33-hour limit for graduation, no change in the number of true core courses (four), and no foreseeable scheduling issues for students or faculty.

Is this changed/deleted program used by others?  □ Yes  □ No
If yes, please provide a letter of support in each case.

VII. 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.
VIII. APPROVAL and SIGNATURES

Signature of Program Director: 

_________________________ Date: 2-13-12

Signature of Department Chair: 

_________________________ Date: 2/14/12

Signature of School Dean: 

_________________________ Date: 2-15-12

Signature of the Provost: 

_________________________ Date: 2/15/12

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate Education, Continuing Education & Special Programs:

_________________________ Date: 2/23/2012

Signature of Chair of the Graduate Council:

_________________________ Date: 3/16/12

Signature of Faculty Senate Secretary: 

________________________________________ Date: __________________

Date Approved by Faculty Senate: _________________________________