

ROWAN COLLEGE  
CURRICULUM COMMITTEE

MINOR CHANGE

PROPOSAL TITLE: CHANGE IN COMMUNICATIONS - LIBERAL ARTS SPECIALIZATIONS

     UNDERGRADUATE           GRADUATE           CREDIT HOURS

SPONSOR(S): ED STREB

DEPARTMENT & TELEPHONE# 4243

CHECK ONE:

- CHANGES IN APPROVED MINORS, SPECIALIZATIONS, CONCENTRATIONS
- CATALOGUE DESCRIPTIONS AND/OR PREREQUISITE CHANGES
- SMALL CHANGES IN COURSE CONTENT OF EXISTING COURSES WHICH DO NOT SUBSTANTIALLY VARY THE CURRICULUM
- CHANGES IN HEGIS NUMBER

STEP #1 (DEPARTMENT)

APPROVED / DATE: 2/3/97

NOT APPROVED / DATE: \_\_\_\_\_

Edward J. Strub  
(DEPT. CURRICULUM CHR./ DATE)

Edward J. Strub 2/3/97  
DEPT. CHR./DATE

STEP #2 (SCHOOL)

DATE REVIEWED 3-1-97

RECOMMEND TO APPROVE

RECOMMEND NOT TO APPROVE

COMMENTS:

[Signature]  
SCHOOL CURRICULUM CHR.

STEP #3 (ACADEMIC DEAN)

RECOMMEND     NOT RECOMMENDED

DATE REVIEWED: 3/25/97

[Signature]  
DEAN OF SCHOOL SIGNATURE

STEP #4 (CURRICULUM COMMITTEE)

SCC# 9798-11

DATE RECEIVED: 6/97

APPROVED       NOT APPROVED

\_\_\_\_\_  
CURRICULUM COMMITTEE CHR. SIGNATURE

STEP #5 EXE. VP/PROVOST

APPROVED

NOT APPROVED

[Signature] 1/27/98  
SIGNATURE/DATE

REGISTRAR'S SIGNATURE/DATE B. K. Keber 29 June 98

# Change in Title and Specialization Requirements

## 1. Details:

### a. Change Requested:

Replace Communications Liberal Arts Specializations A & B (attached) with the following single specialization:

## COMMUNICATION STUDIES SPECIALIZATION

<b>I. General Education.....</b>	<b>60 s.h.</b>
<b>Communication</b>	<b>9 s.h.</b>
College Composition I--3 s.h.	
College Composition II--3 s.h.	
Public Speaking--3 s.h.	
<b>Science &amp; Mathematics</b>	<b>10 s.h.</b>
Mathematics--3 s.h.	
Lab Science--4 s.h.	
Choice--3 s.h.	
<b>Social &amp; Behavioral Sciences</b>	<b>12 s.h.</b>
Psychology Choice--3 s.h.	
Sociology Choice--3 s.h.	
Economics or Political Science--3 s.h.	
Choice--3 s.h.	
<b>History, Humanities &amp; Language</b>	<b>12 s.h.</b>
Literature Choice--3 s.h.	
History or Philosophy--3 s.h.	
Semantics--3 s.h.	
Choice--3 s.h.	
<b>Arts</b>	<b>3 s.h.</b>
Choice--3 s.h.	
<b>Health &amp; Wellness</b>	<b>3 s.h.</b>
<b>Gen Ed Electives</b>	<b>11 s.h.</b>

**II. Major Requirements..... 33 s.h**

0601.203 MASS MEDIA & THEIR INFLUENCES  
0601.300 COMMUNICATION THEORY

1506.245 SMALL GROUP COMMUNICATION **OR**  
1506.2xx INTERPERSONAL COMMUNICATION

1506.205 PERSUASION & SOCIAL INFLUENCE **OR**  
1506.340 ARGUMENTATION & DEBATE

0603.220 INTRODUCTION TO ELECTRONIC MEDIA

0606.350 INTRODUCTION TO PR **OR**  
0604.330 INTRODUCTION TO ADVERTISING

0699.361 INTRODUCTION TO SURVEY RESEARCH

0607.335 COMMUNICATION LAW

0601.400 OCCUPATIONAL WRITING **OR**  
1507.290 CREATIVE WRITING I

0699.4xx PUBLIC OPINION

1506.405 SEMINAR IN COMM STUDIES

**III. Free Electives.....27 s.h.**

**b. Sponsor: Ed Streb**

## 2. Rationale:

### a. Need:

The Communications-Liberal Arts Specializations were created when all of the Communication courses and programs were housed under a single department. Last year the Communications department was divided into five separate departments, and the required courses in the Liberal Arts specializations were spread out among each of these five departments. The Liberal Arts Specializations, however, were both assigned to the Communication Studies Department. Moreover, eight courses were recently moved from the Speech/Theatre/Dance Department into Communication Studies, and several new courses are currently under development. Given these changes and the new structure, nature, and mission of the department housing the Communications-Liberal Arts programs, it is imperative that we reevaluate our specializations.

The Communications-Liberal Arts Track A was designed to provide students with a broad based background in the Communication discipline. The Communications-Liberal Arts B Track was created primarily to accommodate students seeking a coordinate major. We have decided to merge these two into a single specialization that reflects the mission of our newly formed department. The proposed specialization maintains the "eclectic" nature of the previous programs, and provides a credible and practical option for Education majors. In fact, students looking for a coordinate major will find this new single program offers more flexibility than the current Communications Liberal Arts B Specialization. While the current program requires a total of 39 hours in the specialization, the proposed program requires 33.

The proposed specialization differs from the existing programs in several ways:

- It places greater emphasis on theoretical concepts, research methodology, and oral communication, and less emphasis on writing.
- It offers greater overall flexibility.
- It includes fewer required courses that fall outside of the Communication Studies Department.
- It requires that all students take a "capstone" course (Seminar in Communication Studies).
- It incorporates several of the courses that were moved over from the Speech/Theatre/Dance/Department.

Since the department housing this program is now called "Communication Studies," we propose that the name of the specialization be consistent with the name of the department.

In essence, the Communications-Liberal Arts B Track is being dropped, and the Communications-Liberal Arts Track A is being modified as follows:

- ❑ Students will still be required to take:
  - 0601.203 MASS MEDIA & THEIR INFLUENCES
  - 0601.300 COMMUNICATION THEORY
  - 0603.220 INTRODUCTION TO ELECTRONIC MEDIA
  - 0607.335 COMMUNICATION LAW
  - 0699.4xx PUBLIC OPINION
  
- ❑ Instead of being required to, take both
  - 0606.350 INTRODUCTION TO PR **AND**
  - 0604.330 INTRODUCTION TO ADVERTISINGstudents will only have to take one of these two.
  
- ❑ Instead of being required to take
  - 0601.400 OCCUPATIONAL WRITINGstudents will be able to choose from the following:
  - 0601.400 OCCUPATIONAL WRITING **OR**
  - 1507.290 CREATIVE WRITING I
  
- ❑ Instead of being required to take a "speech" course and a writing course as Related Electives, students will now be required to take two "speech" courses:
  - 1506.245 SMALL GROUP COMMUNICATION **OR**
  - 1506.2xx INTERPERSONAL COMMUNICATION
  - AND**
  - 1506.205 PERSUASION & SOCIAL INFLUENCE **OR**
  - 1506.340 ARGUMENTATION & DEBATE
  
- ❑ Students will no longer be required to take a film course as a Related Elective.
  
- ❑ A research course has now been added as a prerequisite for the required course in Public Opinion. As a result, students in this specialization will now be required to take:
  - 0699.361 INTRODUCTION TO SURVEY RESEARCH
  
- ❑ A "capstone" experience has been added:
  - 1506.405 SEMINAR IN COMMUNICATION STUDIES