



Approved by Curriculum Committee January 24, 2023

MEMORANDUM

TO: Faculty Senate

FROM: Susan Ross

DATE: 2/3/2023

SUBJECT: #22-23-09

I recommend the approval of the attached B.A. in Communication proposal # 22-23-09. This proposal revises the course requirements for the B.A. in Communication.

- Removal of eight concentrations
- BISM 1200 is removed from the Communication core
- COMM 1105 is removed from the Communication core
- COMM 2219 is removed from the Communication core
- COMM 3345 is removed from the Communication core
- JOUR 3350 is removed from the Communication core
- JOUR 3315 is added to the Communication core
- New Course created and added to the Communication core curriculum - *COMM 3200 Social Media Communication Concepts and Practices*
- New Course created and added to the Communication core curriculum - *COMM 3000 Communication Perspectives of Pop Culture*
- Major electives requirement added to the core curriculum and a list of courses from which to choose is provided
- Name change of *COMM 2250 Sophomore Seminar* to *Professional Exploration in Communication*. The course hours and content do not change as a result of this revision.

cc: Dr. Tim Oxley
Dr. Aimee Richards
Dr. Chris Kast
Ms. Lori Schoonmaker
Ms. Stephanie Gabor
Ms. Laura Ransom



CURRICULUM CHANGE PROPOSAL

Prepare proposal in accordance with the guidelines below and the format shown on the following pages. Should any item under the headings not pertain to your proposal, write N/A.

PROPOSAL NUMBER: #22-23-09

REVISION (label Revision #1, #2, etc.):#1

SECTION 1: CONTACT INFORMATION

Name:	Aimee L. Richards
Title:	Associate Professor of Communication
E-mail Address:	Aimee.Richards@fairmontstate.edu
Phone Number:	304-203-7732

SECTION 2: PROGRAM INFORMATION

College:	College of Liberal Arts
Department:	Humanities
Title of Degree Program/Certificate:	Communication
Degree Program Level:	Bachelor's Degree
Date Originally Submitted:	Click or tap to enter a date.09/29/2022
Implementation Date Requested: Fall 2022	Click or tap to enter a date.

APPROVAL

The Deans of the affected colleges must sign below to indicate their notification and departmental approval of this proposal. Should this proposal affect any course or program in another college, a memo must be sent to the Dean of each college impacted and a copy of the memo(s) must be included with this proposal.

By signing below, you are indicating your college and department(s)'s approval of this proposal.

College	Dean's Signature

ADDITIONAL COMMENTS:

SECTION 3: Curriculum Change Request

A. PROPOSAL ABSTRACT.

Write a brief abstract, not exceeding 150 words, describing proposed changes.
<p>This proposal revises the course requirements for the B.A. in Communication.</p> <p>In this revision:</p> <ul style="list-style-type: none"> • The eight concentrations are removed • BISM 1200 is removed from the Communication core curriculum • COMM 1105 is removed from the Communication core curriculum • COMM 2219 is removed from the Communication core curriculum • COMM 3345 is removed from the Communication core curriculum • JOUR 3350 is removed from the Communication core curriculum • JOUR 3315 is added to the Communication core curriculum • A new course, COMM 3200 Social Media Communication Concepts and Practices Is created and added to the Communication core curriculum • A new course, COMM 3000 Communication Perspectives of Pop Culture Is created and added to the Communication core curriculum • A major electives requirement is added to the core curriculum and a list of courses from which to choose is provided • Change the name of COMM 2250 Sophomore Seminar to Professional Exploration in Communication. The course hours and content do not change as a result of this revision.

B. DESCRIPTION OF THE PROPOSAL

1. Full Program Name:	Communication Arts
2. Current number of credit hours required for the program:	120
3. Is the program changing the number of credit hours required for the program?	Yes <input type="checkbox"/> No <input type="checkbox"/> X
4. How many credit hours will be added to the program?	
5. How many credit hours will be deleted from the program?	

6. Added Course(s) (If applicable): List the course(s) to be added to program (if applicable). Indicate whether the course is an existing course or will be a proposed new course.

JOUR 3315 Multimedia Publishing-existing
 COMM 3200-Social Media Communication Concepts and Practices-proposed new course
 COMM 3000- Communication Perspectives of Popular Culture-proposed new course

7. Deleted Courses (if applicable): List course(s) to be deleted from the program (if applicable).
 Indicate the term in which the course will no longer be available for students to take and the catalog in which students will not have the option to take the course.

BISM 1200 Introduction to Computing
 COMM 1105 Voice and Diction
 COMM 2219 Language in Communication
 COMM 3345 Oratory
 JOUR 3350 Participatory Journalism

*The COMM classes (1105, 2219 and 3345) will be deleted after the 2024-2025 year.
 This program revision will have no impact on the availability of BISM 1200 and JOUR 3350.

8. Teach-out Arrangement: If a required course will be deleted from the program, what is the arrangement for current students in the program to complete the required course?

If students need any of the deleted courses after 2024-2025, substitutions or Independent Studies will be arranged.

C. CHANGE IN PROGRAM DESCRIPTION (if applicable)

1. Current Program Description

The Department of Communication Arts faculty has designed a program to provide students with a variety of choices for developing their knowledge and skills through study and performance. By building a base of performance experience through classroom exercises, public performances, and competition, students can develop communication expertise which will prepare them to meet the challenges of the future.

2. Proposed Program Description

Communication is a broad discipline concerned with examining the exchange of messages in interpersonal and mediated contexts and the impact these messages and exchanges have on individuals, organizations and society. The Department of Communication faculty has designed a program to provide students with a variety of choices for developing their knowledge and skills through study and practice. Courses focus on understanding the communication process and developing skills to communicate effectively.

D. RATIONALE

1. **Description of the Rationale/Justification.** Describe the rationale for changing the program's curriculum. For example, indicate the types of assessment data (e.g., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc.) collected and analyzed to determine that curricular changes were warranted. Is it due to market trends? Does it reflect changes in the discipline? What are the expected results of the change?

The program currently requires students to choose one of 8 tracks. Each track consists of 12 hours. Each of these tracks is essentially assessed as a separate major. This has become cumbersome, ineffective, and inefficient. As we have lived with the tracks for several years, we have discovered that the majority of students choose the Multimedia track. This reflects trends in the field of Communication. Communication is no longer solely about public speaking. Our students must be prepared to enter a field dominated by the influence and outlet of media. A rhetorical element will remain, but our new curriculum will reflect the evolution of the discipline and better prepare our students for the professional world. This includes the addition of two new courses that focus on media related aspects of the field. The choice of major electives as opposed to a designated track will allow students to tailor the degree while making maintenance and assessment more manageable and efficient.

E. RESOURCES

1. Will new faculty, be needed to support the program change? If no new faculty are required and the revision is adding classes or substituting courses, identify how current faculty will meet the demand.

Over the last three years, the Communication department has lost two full time faculty members, most recently being the retirement of Dr. Francene Kirk. Neither have been replaced.
However, this curriculum revision does not create any new demand for faculty. Eliminating the added assessment and advising demands of the tracks will make administering the program more manageable for current faculty.

2. Will new facilities, equipment, space modification, and/or library materials/services be needed to support the program change? Provide an estimate of the increased cost, or reduction in cost of implementation (if applicable).

No new facilities, equipment, space modification, and/or library materials/services will be needed to support the program change.

F. PROGRAM CHANGE SUMMARY

- A. **APPENDIX A:** For degree programs, majors, and concentrations (only), use the format in Appendix A to show the Current Program and Proposed Changes.
- B. For minors and certificates, attach a document showing the current program and proposed changes. You do not need to complete Appendix A for minors and certificates.

APPENDIX A
B.A. Degree in Communication Arts
Current Program

Degree Requirements

Core Curriculum Courses		
If a core curriculum course is also listed as a required major course, place an X in the 'credits' column.		
Core Area	Course Prefix and Number	Credit Hours
First Year Seminar	SOAR 1199, HONR 1100, BSBA 1100, NURS 1025	1-3
Written Communication	ENGL 1101, ENG 1102, ENG 1103	6-7
Oral Communication	COMM 2200, COMM 2201, or COMM 2202	3
Mathematics	MATH 1407, MATH 1507, MATH 1510, MATH 1430, MATH 1530, MATH 1540, MATH 1585, MATH 2501	3-4
Humanities	ENGL 2220, ENGL 2221, ENGL 2240, FOLK 2200, HIST 2211, HIST 2212, HIST 2213, PHIL 2200, PHIL 2250, PHIL 2275	3
Fine Arts	ART 1120, ART 1141, MUSI 1106, MUSI 1120, MUSI 1167, MUSI 1168, MUSI 1169, MUSI 2247, MUSI 2277, MUSI 2279, THEA 1120	2-3
Natural Science	BIOL 1104, BIOL 1105, BIOL 1106, BIOL 1180 & 1181, CHEM 1101, CHEM 1105, GEOL 1101, GEOL 1102, PHYS 1101, PHYS 1105, SCIE 1100, SCIE 1103, SCIE 1105, SCIE 1107, SCIE 1115, SCIE 1120, SCIE 1130, SCIE 1210, SCIE 1250, SCIE 2200	4-5
Social Science	BSBA 2200, BSBA 2211, CRIM 1100, CRIM 2202, GEOG 2210, MANG 2205, POLI 2200, PSYC 1101, SOCY 1110, SOCY 2205, TECH 1100	3
Citizenship	HIST 1107, HIST 1108, POLI 1100, RECR 1141	3
Personal Development	<p>Global Awareness: FREN 2202, SPAN 2202, LANG 1110, POLI 2210, POLI 2220</p> <p>Fitness & Wellness: CRIM 2212, CHEP 1100, CHEP 1110, HLTA 1100, HLTA 2203, NUTR 1110, PHED 1100</p> <p>Technology: ART 2245, BISM 1200, CIVL 2210, EDUC 2201, MATH 1550, MANF 2250, MUSM 1100, TECH 1101</p>	2-3

Required Major Courses (46 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
BISM 1200	Introduction to Computing	3
COMM 1105	Voice and Diction	3
COMM 2201	Introduction to Group Discussion	3
COMM 2213	Introduction to Communication Theory and Research Practices	3
COMM 2219	Language in Communication	3
COMM 2241	Argumentation and Debate	3
COMM 2250	Sophomore Seminar	1
COMM 3300	Intercultural Communication	3
COMM 3330	Organizational Communication	3
COMM 3337	Persuasive Communication	3
COMM 3345	Oratory	3
COMM 4420	Contemporary Storytelling	3
COMM 4496	Communication in Practice: Internship	3
JOUR 2245	Reporting and Multimedia News Writing	3
JOUR 2275	Media Literacy	3
JOUR 3350	Participatory Journalism	3

Concentration Courses (12 Credit Hours)		
<p>[A concentration is a focused curriculum within an approved major; adds a specialization within a major area of study. Undergraduate concentrations comprise 12-18 credits; Graduate concentrations comprise 6-15 credits. Concentrations associated with certification or licensure requirements may exceed the credit limit.</p>		
Course Prefix & Number	Course Name	Credit Hours
Government Concentration		
PHIL 2275	Introduction to Logic and Critical Reasoning	
POLI 1103	American Government	
POLI 2200	Introduction to Political Science	
POLI 2203	Comparative Government	
Health Concentration		
COMM 3310	Health Communication	
HLTA 1150	Introduction to Health Education	
HLTA 2202	Community and Environmental Health	
HLTA 2203	Contemporary and Drug Behavior Issues	
Sales Concentration		

BSBA 2209	Principles of Management	
BSBA 2204	Principles of Marketing	
MKTG 3320	Advertising and Sales Promotions	
MKTG 3500	New Product Decisions	
Performance Concentration		
THEA 2228/4448	Oral Interpretation Practicum	
THEA 2238/4432	Acting Workshop	
THEA 3320	The Art of Storytelling in Theory and Practice	
THEA 3346	Creative Puppetry	
Public Communication		
COMM 2249	Intercollegiate Debate	
COMM 4449	Intercollegiate Debate	
COMM 4439	Public Speaking Practicum	
COMM 3320	The Art of Storytelling	
THEA 2228/4448	Oral Interpretation Practicum	
Multimedia Concentration		
JOUR 2280	History of American Journalism	
JOUR 3315	Multimedia Publishing	
JOUR 3335	Photojournalism and Digital Editing	
JOUR 3344	Publications Practice	
Visual Concentration		
ART 1140	Design I: 2D	
ART 1141	Design II: 3D	
ART 2245	E Foundations	
ART 3345	E. Intermediate	
Cultural Outreach Concentration		
BSBA 2204	Principles of Marketing	
BSBA 2209	Principals of Management	
MUSM 1100	Introduction to Museums	
MUSM 3210	Museum Interpretation and Education	

Total Core Curriculum Credit Hours:	37
Total Required Major Courses Credit Hours:	46
Total Required Concentration Credit Hours:	12
Total Elective Credit Hours (If applicable):	
Total Free Electives Credit Hours:	25
TOTAL CREDIT HOURS	120

**B.A. Degree in Communication
Proposed Program**

Degree Requirements

Core Curriculum Courses		
If a core curriculum course is also listed as a required major course, place an X in the 'credits' column.		
Core Area	Course Prefix and Number	Credit Hours
First Year Seminar	SOAR 1199, HONR 1100, BSBA 1100, NURS 1025	1-3
Written Communication	ENGL 1101, ENG 1102, ENG 1103	6-7
Oral Communication	COMM 2200, COMM 2201, or COMM 2202	3
Mathematics	MATH 1407, MATH 1507, MATH 1510, MATH 1430, MATH 1530, MATH 1540, MATH 1585, MATH 2501	3-4
Humanities	ENGL 2220, ENGL 2221, ENGL 2240, FOLK 2200, HIST 2211, HIST 2212, HIST 2213, PHIL 2200, PHIL 2250, PHIL 2275	3
Fine Arts	ART 1120, ART 1141, MUSI 1106, MUSI 1120, MUSI 1167, MUSI 1168, MUSI 1169, MUSI 2247, MUSI 2277, MUSI 2279, THEA 1120	2-3
Natural Science	BIOL 1104, BIOL 1105, BIOL 1106, BIOL 1180 & 1181, CHEM 1101, CHEM 1105, GEOL 1101, GEOL 1102, PHYS 1101, PHYS 1105, SCIE 1100, SCIE 1103, SCIE 1105 SCIE 1107, SCIE 1115, SCIE 1120, SCIE 1130, SCIE 1210, SCIE 1250, SCIE 2200	4-5
Social Science	BSBA 2200, BSBA 2211, CRIM 1100, CRIM 2202, GEOG 2210, MANG 2205, POLI 2200, PSYC 1101, SOCY 1110, SOCY 2205, TECH 1100	3
Citizenship	HIST 1107, HIST 1108, POLI 1100, RECR 1141	3
Personal Development	<p>Global Awareness: FREN 2202, SPAN 2202, LANG 1110, POLI 2210, POLI 2220</p> <p>Fitness & Wellness: CRIM 2212, CHEP 1100, CHEP 1110, HLTA 1100, HLTA 2203, NUTR 1110, PHED 1100</p> <p>Technology: ART 2245, BISM 1200, CIVL 2210, EDUC 2201, MATH 1550, MANF 2250, MUSM 1100, TECH 1101</p>	2-3

Required Major Courses (40 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
COMM 2201	Introduction to Group Discussion	3
COMM 2213	Introduction to Communication Theory and Research Practices	3
COMM 2241	Argumentation and Debate	3
COMM 2250	Professional Exploration in Communication	1
COMM 3000	Communication Perspectives of Pop Culture	3
COMM 3200	Social Media Communication Concepts	3
COMM 3300	Intercultural Communication	3
COMM 3330	Organizational Communication	3
COMM 3337	Persuasion	3
COMM 4420	Documentary Storytelling	3
COMM 4496	Communication in Practice: Internship	3
JOUR 2245	Reporting and Multimedia New Writing	3
JOUR 2275	Media Literacy	3
JOUR 3315	Multimedia Publishing	3

Major Elective Courses (18 Credit Hours)		
Students will choose 18 hours from the list of Major Electives courses		
Course Prefix & Number	Course Name	Credit Hours
COMM 2202	Introduction to Communication in the World of Work	3
COMM 2249	Intercollegiate Debate I-IV	1-4
COMM 3310	Health Communication	3
COMM 3320	The Art of Storytelling in Theory and Practice	3
COMM 4439	Public Speaking Practicum I-VIII	1-8
COMM 4449	Intercollegiate Debate I-IV	1-4
JOUR 3335	Photojournalism and Digital Imaging	3
JOUR 3344	Publications Practice	1-3
JOUR 2800	History of American Journalism	3
JOUR 3330	Writing for Multimedia	3
THEA 1140	Theatrical Production	2
THEA 2228	Oral Interpretation Practicum I	1-4
THEA 2230	Acting	3
THEA 4428	Oral Interpretation Practicum II	1-4
BSBA 2204	Principles of Marketing	3
MKTG 3320	Advertising and Sales Production	3
MUSM 1100	Introduction to Museums	3
MUSM 3210	Museum Interpretation and Education	3
GRFX 1111	Imaging I Foundations	3
GRFX 1113	Multimedia Concepts	3

Total Core Curriculum Credit Hours	30-35
Total Required Major Courses Credit Hours	40
Total Required Concentration Credit Hours (if applicable)	na
Total Elective Credit Hours (Major Electives)	18
Total Free Electives Credit Hours (if applicable)	27-32
TOTAL CREDIT HOURS	120

COMMUNICATION MODEL SCHEDULE

FALL 1

ENGL 1101-CORE CURRICULUM WRITTEN COMMUNICATION
SOAR 1199-CORE CURRICULUM FIRST YEAR SEMINAR
CORE CURRICULUM CITIZENSHIP
CORE CURRICULUM SOCIAL SCIENCES
CORE CURRICULUM FINE ARTS

SPRING 1

COMM 2201-CORE CURRICULUM ORAL COMMUNICATION
ENGL 1102-CORE CURRICULUM WRITTEN COMMUNICATION
CORE CURRICULUM NATURAL SCIENCES
CORE CURRICULUM GLOBAL AWARENESS, FITNESS AND WELL BEING OR TECHNOLOGY
FREE ELECTIVE

FALL 2

COMM 2241
JOUR 2245
COMM 3000
MAJOR ELECTIVE
CORE CURRICULUM HUMANITIES

SPRING 2

COMM 3300
JOUR 2275
COMM 2213
MAJOR ELECTIVE
CORE CURRICULUM MATH

FALL 3

COMM 2250
COMM 3330
MAJOR ELECTIVE
FREE ELECTIVE
FREE ELECTIVE
FREE ELECTIVE

SPRING 3

COMM 3200
JOUR 3315
MAJOR ELECTIVE
FREE ELECTIVE
FREE ELECTIVE

FALL 4

COMM 3337
COMM 4496
MAJOR ELECTIVE
FREE ELECTIVE
FREE ELECTIVE

SPRING 4

COMM 4420
MAJOR ELECTIVE
FREE ELECTIVE
FREE ELECTIVE
FREE ELECTIVE

SAMPLE STUDENT MODEL SCHEDULE

Student A is an incoming freshman Communication major who hopes to work as a social media manager for a small company or nonprofit organization after graduation. Student A knows that they will need an academic background with elements of journalism, graphic design, marketing and advertising in addition to their communication core classes. Student A and their advisor have built the following plan.

FALL SEMESTER 1		
ENGL 1101	3	CORE CURRICULUM
PSYCH 1101	3	CORE CURRICULUM
SOAR 1199	1	CORE CURRICULUM
ART 1120	3	CORE CURRICULUM
HIST 1107	3	CORE CURRICULUM
SPRING SEMESTER 1		
COMM 2201	3	COMM CORE/CORE CURRICULUM
ENGL 1102	3	CORE CURRICULUM
BSBA 2204	3	MAJOR ELECTIVE
SCIE 1130	4	CORE CURRICULUM
FREE ELECTIVE	3	FREE ELECTIVE
FALL SEMESTER 2		
COMM 2241	3	COMM CORE
COMM 3000	3	COMM CORE
JOUR 2245	3	COMM CORE
ENGL 2220	3	CORE CURRICULUM
FREE ELECTIVE	3	FREE ELECTIVE
SPRING SEMESTER 2		
COMM 2213	3	COMM CORE
COMM 3300	3	COMM CORE
JOUR 2275	3	COMM CORE
MATH 1507	4	CORE CURRICULUM
PHED 1100	2	CORE CURRICULUM
FALL SEMESTER 3		
COMM 3330	3	COMM CORE
COMM 2250	1	COMM CORE
MKTG 3320	3	MAJOR ELECTIVE
GRFX 1111	3	MAJOR ELECTIVE
FREE ELECTIVE	3	FREE ELECTIVE
FREE ELECTIVE	3	FREE ELECTIVE

SPRING SEMESTER 3		
COMM 3200	3	COMM CORE
JOUR 3315	3	COMM CORE
GRFX 1113	3	MAJOR ELECTIVE
POLI 2210	3	CORE CURRICULUM
JOUR 3315	3	COMM CORE
FALL SEMESTER 4		
COMM 3337	3	COMM CORE
JOUR 3350	3	MAJOR ELECTIVE
COMM 4496	3	COMM CORE
FREE ELECTIVE	3	FREE ELECTIVE
FREE ELECTIVE	3	FREE ELECTIVE
SPRING SEMESTER 4		
COMM 4420	3	COMM CORE
JOUR 3330	3	MAJOR ELECTIVE
FREE ELECTIVE	3	FREE ELECTIVE
FREE ELECTIVE	3	FREE ELECTIVE
FREE ELECTIVE	3	FREE ELECTIVE

COMMUNICATION CORE HOURS-40
 MAJOR ELECTIVES- 18 HOURS
 CORE CURRICULUM- 34 HOURS
 FREE ELECTIVES-27 HOURS