Graduate Council Email Meeting
October 31, 2011

1. New Course
   SCOM 6103 APPROVED

2. Bulletin Change
   Reduce the number of prerequisites to enter the MBA program APPROVED
New/Special Course Proposal-Bulletin Change Transmittal Form

Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.
☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to mmcginnis@astate.edu

☐ New Course or ☒ Special Course (Check one box)

Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.

<table>
<thead>
<tr>
<th>Department Curriculum Committee Chair</th>
<th>Date</th>
<th>COPE Chair (if applicable)</th>
<th>Date</th>
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<tr>
<td>Department Chair</td>
<td>Date</td>
<td>Professional Education Head of Unit (If applicable)</td>
<td>Date</td>
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<td>General Education Committee Chair (if applicable)</td>
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<tr>
<td>College Curriculum Committee Chair</td>
<td>Date</td>
<td>Undergraduate Curriculum Council Chair</td>
<td>Date</td>
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<tr>
<td>College Dean</td>
<td>Date</td>
<td>Graduate Curriculum Committee Chair</td>
<td>Date</td>
</tr>
</tbody>
</table>

Vice Chancellor for Academic Affairs Date

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)
   SCOM 6103

2. SCOM Course Title – if title is more than 30 character (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).
   Communication Theory

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.
   Lecture, activity

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?
   Standard Letter

5. Is this course dual listed (undergraduate/graduate)?
   Graduate only

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)
   No

7. Brief course description (40 words or less) as it should appear in the bulletin.
   Theories, models, and approaches relevant to the study of human communication.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, they will not be allowed to register.)
a. Are there any prerequisites?  No
b. Why?  This proposed course should serve as a foundation for other classes.

9. Course frequency (e.g. Fall, Spring, Summer, or Demand).  Not applicable to Graduate courses.  NA

10. Contact Person (Name, Name of Institution, Address, Email Address, Phone Number)

Marceline Thompson-Hayes, Ph.D.
Associate Professor and Interim Chair
Department of Communication Studies
Arkansas State University
P.O. Box 367
State University, AR 72467
Private office: 870.972.2816
Departmental office: 870.972.3091
Fax: 870.972.3856
Email: mhayes@astate.edu

11. Proposed Starting Term/Year

Spring 2012

12. Is this course in support of a new program?  If yes, what program?

No

13. Does this course replace a course being deleted?  Yes

b. If yes, what course?  SCOM 6223, Applied Communication Research

c. Has this course number been used in the past?  No

Attach Course Deletion Proposal-Bulletin Change Transmittal Form.

14. Does this course affect another program?  If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

No

15. Justification should include:

A. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain).

This course is designed to be a REQUIRED, CORE course for graduate students in the Department of Communication Studies. In this course, student should attain basic, broad knowledge of major theories, models, and approaches to the study of communication. Students should take this course in the first semester of graduate school as the content will serve as a foundation for the other courses. Moreover, students will discover a theory, model, or approach that should guide their research agenda in the program.

B. How does the course fit with the mission established by the department for the curriculum?  If course is mandated by an accrediting or certifying agency, include the directive.

The mission statement of the Department of Communication Studies is: To provide rigorous study in human communication theory, research and practice for the purposes of advancing the study of human communication as a social science. The course supports this mission statement as it provides a foundation of communication theory that will serve students throughout the program.

C. Student population served.

Students enrolled in the Master of Arts in Communication Studies program

D. Rationale for the level of the course (lower, upper, or graduate).

This course should give students a broad working knowledge of communication theory. What differentiates this course from an upper level, undergraduate course is the higher standards and expectations for graduate students and the higher level of complexity of course materials. This course will move beyond proving students with basic understanding of communication theory but will prod them to will analyze, explore, question, reconsider, and synthesize old and new knowledge and skills.

16. Outline (The course outline should be topical by weeks and should be sufficient in detail as to allow for judgment of the content of the course.)

Week 1: Philosophical Foundations: What is Theory? (what is theory, metatheoretical considerations, theory in communication)
Week 2: Post-Positivist Perspectives on Theory Development (what is positivism, what is post-positivism, post-positivism in communication)
Week 3: Interpretive Perspectives on Theory Development (what is interpretivism, what is the function of interpretive theory)
Week 4: Critical Perspectives on Theory Development (what is critical theory, critical theory in communication)
Week 5: Theories of Message Production (constructivism, action assembly theory)
Week 6: Theories of Message Processing (classical persuasion, elaboration likelihood model)
Week 7: Theories of Discourse and Interaction (speech act theory, coordinated management of meaning)
Week 8: Theories of Communication in Developing Relationships (social penetration, uncertainty reduction)
Week 9: Theories of Communication in Ongoing Relationships (relational systems, relational dialectics)
Week 10: Theories of Organizational Communication (Weick’s theory of organizing, structuration)
Week 11: Theories of Small Group Communication (functional and structural approaches, symbolic convergence)
Week 12: Theories of Media Processing and Effects (uses and gratifications, social cognitive theory)
Week 13: Theories of Media and Society (agenda setting, cultivation theory)
Week 14: Theories of Culture and Communication (speech codes theory, theories of co-cultural groups)

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.) Tests, research paper, in-class assignments

18. Special features (e.g. labs, exhibits, site visitations, etc.) NA

19. Required reading


Articles as assigned. Here are samples:


20. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?) No additional staff or resources will be required.

21. What is the primary goal of this course?

Students will acquire a basic understanding of major theories, models, and approaches to the field of communication studies.

22. If this proposal is for a general education course, please check the primary goal this course addresses: N/A

☐ Communicating effectively ☐ Thinking Critically
☐ Using mathematics ☐ Using Technology
☐ Understanding global issues ☐ Understanding interdependence
☐ Developing a life-long appreciation of the arts and humanities ☐ Developing a strong foundation in the social sciences
☐ Using science to accomplish common goals ☐ Providing foundations necessary to achieve health and wellness

23. Considering the indicated primary goal, provide up to three outcomes that you expect of students after completion of this course. For example, what will students who meet this goal know or be able to do as a result of this course?

(#21: Students will acquire a basic understanding of major theories, models, and approaches to the field of communication studies)

1. Students will be able to summarize key concepts or main ideas of assigned theories/models/approaches to communication in their own words
2. The student will be able to critique communication theories/models/approaches to communication in light of Thomas Kuhn’s (1977) criteria for evaluating theories (e.g., parsimony, validity, heuristic value)
3. The student will be able to analyze case studies using specific, assigned communication theories/models/approaches to communication

From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.

MASTER OF ARTS DEGREE WITH A MAJOR IN COMMUNICATION STUDIES AND THEATRE

The Master of Arts in Communication Studies and Theatre is co-offered by the Department
of Communication Studies, College of Communications, and the Department of Theatre, College of Fine Arts. The graduate student's adviser should come from the Department of Communication Studies if the student's primary interest is communication, or from the Department of Theatre if the student's primary interest is theatre.

**Admission Requirements**
Applicants seeking admission to the Master of Arts degree in Communication Studies and Theater must submit a sample of writing, which could be a recent term paper or research paper. A student may concentrate in either communication studies or theatre arts, and may complete at least six hours in the other area. With approval of the adviser, a student may complete up to six hours in cognate courses.

**Courses required of all candidates with communication studies concentration**

SCOM 6203, Introduction to Graduate Study AND
**SCOM 6103, Communication Theory**
**SCOM 6223, Applied Research in Communication Studies**
SCOM 6053, Quantitative Research Methods OR MCOM 6053, Research Methods in Mass Communication
**SCOM 6253, Qualitative Research Methods in Communications**

**Courses required of all candidates with theatre concentration**

THEA 6203, Introduction to Graduate Study AND
THEA 6253, Seminar in Production

**Minimum hours required for this program: 30**

**MASTER OF SCIENCE IN MASS COMMUNICATIONS DEGREE**
The Master of Science in Mass Communications offers majors in journalism and in radio-television. Focusing on research and scholarship, the flexible curriculum provides opportunities for students interested in pursuing advancement in mass communications or preparing for doctoral studies and positions in higher education. Some students with limited mass communications background may be required to complete some undergraduate and graduate performance courses as part of their programs of study.

**Admission Requirements**
Admission to the Master of Science in Mass Communications program is based on a variety of evidence, including educational experience and record, professional experience, recommendations, and a written statement of purpose.

**Courses required of all candidates**

MCOM 6043, Theory of Mass Communications
MCOM 6053, Quantitative Research Methods in Communications
MCOM 6203, Introduction to Graduate Study
MCOM 6253, Qualitative Research Methods in Communications

**Courses required of Journalism majors**
Twelve hours selected from the following:
MCOM 5023, Public Opinion, Propaganda and the Mass Media
MCOM 5603, Crisis Communication
MCOM 6023, Advanced Studies in Communications Law
MCOM 6801-3, Independent Study
JOUR 5043, Studies in Newspaper Management
JOUR 5053, Public Affairs Reporting
JOUR 5083, Sports, Business and Opinion Writing
JOUR 5113, Integrated Communications Strategies
JOUR 5323, Race, Gender and Media
JOUR 5373, Internet Communications
JOUR 6013, Specialized Reporting Problems
JOUR 6023, Journalism Seminar

**Courses required of Radio-Television majors**
Twelve hours selected from the following
MCOM 5023, Public Opinion, Propaganda and the Mass Media
MCOM 6023, Advanced Studies in Communications Law
CERTIFICATE IN HEALTH COMMUNICATION

The health care industry continues to grow in structure, size, and complexity with the advent of new technologies and the demands of an aging population. According to the U.S. Census Bureau’s website, the nation’s population will increase by 18 percent between 2000 and 2020. Thus, an additional 50 million people will need to have their health care needs met. Moreover, by 2020, persons 85 years and older will represent the fastest growing segment of the population. They will be major users of health care facilities and services.

Communication training for health care providers and consumers can help prepare individuals to effectively meet the communicative demands of health care practice. Specially, consumers must be able to communicate effectively with their health care providers to achieve their goals and providers must be able to communicate effectively with clients and co-workers to competently perform their duties. Moreover, the role of media and health information dissemination is an important variable in informing consumers about health related matters which may affect how they communicate with health care providers.

The courses selected for the certificate in health communication are chosen for their applicability for individuals working in the health care industry and for consumers who wish to understand the role of communication in health care processes and outcomes.

Core: 12 hours
SCOM 5402, Seminar in Health Communication
SCOM 5243, Interpersonal Communication OR SCOM 6243, Seminar in Interpersonal Communication
SCOM 5253, Intercultural Communication
NURS 6483, Ethics in Health Care

Electives: 6 hours
COUN 6423, Psychological Aspects of Aging
ELSE 6023, Characteristics of Individuals with Disabilities
NHP 5103, Patient Education
HP 5453, Health Care Administration
HP 6023, Health Policy and Economic Issues
HP 6113, US Health Care OR NURS 6833, American Health Care System
NURS 6303, Health Care Issues and Policy
MCOM 5603, Crisis Communication OR SCOM 5263 Organizational Communication
MGMT 6003, Organizational Behavior in Health Care Organizations
MGMT 6013, Human Resource Management for Health Care Organizations

SPECIALIST IN COMMUNITY COLLEGE TEACHING

The 60 graduate hours, including the Master’s degree, which are required for the Specialist in Community College Teaching degree include the following:

Teaching Fields 39 Semester Hours
Community College Core 12 Semester Hours
Teaching Core 9 Semester Hours
A detailed description of this program, along with specific requirements, is presented in the Specialists in Education Degree program under the College of Education.

Minimum hours required for this program: 30 plus a master's degree

COLLEGE OF COMMUNICATIONS

GRADUATE COURSE DESCRIPTIONS

Mass Communications

MCOM 5023 Public Opinion Propaganda and the Mass Media Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. (Also listed as PR 4023.)

MCOM 5603 Crisis Communication An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis.

MCOM 6023 Advanced Studies in Communications Law An advanced study of communications law problems, issues, and responsibilities. Selected publications in the field will be examined. Individual projects concerning legal problems in freedom and responsibilities of the mass media.

MCOM 6043 Theory of Mass Communications Study of mass communications models, theory development, mass communications theories and theory relationships to research in mass communications.

MCOM 6053 Quantitative Research Methods in Communications Study of the tools and techniques of empirical research as they may be applied to mass communications.

MCOM 6063 Interpretative Research Methods in Mass Communication This course is intended to provide the student with the basic skills needed for understanding, rather than predicting or controlling, phenomena. Included will be discussion of and practice in basic phenomenological description, structural analysis, research interviewing, and qualitative research reporting. Co-requisite: MCOM Theory of Mass Communication

MCOM 6163 Applied Research in Mass Communications Guided research dealing with practical problems in mass communications. A primary outcome of the course will be a formal research paper acceptable for publication. Prerequisite: MCOM 6053.

MCOM 6203 Introduction to Graduate Study Survey of research methods; evaluation of selected studies; preparation of thesis.

MCOM 6253 Qualitative Research Methods in Communication This course is designed to acquaint students with major approaches to qualitative inquiry in the field of communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as writing qualitative research reports.

MCOM 6701-6 Thesis

MCOM 6801-3 Independent Study

Journalism

JOUR 5043 Studies in Newspaper Management Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotion problems.

JOUR 5053 Public Affairs Reporting Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week. Prerequisite: JOUR 2013.

JOUR 5083 Sports, Business and Opinion Writing Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite: C or better in JOUR 2013 or permission of professor or chair.

JOUR 5113 Integrated Communications Strategies Focuses on the strategic integration of various channels and methods of communication for the purpose of delivering key messages to diverse target audiences in order to elicit responses, create a dialogue and engender relationship-building. Prerequisites: JOUR 3023; PR 3003; or MKTG 3013.

JOUR 5323 Race, Gender and Media Survey of the interface between Americans and the mass media in the United States.

JOUR 5373 Internet Communications Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic
issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

**JOUR 5473 Advanced Internet Communications** Advanced Internet Communication provides students with a thorough understanding and practice in interactive and online content production and/or delivery. The course also explores other new media opportunities available to communication professionals. Special Course Fees Apply.

**JOUR 5913 Media Advisers Seminar** To provide an overview of the issues and practices of scholastic journalism, and to enable secondary school journalism advisers to acquire and refine skills in writing, reporting, and design.

**JOUR 6023 Journalism Seminar** Study of the press as an institution; its problems, role, content, effects, and responsibilities as a cultural force in society.

**Radio-Television**

**RTV 5053 Public Affairs Reporting for Electronic Journalism** Coverage of municipal and county government agencies, public school boards, community planning and development agencies, and special events within the local community for the electronic media.

**RTV 5063 International Communication Seminar** Critical discussion and analyses of the social, cultural, economic, political, technological and institutional forces governing the exchange of mediated information across national frontiers.

**RTV 5303 Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite: Basic computer competency.

**RTV 5323 News Production and Performance** Experience in producing news programs. Students exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and non-verbal communication relative to on-camera delivery.

**RTV 5333 Special Topics** A seminar that addresses current topics in the area of communication.

**RTV 5363 Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences.

**RTV 5373 Internet Communications** Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

**RTV 5473 Advanced Internet Communications** Advanced Internet Communication provides students with a thorough understanding and practice in interactive and online content production and/or delivery. The course also explores other new media opportunities available to communication professionals. Special Course Fees Apply.

**RTV 5573 Sportscasting** Theory and practical application of sportcasting for radio and television.

**RTV 6023 Advanced Studies in Broadcast Management** An advanced study of the elements, problems, and responsibilities of radio and television station management.

**RTV 6033 The Broadcast Documentary** This course provides for the graduate student in broadcasting an opportunity both to study the broadcast documentary, its structure and role, and to gain some hands-on practical experience in organizing, structuring, and producing this broadcast form.

**Communication Studies**

**SCOM 5203 Small Group Communication** Group and conference techniques for classroom, business, and professional situations.

**SCOM 5243 Interpersonal Communication** Emphasis on increasing the student’s capacity for openness, sensitivity, and objective appraisal.

**SCOM 5253 Intercultural Communication** Identification of barriers, and breakdowns to communication among cultures.

**SCOM 5263 Organizational Communication** Dynamics and theories of communication within an organization.

**SCOM 5293 History and Criticism of American Public Address** Historical background
and significance of leading orators in America.

**SCOM 5323 Communication in Personal Relationships** The course covers interpersonal communication in the context of personal relationships such as romantic relationships, friendships, professional relationships, and family relationships.

**SCOM 5373 Conflict Resolution** The conflict and communication course examines conflict as a communication variable created through interpersonal interaction in dyads, small groups, families, and organizations.

**SCOM 5383 Computer Mediated Communication** This course considers how identities, relationships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media.

**SCOM 5403 Seminar in Health Communication** Study of the major cultural, interpersonal, and public communication issues affecting health communication.

**SCOM 5423 Narratives in Health and Healing** Explores the social construction of health, illness and healing through the study of narrative.

**SCOM 6103 Communication Theory** Theories, models, and approaches relevant to the study of human communication.

**SCOM 6053 Quantitative Research Methods in Communications** Study of the tools and techniques of empirical research as they may be applied to mass communications.

**SCOM 6203 Introduction to Graduate Study** Survey of research methods; evaluation of selected studies; preparation of thesis.


**SCOM 6253 Qualitative Research Methods in Communication** This course is designed to acquaint students with major approaches to qualitative inquiry in the field of communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as writing qualitative research reports.

**SCOM 6243 Seminar in Interpersonal Communication** This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.

**SCOM 6233 Communication Education** A study of the history and philosophy of the pedagogy of communication studies, to include both theoretical and applied aspects of the discipline.

**SCOM 6603-6 Internship in Communication Studies** Combines relevant work experience with classroom theory.

**SCOM 6701-6 Thesis**

**SCOM 6801-3 Independent Study**
1. **Contact Person** (Name, Name of Institution, Address, Email Address, Phone Number)
   
   Dr. Russell Jones, ASU, College of Business, rjones@astate.edu, 972-3988

2. **Proposed Change**
   
   Reduce the number of prerequisites required to enter the MBA program.

3. **Effective Date**
   
   Spring, 2012

4. **Justification**
   
   After a review of other AACSB schools, especially our peer institutions, it was found that ASU was requiring 50% more undergraduate prerequisites than other institutions. The graduate faculty met and discussed the current prerequisite list and compared the content of each to those subjects required in the MBA curriculum. It was determined that three of these prerequisite courses were not necessary for successful completion of the MBA degree.

   By removing three courses from the following list, we have reduced the number of prerequisites from 33 to 24. For those taking fast-track courses, the number of hours have been reduced from 16.5 to 12.
On pages 70-71 of the current graduate bulletin:

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<td>ACCT 2003, Principles of Accounting I</td>
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<td>MBA 501V, Survey of Finance</td>
<td>FIN 3713, Business Finance</td>
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<td>MBA 502V, Survey of Microeconomics</td>
<td>ECON 2313, Principles of Macroeconomics</td>
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<tr>
<td>MBA 503V, Survey of Macroeconomics</td>
<td>ECON 2323, Principles of Microeconomics</td>
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<td>MBA 504V, Survey of Management</td>
<td>MGMT 3153, Organizational Behavior</td>
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<td>MBA 505V, Survey of Information Systems</td>
<td>CIT 3013, Management Information Systems</td>
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<td>MBA 506V, Survey of Marketing</td>
<td>MKTG 3013, Marketing</td>
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<tr>
<td>MBA 507V, Survey of Law</td>
<td>LAW 2023, Legal Environment of Business</td>
</tr>
<tr>
<td>MBA 508V, Survey of Statistics</td>
<td>ECON 2113, Business Statistics</td>
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<tr>
<td>MBA 509V, Survey of Operations Management</td>
<td>CIT 3523, Operations Management</td>
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