To: Dean Van Galen, Chancellor  
116 North Hall  
University of Wisconsin-River Falls  

From: Wes Chapin, Chair  
Faculty Senate  
University of Wisconsin-River Falls  

June 14, 2012  

RE: UWRF Faculty Senate Motion 2012-13/8  

At the June 12, 2012 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2012-13/8 was passed and it is effective immediately. This motion is forwarded to you for your action.

Motion from the Academic Programs and Policies Committee (Steve Kelm, Chair) to approve the proposed program changes within the Communication Studies major and Communication Studies minor.

Approved  

Disapproved  

[Signature]  
Dean Van Galen, Chancellor

[Date]
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

1. Program title: Communication Studies
2. Department(s): Communication Studies And Theatre Arts
3. College(s): Arts And Sciences
4. Proposal prepared by: Jennifer Willis-Rivera Date: 2/17/2012

5. Check all that apply:
   □ New program
   □ Change in course name
   ☑ Change in Major
   □ Change in course content
   □ Existing program
   □ Change in number of credits
   ☑ Change in Minor
   □ Change in Emphasis/Option

6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):
   1.  
   2.  
   3.  
   4.  

7. Date of Implementation: Fall Semester 2012 Year

8. Have all courses in this program been approved? Yes □ No ☑
   If “No,” which ones? Coms 315  Coms 386

9. Attach Request Narrative. (Include description of program before and after proposed changes).

UNIT APPROVALS: Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Department's and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

Department Chair

College Curriculum Cmtt. Chair

Dean of College

University Curriculum Cmtt. Chair

Academic Policy & Programs Cmtt. Chair

Faculty Senate Chair

Provost / Vice Chancellor

Chancellor

Signature  Date

2/17/12

2/17/12

3/20/12

5/3/12

6/14/12

7/2/12

2/17/12

NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.

Rev. 11/08
Current Communication Studies Major = 34-35 Total Credits

Core Requirements: 14 Credits
COMS 106 Interpersonal Communication 3 cr.
COMS 207 Listening Skills 3 cr.
COMS 208 Problem Solving in Small Group Communication 3 cr.
COMS 484 Senior Portfolio Seminar in COMS 2 cr.

Emphasis Requirements:

Professional and Organizational Communication Emphasis 12-13 Credits
COMS 216 Communication in the Interview 3 cr.
COMS 316 Organizational Communication 3 cr.
COMS 318 Communication and Leadership 3 cr.
COMS 379 Internship 3-4 cr.
+ 9 Credits of Directed Electives

Personal/Cultural Communication Emphasis 12-13 Credits
COMS 306 Nonverbal Communication 3 cr.
COMS 311 Persuasion 3 cr.
COMS 313 Intercultural Communication 3 cr.
COMS 379 Internship 3-4 cr.
OR
COMS 499 Independent Study 3 cr.
+ 9 Credits of Directed Electives

Public Communication 15-16 Credits
COMS 211 Public Speaking 3 cr.
COMS 306 Nonverbal Communication 3 cr.
COMS 311 Persuasion 3 cr.
COMS 312 Argumentation and Decision Making 3 cr.
COMS 314 Introduction to Criticism for Oral Communication 3 cr.
OR
COMS 319 Freedom to Speak 3 cr.
OR
COMS 414 Speech in History 3 cr.
COMS 379 Internship 3-4 cr.
OR
COMS 499 Independent Study 3 cr.
+ 6 Credits of Directed Electives

Directed Electives 6-9 Credits
Students may choose 6-9 additional credits not taken in their emphasis requirements from:
COMS 206 Family Communication 3 cr.
COMS 211 Public Speaking 3 cr.
COMS 216 Communication in the Interview 3 cr.
COMS 306 Nonverbal Communication 3 cr.
COMS 311 Persuasion 3 cr.
COMS 312 Argumentation and Decision Making 3 cr.
COMS 313 Intercultural Communication 3 cr.
COMS 314 Introduction to Criticism for Oral Communication 3 cr.
COMS 316 Organizational Communication 3 cr.
COMS 318 Communication and Leadership 3 cr.
COMS 319 Freedom to Speak 3 cr.
COMS 370 Intercollegiate Debate 1 cr.
COMS 371 Intercollegiate Forensics 1 cr.
COMS 414 Speech in History 3 cr.
COMS 416 Communication Training and Development in Organizations 3 cr.
COMS 440 Gender Communication 3 cr.
OR
Any other COMS course(s) chosen in consultation with the adviser

NOTE: Students choosing the Professional and Organizational Communication emphasis may take up to 6 credits outside the department. All credits must be in the same category and have adviser approval. A list of approved courses is available upon request.
New Communication Studies Major = 36 Total Credits

Core Requirements: 12 Credits

COMS 106 – Interpersonal Communication 3cr.
COMS 286 – Introduction to Communication Studies 3cr.
COMS 386 – Communication Theory and Qualitative Research 3 cr.
COMS 486 – Senior Capstone 3 cr.

Goal Requirements: 12 Credits
Students will take courses to fulfill the four goals of the Communication Studies program. Courses may be counted in only one goal.

- **Goal One:** Students must take ONE of the following courses to fulfill the goal “Ability to Collaborate”
  - COMS 206 - Family Communication
  - COMS 213 – Intercultural Communication
  - COMS 216 – Interviewing
  - COMS 306 – Nonverbal Communication
  - COMS 308 - Small Group Communication
  - COMS 316 - Organizational Communication
  - COMS 318 – Communication and Leadership
  - COMS 416 – Training and Development
  - COMS 440 – Gender Communication

- **Goal Two:** Students must take ONE of the following courses to fulfill the goal “Ability to be Innovative, Strategic, and Effective Communicators”
  - COMS 206 - Family Communication
  - COMS 211 – Public Speaking
  - COMS 213 – Intercultural Communication
  - COMS 216 - Interviewing
  - COMS 306 – Nonverbal Communication
  - COMS 308 - Small Group Communication
  - COMS 312 - Argumentation
  - COMS 315 – Communication and Social Change
  - COMS 318 – Communication and Leadership

- **Goal Three:** Students must take ONE of the following courses to fulfill the goal “Ability to Comprehend Communication Literacy”
  - COMS 206 - Family Communication
  - COMS 306 – Nonverbal Communication
  - COMS 308 - Small Group Communication
  - COMS 314 – Rhetorical Criticism
  - COMS 315 – Communication and Social Change
  - COMS 316 - Organizational Communication
  - COMS 319 – Freedom to Speak
  - COMS 416 – Training and Development
  - COMS 440 – Gender Communication
• **Goal Four**: Students must take ONE of the following courses to fulfill the goal “Ability to Communicate Ethically”
  - COMS 211 – Public Speaking
  - COMS 213 – Intercultural Communication
  - COMS 216 – Interviewing
  - COMS 312 – Argumentation
  - COMS 314 – Rhetorical Criticism
  - COMS 315 – Communication and Social Change
  - COMS 318 – Communication and Leadership
  - COMS 319 – Freedom to Speak
  - COMS 416 – Training and Development

**Individual Study Requirements: 3-4 Credits**
Students will take one of the following to complement their course of study in consultation with their advisor.
  - COMS 379 – Communication Studies Internship (3-4 hours)
  - COMS 499 – Independent Study (3 hours)

**Directed Electives: up to 9 credits**
Students must take additional credits in COMS to equal a minimum of 36 credits in the major.

**Supporting Course:**
Students must take either COMS 101 or COMS 116 as a supporting course for the major.
Current Communication Studies Minor = 24 Total Credits

Speech Communication Minor

Communication Studies Minor - Liberal Arts, B.S.

24 Total Credits

Required Courses: 12 cr. hrs.
COMS 106 Interpersonal Communication 3 cr.
COMS 207 Listening Skills 3 cr.
COMS 306 Nonverbal Communication 3 cr.
COMS 311 Persuasion 3 cr.

Directed Electives: 12 cr. hrs.
COMS 208 Problem Solving in Small Group Communication 3 cr.
or
COMS 316 Organizational Communication
COMS 211 Public Speaking 3 cr.
COMS 312 Argumentation and Decision Making 3 cr.
COMS 313 Intercultural Communication 3 cr.
COMS 314 Introduction to Criticism for Oral Communication 3 cr.
COMS 319 Freedom to Speak 3 cr.
COMS 414 Speech in History 3 cr.
COMS 440 Gender Communication 3 cr.
COMS 370 Intercollegiate Debate 1 cr.
or
COMS 371 Intercollegiate Forensics 1 cr.
or
COMS 379 Internship in COMS 3-12 cr.
COMS 499 Independent Study/Independent Research 1-3 cr.

A research/writing course experience is required in the major or another field: COMS 284 Sophomore Seminar or another course approved by the department chair, will satisfy this requirement. A senior portfolio experience is required in the major or another field: COMS 484, Senior Portfolio Seminar or another course approved by the department chair, will satisfy this requirement.
New Communication Studies Minor = 24 Total Credits

Name Change – Eliminate “Speech Communication” in all places it exists in the catalog and replace with “Communication Studies”

Core Requirements: 6 Credits

COMS 106 – Interpersonal Communication 3cr.
COMS 286 – Introduction to Communication Studies 3cr.

Goal Requirements: 12 Credits

Students will take courses to fulfill the four goals of the Communication Studies program. Courses may be counted in only one goal.

- **Goal One:** Students must take ONE of the following courses to fulfill the goal “Ability to Collaborate”
  - COMS 206 - Family Communication
  - COMS 213 – Intercultural Communication
  - COMS 216 – Interviewing
  - COMS 306 – Nonverbal Communication
  - COMS 308 - Small Group Communication
  - COMS 316 - Organizational Communication
  - COMS 318 – Communication and Leadership
  - COMS 416 – Training and Development
  - COMS 440 – Gender Communication

- **Goal Two:** Students must take ONE of the following courses to fulfill the goal “Ability to be Innovative, Strategic, and Effective Communicators”
  - COMS 206 - Family Communication
  - COMS 211 – Public Speaking
  - COMS 213 – Intercultural Communication
  - COMS 216 – Interviewing
  - COMS 306 – Nonverbal Communication
  - COMS 308 - Small Group Communication
  - COMS 312 - Argumentation
  - COMS 315 – Communication and Social Change
  - COMS 318 – Communication and Leadership

- **Goal Three:** Students must take ONE of the following courses to fulfill the goal “Ability to Comprehend Communication Literacy”
  - COMS 206 - Family Communication
  - COMS 306 – Nonverbal Communication
  - COMS 308 - Small Group Communication
  - COMS 314 – Rhetorical Criticism
  - COMS 315 – Communication and Social Change
  - COMS 316 - Organizational Communication
  - COMS 319 – Freedom to Speak
  - COMS 416 – Training and Development
  - COMS 440 – Gender Communication
• **Goal Four:** Students must take ONE of the following courses to fulfill the goal "Ability to Communicate Ethically"
  - COMS 211 – Public Speaking
  - COMS 213 – Intercultural Communication
  - COMS 216 – Interviewing
  - COMS 312 – Argumentation
  - COMS 314 – Rhetorical Criticism
  - COMS 315 – Communication and Social Change
  - COMS 318 – Communication and Leadership
  - COMS 319 – Freedom to Speak
  - COMS 416 – Training and Development

**Directed Electives: 6 credits**
Students must take additional credits in COMS to equal a minimum of 24 credits in the minor.

**Supporting Course:**
Students must take either COMS 101 or COMS 116 as a supporting course for the minor.

**Rationale:**
This update in Communication Studies reflects our commitment to Undergraduate Research and our commitment to incorporating the newest research into our courses. This new program will allow us to achieve the following objectives:

1. Assure that all of our students have completed courses that will give them a solid base in research, whether that research is directed towards academics or corporate work.
2. Assure that our students all achieve the goals of the communication program, including the Ability to Collaborate, Ability to be Innovative, Strategic and Effective Communicators, Ability to Understand Communication Literacy and Ability to Communicate Ethically.
3. Assure that we can more easily assess both the individual course goals as well as the program goals.
4. Assure that we can have a high level of flexibility within the faculty while still meeting the needs of all COMS majors and minors.
5. Assure that we can allow our students to have a high level of flexibility in finishing their major within 2 years, since many of our students become majors in their Sophomore and Junior year.

**Required Core Changes:**
In the old curriculum, the core didn’t really have a clear focus. The current core offers COMS 106 (Interpersonal Communication) which offers some very basic understandings of communication terms and concepts. The next three courses are very purposefully sequenced to give students a solid base in the field of communication, communication theories, and research skills they will need to support their final capstone projects (and beyond into their careers). The first course, COMS 286, will give them a general idea about the field of communication (past and present), what can one do with a communication degree (this will be achieved through both classroom activities and connections with alumni) and how to read scholarly journals in communication. Finally, this course will also introduce students to some very basic theories of communication. The second course (COMS 386) will build on the theoretical knowledge the students will have gained in COMS 286, introducing more complex theories. This course will also build on the student’s ability to read a journal article by introducing them to the skill of writing a literature review. Finally, students will be given a basic understanding of qualitative methodologies they might use in their research projects for COMS 486, which is the last course in this sequence. This course allows students to apply the skills they have gained in both COMS 286 and COMS 386 towards an independent research project. This project, in consultation with a project advisor, will pull in all the skills they have
gained in the core classes, as well as the other classes they have taken in the major. This course also serves as a capstone for assessment for the program – students write an assessment paper on their experience in the course. Finally, this course will help students get their foot into either the job market or graduate school, helping them to prepare for both. For this reason, we strongly recommend that students take this course the semester before they plan to graduate.

Directed Electives Changes:
In the old curriculum, students were asked to choose an area of study – either Personal/Cultural Communication; Organizational Communication or Public Communication. In practice we have found that the lines between those areas blur significantly. We also need to find a more structured way to assess the program relative to a set of program objectives. Having students take classes by objectives rather than by areas allows us to do the following:

1. Assure that all students have met the objectives for the program
2. Assure that all faculty will know very clearly which objectives need to be measured for program assessment for each class.
3. Allow faculty to specifically commit to assessing particular objectives. For example, while a class may touch on many (or all) of the program goals, each instructor knows which goals must be measured for each course.
4. Allows students to more clearly articulate what they are learning (or have learned) in a particular course. While faculty put learning objectives on syllabi, it is rare that students read them. By incorporating these five objectives into the curriculum, we can ensure that students are paying attention to those objectives (and possibly others) and may then be more able to clearly articulate these goals (and others) in letters of application for positions or graduate schools, as well as interviews.
5. By giving students a broad range of flexibility, we can allow for flexibility in teaching schedules (sick leave, sabbaticals, administrative releases, etc.) while still maintaining the core programmatic objectives.

Minor Changes
The same changes that have been made to the major have also been applied to the minor. While we do not require COMS 386 and COMS 486 for those in the minor, we will recommend it through advising depending on what a student’s final objective is. This new minor will allow students to have a good basic understanding of the field of communication, and will give them the skills to complete most of the upper division courses.