

**Utah System of Higher Education  
New Academic Program Proposal  
Cover/Signature Page - Abbreviated Template**

**Institution Submitting Request:** University of Utah  
**Proposed Program Title:** Communication BA/BS -- Communication Studies Emphasis  
**Sponsoring School, College, or Division:** College of Humanities  
**Sponsoring Academic Department(s) or Unit(s):** Department of Communication  
**Classification of Instructional Program Code<sup>1</sup> :** 09.0100  
**Min/Max Credit Hours Required of Full Program:** 32 / 54  
**Proposed Beginning Term<sup>2</sup>:** Fall 2019  
**Institutional Board of Trustees' Approval Date:**

**Program Type:**

<input type="checkbox"/>	Certificate of Proficiency	<input type="checkbox"/>	Entry-level CTE CP	<input type="checkbox"/>	Mid-level CP
<input type="checkbox"/>	Certificate of Completion				
<input type="checkbox"/>	Minor				
<input type="checkbox"/>	Graduate Certificate				
<input type="checkbox"/>	K-12 Endorsement Program				
<input checked="" type="checkbox"/>	<b>NEW</b> Emphasis for Regent-Approved Program <i>Credit Hours for NEW Emphasis Only:</i> 32 / 51 <i>Current Major CIP:</i> 09.0100 <i>Current Program Title:</i> Communication BA/BS <i>Current Program BOR Approval Date:</i>				
<input checked="" type="checkbox"/>	Out of Service Area Delivery Program				

**Chief Academic Officer (or Designee) Signature:**

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name \_\_\_\_\_ Date: \_\_\_\_\_

☐ I understand that checking this box constitutes my legal signature.

<sup>1</sup> For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

<sup>2</sup> "Proposed Beginning Term" refers to first term after Regent approval that students may declare this program.

**Utah System of Higher Education  
Program Description - Abbreviated Template**

**Section I: The Request**

University of Utah requests approval to offer the following Emphasis: Communication BA/BS -- Communication Studies Emphasis effective Fall 2019. This program was approved by the institutional Board of Trustees on .

**Section II: Program Proposal/Needs Assessment**

**Program Description/Rationale**

*Present a brief program description. Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program. Provide evidence of student interest and demand that supports potential program enrollment.*

Students in the Communication Studies sequence are exposed to the full breadth of the Communication discipline. They learn the key theories and methods that motivate effective communication and improve written and spoken skills. Students in this sequence are prepared for positions in professional, media, corporate, government, and nonprofit sectors, as well as graduate study in law, social work, business, and public administration.

Established as a major sequence in 2012 by faculty with research expertise in these areas, the decision to create an emphasis codifies this sequence as a major area of study. The Sequence Coordinator and participating faculty who teach courses in the area were first consulted before bringing this proposal to the faculty in an April, 2018 faculty meeting. Discussion among the full faculty occurred at that meeting and the proposal was refined. The formal vote on the move from sequence to emphasis was made at the August, 2018 Department of Communication Faculty Retreat after additional discussion among the full faculty. The information was then shared with the College of Humanities Curriculum Committee which supported the establishment of an emphasis.

The creation of an emphasis will benefit the department and students in several key ways. It will result in the creation of accurate data regarding which students are enrolled in different emphases within our major. It will assist with scheduling to prevent course conflicts, as well as reveal course demand and the need to better serve student needs by offering particular courses more frequently. It will make students' Degree Audit Reports more legible and easier to process, as well as streamlining any exceptions that need to be made by advisors. Finally, it will assist advisors with the dissemination of key information to particular student groups.

Students enrolled in this proposed emphasis will be well positioned to pursue careers in media, corporate, government, and nonprofit sectors, as well as graduate study in law, social work, business, and public administration. Any profession that demands strong writing and verbal skills will benefit from a student with a background in Communication Studies. Situated in the largest media market between Denver and the West Coast, the Department of Communication provides students with opportunities for internships and part-time work

in professional settings. The department is housed in the Languages and Communication Building (LNCO), which has a telecommunication studio, audio-visual production labs, multimedia design labs, and technology-enhanced active learning spaces. Those interested in pursuing an M.A. or Ph.D. in Communication will find that they are well on their way to situating themselves as well-trained applicants for programs at the University of Utah and other top-tier universities.

The University of Utah and USHE benefit from the creation of this emphasis because all other USHE institutions already offer a Communication Studies emphasis which means that prospective transfer students should be more inclined and more able to join the Department of Communication. Transfer articulations will not need to be updated since the sequence and coursework have already been established in Strategic Communication that articulates with USHE institutions.

Currently, the Department of Communication has 772 declared undergraduate majors, exclusive of students with a double major which are not counted. Approximately 19% of the students identify Communication Studies as their major sequence. Communication Studies is the foundation emphasis that provides students with a wide array of skills that employers report are valuable:

- Writing
- Speaking
- Interpersonal communication
- Group and team communication
- Digital message creation
- Audio and video production
- Visual communication
- Critical listening
- Critical thinking

#### *Communication Studies Learning Outcomes*

- Basic knowledge of interpersonal, group, and/or organizational communication.
- Understanding of the structure and reasoning of argumentation, as well as the ability to present arguments in written and/or spoken form.
- Understanding of communication within and across differences in gender, race, ethnicity, nationality, sexuality, ability, and age.
- Practical or selective knowledge of theories of communication.
- Upper-division knowledge in at least one specialized area: rhetoric, conflict resolution, critical/cultural approaches to communication, intercultural communication, interpersonal communication, mediated communication, organizational communication, and/or science/health/environmental communication.

#### *The Learning Outcomes will be assessed in four ways.*

- We will collect representative student work from Tier One courses, and a subcommittee of the faculty will evaluate it in relation to whether students are beginning to develop the learning outcome goals.

- We will collect representative student work from the capstone course, and again a subcommittee of the faculty will evaluate it in relation to whether students have achieved the learning outcome goals. All departments in the College of Humanities are adopting such courses. Capstone Courses need to yield substantive research papers or professional projects. In the case of the emphasis in Strategic Communication, students may take one of three capstone courses: In the case of the emphasis in Communication Studies, students have multiple capstone opportunities: 1) COMM 5000 Studies in Communication; 2) COMM 5370 Environmental Comm, Special Topic; 3) COMM 5420 Contemporary Social Movements; 4) COMM 5490 Communication and Social Justice; 5) COMM 5640 Communication Technology, and Culture; 6) COMM 5815 Health Communication, Special Topic. All courses will permit for flexibility in terms of topic and research method. Regardless of topic or methodological approach, students will be required to produce a substantive project or research paper that will demonstrate the student's ability to assimilate past coursework and apply it to real-world issues.
- We will use exit interviews/surveys to query students regarding their own perception of how well they have acquired the learning outcome objectives.
- We will track alumni employment to identify whether the skills and knowledge students acquire are helpful and satisfying to them as they build their careers.

The communication emphases will also be offered at the Utah Asia Campus.

### **Labor Market Demand**

*Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer ([jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do](http://jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do)) and the Occupation Outlook Handbook ([www.bls.gov/oco](http://www.bls.gov/oco)).*

The proposed curriculum changes will emphasize the importance of experiential education and career development. Specifically changes within the Strategic Communication and Journalism emphasis will encourage students to secure an internship for course credit. The labor market demand for Communication students is high and our department has developed relationships with hundreds of employers and internship providers.

The department's focus on providing more practical experience and building relationships with employers/alumni will further draw students into the major, thereby supporting the Governor's call for 66% of Utahns to have a post-secondary degree or certificate by 2020.

According to the first destination plan survey administered by the Career and Professional Development Center, the median annual salary students can expect to make in their first job out of graduation is \$39,520. 75% of graduating students secure full time employment and 15% secure part time or unspecified employment. 7% of graduating students continue their education and about 1% join service or military programs. 84% stay in Utah, 15% go out of state, and 1% go international. The most common job titles we see for students after graduation are:

- Marketing Coordinator
- Administrative Assistant
- Consultant

- Social Media Manager
- Account Manager
- Graphic Designer
- Copywriter

An internship is not required for the major and 57% of our students complete at least one internship before graduation. 43% of our students, who did at least one internship, either secured employment for their place of internship or indicated it was a possibility. This is according to our departmental graduation survey, required by students to complete when they are applying for graduation (usually one semester before graduation). More students get paid for their internships than unpaid, which is helping to increase student's interest in internships. Of the students who complete internships, 19% complete two and 9% complete three or more. The average hourly rate for paid interns is \$12.00 an hour. We expect these curriculum changes to increase the number of secured internship and employment as a result.

### **Consistency with Institutional Mission/Impact on Other USHE Institutions**

*Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at [higheredutah.org/policies/policyr312/](http://higheredutah.org/policies/policyr312/). Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in [higheredutah.org/policies/policyr315/](http://higheredutah.org/policies/policyr315/).*

Central to the mission of the University of Utah is to provide students of diverse backgrounds with a foundation for future success, including becoming leaders and engaged citizens. The Department of Communication contributes to this mission by providing broad training to students focused on all facets of Communication. This emphasis will help students in two primary ways. First, it guides students along a cohesive intellectual path toward an in-depth yet broad exposure to communication issues. Second, because this emphasis will be featured on students' transcript and diploma, it will help the students to convey the depth of their preparation to other educational institutions and to potential employers.

The proposed emphasis simply codifies an existing undergraduate sequence within the Department of Communication. The proposed emphasis will not alter instructional programs or articulation agreements in the department, college, university, or other USHE institutions. Nor will it place any additional burden on faculty or staff. The program will not be delivered outside of the designated service area.

### **Finances**

*What costs or savings are anticipated in implementing the proposed program? If new funds are required, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.*

This new emphasis will have no impact on finances of the University of Utah. All courses in the emphasis are already taught. It is anticipated that there may be minimal savings for the department by reducing the amount of time that is currently dedicated to tracking students in the major.

### Section III: Curriculum

#### Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to receive the award. **For NEW Emphases, skip to emphases tables below.**

*For variable credits, please enter the minimum value in the table below for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box below.*

Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)			
<b>General Education Credit Hour Sub-Total</b>			
Required Courses			
Add Another Required Course			
<b>Required Course Credit Hour Sub-Total</b>			
Elective Courses			
Add Another Elective Course			
<b>Elective Credit Hour Sub-Total</b>			
<b>Core Curriculum Credit Hour Sub-Total</b>			0

<i>Are students required to choose an emphasis for the already-existing degree?    Yes or <input checked="" type="checkbox"/> No</i>
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Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:		Communication Studies	
		Tier 1: Required Two Intro Courses	6
COMM 1020		Principles of Public Speaking	
COMM 3050		Theoretical Perspectives in Communication	
		Tier 2: Choose Four Courses *One must be 3460, 3700, OR 3710	12
COMM 1270		Analysis of Argument QB	
COMM 1500		Intro to Media Business and Ethics	
COMM 2110		Intro to Interpersonal Communication BF	
COMM 3115		Comm Science Health and Environment	
COMM 3150		Foundation of Argument, Conflict, and Dialogue	
COMM 3170		Intro to Organizational Communication	
COMM 3190		Intercultural Communication DV	
COMM 3415		Intro to Cultural Studies	
COMM 3510		Intro to Web Design	
COMM 3550		Principles of Visual Communication	
*COMM 3460		Rhetorical Criticism CW	
*COMM 3700		Intro to Qualitative Methods	
*COMM 3710		Intro to Quantitative Communication Research QI	
		Tier 3: Choose Three Courses	9
COMM 3000		Communication Studies	
COMM 3010		Peer Advising	
COMM 3020		Media Theory & Pop Culture	
COMM 3030		Communication & Social Responsibility CW	
COMM 3040		Communication & Relationships	
COMM 3060		Bridge to Communication	
COMM 3070		Communication & Gender DV	
COMM 3110		Interpersonal Communication, Special Topics	
COMM 3120		Family Communication	
COMM 3140		Dangerous Liaisons In Relationships and Organizations	
COMM 3180		Communication & Social Reality	
COMM 3200		Persuasion Theory & Practices CW	
COMM 3290		Native American Activism DV	
COMM 3330		Negotiation & Interviewing	
COMM 3405		Rhetoric: Aristotle to #Twitter	
COMM 3490		Communication & Public Issues, Special Topics	
COMM 3610		Internship	
COMM 3640		Writing for New Media	
COMM 3650		Asian America Media & Film DV	
COMM 3775		Korean Media & Culture	
COMM 3910		Independent Study	

Course Number	NEW Course	Course Title	Credit Hours
COMM 4170		Applied Organizational Communication	
COMM 4360		Consuming the Earth	
COMM 4550		Developments in New Media	
COMM 4620		Communication Globalization & Transnational Issues	
		Tier 4: Choose Two Courses	6
COMM 5110		Interpersonal Communication: Current Research	
COMM 5115		Health Communication	
COMM 5116		Health Communication & Culture	
COMM 5117		Health Campaigns & Media	
COMM 5118		Health Literacy	
COMM 5140		Communication & Aging	
COMM 5150		Dialogue & Cultural Studies	
COMM 5170		Contemporary Issues in Organizational Communication	
COMM 5200		Persuasion & Political Communication	
COMM 5270		Theories of Argument	
COMM 5300		Mass Communication Law	
COMM 5320		Freedom of Expression	
COMM 5330		Visual Rhetoric & Political Argumentation	
COMM 5340		Communication & Law	
COMM 5360		Environmental Communication	
COMM 5365		Communicating Climate Change	
COMM 5380		Interdisciplinary Applications in Community Engagement	
COMM 5610		IT & Global Conflict IR	
COMM 5615		Globalization in Media	
COMM 5620		International Communication IR	
COMM 5710		Quantitative Communication Research QI	
		Tier 5: Choose One Capstone Course	3
COMM 5000		Studies in Communication	
COMM 5370		Environmental Communication, Special Topics	
COMM 5420		Contemporary Social Movements	
COMM 5490		Communication & Social Justice	
COMM 5640		Communication, Technology, & Culture	
COMM 5815		Health Communication, Special Topics	
COMM 4999		Honors Thesis/Project	
		Tier 6: Choose Two Electives	6
COMM XXXX		*One COMM elective at any-level	
COMM 5XXX		*One COMM elective at a 5000-level	
Add Another Emphasis Course			



Course Number	NEW Course	Course Title	Credit Hours
Emphasis Credit Hour Sub-Total			42
Total Number of Credits to Complete Program			42

Propose a NEW Emphasis to an existing Regent approved program

### Program Curriculum Narrative

*Describe any variable credits. You may also include additional curriculum information, as needed.*

The current Communication Sequence in Communication Studies requires fourteen COMM courses with twelve required courses and two elective courses. This emphasis proposal does not change the existing requirements for students who are already pursuing this sequence and thus does not change the number of credit hours required for the major.

### The Emphasis curriculum is designed in six tiers.

- Tier 1: Two Required Courses: COMM 1020 Principles of Public Speaking, and COMM 3050 Theoretical Perspectives in Communication
- Tier 2: Four courses focused on Foundational Areas and Methods
- Tier 3: Three courses focused on Communication Exploration
- Tier 4: Two courses focused on Research-Informed Engagement
- Tier 5: One capstone course
- Tier 6: Two elective courses

### Minimum and Maximum number of credit hours a student may complete.

The minimum number of credit hours a student may complete is 32 credits and the maximum number is 54 credits:

Tier 1: 6 credits (minimum) 6 credits (maximum)

Tier 2: 12 credits (minimum) 13 credits (maximum)

Tier 3: 3 credits (minimum) 14 credits (maximum)

Tier 4: 6 credits (minimum) 8 credits (maximum)

Tier 5: 3 credits (minimum) 3 credits (maximum)

Tier 6: 2 credits (minimum) 10 credits (maximum)

### Variable Credits

- COMM 3610 Internship, 1-6 credits (Tier 3)
- COMM 3620 Student Media, 1-4 credits (Tier 6 Elective)
- COMM 3775 Korean Media and Culture, 1-4 credits (Tier 3)
- COMM 3910 Independent Study, 1-4 credits (Tier 3)

### 4 credit hour courses

- COMM 1610 Introduction to News Writing (Tier 6 Elective)
- COMM 3560 Video Production (Tier 6 Elective)
- COMM 3640 Writing for New Media (Tier 3)

- COMM 3710 Intro. to Quantitative Communication Research (Tier 2)
- COMM 4170 Applied Organizational Communication (Tier 3)
- COMM 4570 Visual Editing (Tier 6 Elective)
- COMM 4650 Environmental Reporting (Tier 6 Elective)
- COMM 4590 Writing for Strategic Communication (Tier 6 Elective)
- COMM 5300 Mass Communication Law (Tier 4)
- COMM 5580 PR Cases and Campaigns (Tier 6 Elective)
- COMM 5710 Quantitative Communication Research (Tier 4)

**The following General Education/Bachelor Degree Requirements may be fulfilled by courses that count toward this emphasis:**

- QB
- HF
- BF
- QI
- DV
- IR
- CW

**Degree Map**

*Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see <http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf> (Item #3).*

*Please cut-and-paste the degree map or manually enter the degree map in the table below*