

The University of Texas at El Paso

Curriculum Change Proposal

Approval Page

Proposal Title: Communication Studies Degree Plan Revisions & Updates

Department Chair

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

Stacey K. Howards

11/27/2017

Signature

Date

College Curriculum Committee Chairperson

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

Graduate Council/Undergraduate Curriculum Committee

Council Action:

Approved

Returned to the College

Date of Action Report: _____

Signature, Chairman

Date

Undergraduate Curriculum Change Memo

Date: November 27, 2017

From: Stacey Sowards, Chair, Department of Communication

Through: Crystal Herman, Associate Dean, College of Liberal Arts

Through: Stephen Crites, Dean, College of Liberal Arts

To: Chair, College of Liberal Arts Curriculum Committee

Subject: Communication Studies Degree Plan Changes

The communication studies major at UTEP has not be updated nor revised in many years. The faculty who teach courses in this major determined that the degree plan should be updated to reflect a more contemporary approach to teaching communication as well as to teach in areas of the department's strengths.

The communication studies major will keep the three core courses for the major (COMM 1370, COMM 3371, and COMM 4372), required of all majors in the department of communication.

This proposal serves to modify the other six required courses: COMM 2350, COMM 3353, COMM 4352, COMM 2352, COMM 3354, and COMM 3357. We will keep COMM 2350 (Interpersonal Communication), COMM 3353 (Intercultural Communication), and COMM 4352 (Contemporary Theories of Rhetoric) as part of the communication sequence. However, we propose to make the other three courses electives: COMM 2352 (Persuasion & Social Influence), COMM 3354 (Small Group Communication), and COMM 3357 (New Communication Technologies).

Students would thus take three electives from the following list, two of which would be required to be upper division:

- COMM 2352: Persuasion and Social Influence
- COMM 2372: Mass Media and Society
- COMM 3322: Communication and Conflict
- COMM 3323: Organizational Leadership
- COMM 3354: Small Group
- COMM 3355: Organizational Communication
- COMM 3357: New Communication Technologies
- COMM 4300: Internship
- COMM 4350: Selected Topics

COMM 4360: Environmental Communication
COMM 4361: Environmental Conflict
COMM 4362: Gender and Communication
COMM 4363: Political Communication
COMM 4364: Positive Deviance
COMM 4365: Healthy Communities
COMM 4366: Communication and Public Heritage
COMM 4368: Borderlands Communication
COMM 4371: Communication and Law

Students would then take three additional electives (two of which should be upper division) from any course offerings in the department. This last requirement is not a change; the only proposed change is to delete three required courses in the sequence and have students select three courses from a list of electives (above). This change will allow more flexibility in class selection and will enable students to take classes from more qualified faculty. Additionally, classes like small group and persuasion are not considered to be key courses of a communication studies track. We will still offer those courses occasionally, but this flexibility will allow faculty to teach to their strengths, benefiting the students as well by having more qualified experts on the course subjects, as listed above.

Degree Plan

Required Courses: 120

Course List

Code	Title	Hours
Minor Required		
This program requires the selection of a minor.		
ESOL Students		
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
Communication Studies Major		
Required Courses:		
COMM 1370	Intro To Communication Studies	3
COMM 2350	Interpersonal Communication	3
COMM 2352	Persuasion & Social Influence	3
COMM 3353	Intercultural Communication	3
COMM 3354	Small Group	3
COMM 3357	New Communication Technologies	3
COMM 3371	Communication Theory/Analysis	3
COMM 4352	Contemporary Rhetoric	3
COMM 4372	Methods of Research in Comm	3
Communication Electives:		
<u>Select an additional nine hours of COMM, with at least six being upper-division: Communication Electives:</u>		
COMM 2352: Persuasion and Social Influence		
COMM 2372: Mass Media and Society		
COMM 3322: Communication and Conflict		
COMM 3323: Organizational Leadership		
COMM 3354: Small Group		
COMM 3355: Organizational Communication		
COMM 3357: New Communication Technologies		9
COMM 4300: Internship		
COMM 4350: Selected Topics		
COMM 4360: Environmental Communication		
COMM 4361: Environmental Conflict		
COMM 4362: Gender and Communication		
COMM 4363: Political Communication		
COMM 4364: Positive Deviance		
COMM 4365: Healthy Communities		
COMM 4366: Communication and Public Heritage		

Course List

Code	Title	Hours
<u>COMM 4368: Borderlands Communication</u>		
<u>COMM 4371: Communication and Law</u>		

Select an additional nine hours of COMM, with at least six being upper-division: 9

<u>COMM 1301</u>	Public Speaking (C)
<u>COMM 1302</u>	Business/Profession Comm (C)
<u>COMM 1370</u>	Intro To Communication Studies
<u>COMM 2310</u>	Basic Multimedia Writing
<u>COMM 2330</u>	Principles of Advertising
<u>COMM 2344</u>	Digital Video and Audio Prod
<u>COMM 2350</u>	Interpersonal Communication
<u>COMM 2352</u>	Persuasion & Social Influence
<u>COMM 2372</u>	Mass Media and Society
<u>COMM 2373</u>	Intermediate Multimedia Writng
<u>COMM 3313</u>	News Gathering & Investigation
<u>COMM 3316</u>	Digital Photography
<u>COMM 3320</u>	Writing for PR & Corp Comm
<u>COMM 3321</u>	Public Relations
<u>COMM 3322</u>	Communication and Conflict
<u>COMM 3323</u>	Comm & Org Leadership
<u>COMM 3330</u>	Advertising Research
<u>COMM 3336</u>	International Advertising
<u>COMM 3338</u>	Integrated Marketing Comm
<u>COMM 3339</u>	Consumer Psych & Advertising
<u>COMM 3340</u>	New Media Advertising
<u>COMM 3344</u>	Media Programming for Radio/TV
<u>COMM 3353</u>	Intercultural Communication
<u>COMM 3355</u>	Organizational Communication
<u>COMM 3357</u>	New Communication Technologies
<u>COMM 3371</u>	Communication Theory/Analysis
<u>COMM 4300</u>	Communication Internship
<u>COMM 4312</u>	Feature Writing
<u>COMM 4313</u>	Applied Interactive Magazine
<u>COMM 4323</u>	Case Studies -Public Relations
<u>COMM 4330</u>	Media Planning & Buying
<u>COMM 4331</u>	Ad Sales and Management
<u>COMM 4341</u>	Media Announcing & Performance
<u>COMM 4350</u>	Selected Topics
<u>COMM 4352</u>	Contemporary Rhetoric
<u>COMM 4360</u>	Environmental Communication

Course List

Code	Title	Hours
<u>COMM 4361</u>	Environmental Conflict & Comm	
<u>COMM 4362</u>	Gender and Communication	
<u>COMM 4363</u>	Political Communication	
<u>COMM 4364</u>	Communicating Positive Devian	
<u>COMM 4365</u>	Comm Healthy Communities	
<u>COMM 4366</u>	Communication of Public Herit	
<u>COMM 4368</u>	Borderlands Communication	
<u>COMM 4371</u>	Communication Law and Society	
<u>COMM 4372</u>	Methods of Research in Comm	