

CURRICULUM CHANGE PROPOSAL

APPROVAL PAGE

Proposal Title: Updates to Online Organizational and Corporate Communication

College: Liberal Arts

Department: Communication

DEPARTMENT CHAIR

I have read the enclosed proposal and approve this proposal on behalf of the department.

Stacey K Savards

Signature

4/22/19

Date

COLLEGE CURRICULUM COMMITTEE CHAIR

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.

Signature

Date

COLLEGE DEAN

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.

Signature

Date

UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: April 22, 2019

From: Stacey Sowards, Chair, Communication

Through: Crystal Herman, Associate Dean, Liberal Arts

Through: Denis O'Hearn, Dean, Liberal Arts

To: Chair, Undergraduate Curriculum Committee

Proposal Title: Updates to Online Organizational and Corporate Communication Degree Plan

The online Organizational and Corporate Communication (ORCC) has three required electives. When the online degree was first proposed, those electives were selected because they were the only electives available. Other electives are now available, and our request is to change the online degree plan to match the face to face degree plan, with any communication courses be allowed as the elective courses (with at least six upper division electives). This change will also help students use communication elective courses taken at other universities, and help students move towards graduation in a more timely fashion.

Degree Plan (Online Organizational and Corporate Communication)

Code	Title	Hours
ESOL Track		
Students who completed ESOL 1311 and ESOL 1312 will need to also complete ESOL 2303 with a grade of C or better.		
University Core Curriculum		
Complete the University Core Curriculum requirements.		42
Organizational and Corporate Communication Major		
Required Courses:		
COMM 1370	Intro To Communication Studies	3
COMM 3320	Writing for PR & Corp Comm	3
COMM 3321	Public Relations	3
COMM 3322	Communication and Conflict	3
COMM 3323	Comm & Org Leadership	3
COMM 3355	Organizational Communication	3
COMM 3371	Communication Theory/Analysis	3
COMM 4323	Case Studies -Public Relations	3
COMM 4372	Methods of Research in Comm	3
Communication Electives:		
Complete 9 additional hours of communication electives, with at least six being upper division. Required Electives		9
COMM 2330	Principles of Advertising	3
COMM 3340	New Media Advertising	3
COMM 4331	Ad Sales and Management	3
Additional Electives		
Complete 18 additional hours with advisor approval		18
Course List		