Date Submitted: 08/22/18 9:28 am

Viewing: **COMMBA : Communication, Bachelor of Arts**

Last approved: 05/09/16 6:45 pm

Last edit: 10/16/18 1:32 pm

Changes proposed by: ronw

Catalog Pages Using
this Program
[Communication B.A.](#)
[Communication (COMM)](#)

Submitter: User ID: crsleaf1   Phone:
   575-3046

Program Status   Active

Academic Level   Undergraduate

Type of proposal   Major/Field of Study

Select a reason for this modification
Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours,
changing admission/graduation requirements, adding Focused Study)

Are you adding a concentration?
   No

Are you adding a track?
   No

Are you adding a focused study?
   No

Effective Catalog Year   Fall 2019

College/School Code
   Fulbright College of Arts and Sciences (ARSC)

Department Code

In Workflow

1. **ARSC Dean Initial**
2. **Director of Program Assessment and Review**
3. **Registrar Initial**
4. **Institutional Research**
5. **COMM Chair**
6. **ARSC Curriculum Committee**
7. **ARSC Dean**
8. **Global Campus**
9. **Provost Review**
10. **University Course and Program Committee**
11. Faculty Senate
12. Provost Final
13. Provost's Office--Notification of Approval
14. Registrar Final
15. Catalog Editor Final

Approval Path

1. 08/22/18 11:05 am Jeannine Durdik (jdurdik): Approved for ARSC Dean Initial
2. 08/28/18 8:07 am Alice Griffin (agriffin): Approved for Director of Program

Department of Communication(COMM)

Program Code   COMMBA

Degree   Bachelor of Arts

CIP Code

Assessment and
Review

3. 08/29/18 9:57 am
   Lisa Kulczak
   (lkulcza): Approved
   for Registrar Initial

4. 08/29/18 10:52 am
   Gary Gunderman
   (ggunderm):
   Approved for
   Institutional
   Research

5. 09/11/18 2:57 pm
   Robert Brady
   (rbrady): Approved
   for COMM Chair

6. 10/11/18 2:12 pm
   Pearl Dowe
   (pkford): Approved
   for ARSC Curriculum
   Committee

7. 10/11/18 2:20 pm
   Jeannine Durdik
   (jdurdik): Approved
   for ARSC Dean

8. 10/12/18 12:08 pm
   Miran Kang (kang):
   Approved for Global
   Campus

9. 10/16/18 10:04 am
   Terry Martin
   (tmartin): Approved
   for Provost Review

History

1. Aug 15, 2014 by
   Leepfrog
   Administrator
   (clhelp)

2. Apr 1, 2015 by
   Charlie Alison
   (calison)
3. May 9, 2016 by
   trosteck

09.0101 - Speech Communication and Rhetoric.

Program Title
   Communication, Bachelor of Arts

Program Delivery
Method
   On Campus
   Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total   **120**
hours needed to
complete the
program?

On-line/Web-based Information

Reason for offering
Web-based Program

Communication plays a vital role in all governmental, business, and media organizations, and that tomorrow's communication specialists need to be educated in communication strategies across multiple message platforms, including interpersonal, organizational, intercultural, cultural, and mediated venues.

The Department of Communication at the University of Arkansas, Fayetteville, is recognized as an outstanding program by professionals from peer institutions in numerous polls. Moreover, the program is unique in its blending of personal, group, and societal contexts and three interest areas of rhetoric and public communication, Interpersonal, small group, and organizational communication, and mass communication. No other institution makes this approach available to Arkansas citizens.

While every course necessary to earn a Bachelor's Degree in Communication is already available online, we intend to continue to develop additional offerings online. Furthermore, any seats not taken by off-campus

students will continue to be filled by on-campus students.

Students targeted by the program likely have limited schedules and appreciate the flexibility of online coursework to complete their degree. Of our existing students in the program or interested in the program, many have taken or plan to take the online courses we currently have available in order to better fit their work and personal schedules.

Maximum Class Size for Web-based Courses   65

Course delivery mode

Method(s)
Online

Class interaction mode

Method(s):
Other

Specify Other Interaction Methods

All courses interact through the Blackboard learning platform.

Percent Online

~~100%~~

100% with No Required Campus Component

Provide a List of Services Supplied by Consortia Partners or Outsourced Organization

No services are outsourced or supplied by consortia partners

Estimate Costs of the Program over the First 3 Years   One position, funded by Global Campus, beginning Spring 2016 ending May 2017, at amount of $25,000/semester; all other costs in existing budget

List Courses Taught
by Adjunct Faculty

    COMM 1313 - Public Speaking (ACTS Equivalency = SPCH 1003)

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

University and College Requirements for a Major in Communication: In addition to the <u>university/state core requirements</u> and the Fulbright College of Arts and Sciences Graduation Requirements (see under <u>College Academic Regulations and Degree Completion Policy</u>), the following course requirements must be met. Bolded courses from the list below may be applied to portions of the University/state minimum core requirements.

~~*   With a minimum grade of "C".~~

~~COMM 1023~~	~~Communication in a Diverse World *~~	~~3~~
~~COMM 1233~~	~~Media, Community and Citizenship *~~	~~3~~
University/State Core Requirements		**35**
Select one of the following:		**3**
MATH 2053C	**Finite Mathematics**	
MATH 2183	**Mathematical Reasoning in a Quantitative World ***	
STAT 2303	**Principles of Statistics (ACTS Equivalency = MATH 2103) ***	

    *These courses are highly recommended.

    ** Other 2000-level MATH courses can be accepted. See your adviser for details.

3-6 hours – Completion of a world language course at the 2003 Intermediate I level is preferred. (This is usually accomplished through completion of a sequence of two language courses: 1013 and 2003.) Alternatively, 6 hours of courses from a single culture or world region including African, Asian, European, Latin American and Latino, or Middle Eastern and Islamic may be used to fulfill this requirement. Courses must be approved by a departmental adviser.	**3-6**

36 hours - Communication courses:

*Two required courses (completed with a grade of C or higher):		**6**
COMM 1313	Public Speaking (ACTS Equivalency = SPCH 1003) *	
COMM 2333	Introduction to Communication Research *	
*At least two of the following introductory courses (completed with a grade of C or higher):		**6**

COMM 1003	Basic Course in the Arts: Film Lecture
COMM 2323	Interpersonal Communication
COMM 2343	Introduction to Small-Group Communication
COMM 2353 Argumentation and Advocacy	Course COMM 2353 Argumentation and Advocacy Not Found
COMM 2813 Introduction to Mediated Communication	Course COMM 2813 Introduction to Mediated Communication Not Found

3 hours of communication elective (numbered 2000 or higher)	3
3000 or 4000-level COMM electives 1,2	21
40 hours - Electives	
Advanced Electives	19
General Electives	21
Communication electives	9
Total Hours	120

3-6 hours—Completion of a world language course at the 2003 Intermediate I level is preferred.(This is usually accomplished through completion of a sequence of two language courses:1013 and 2003.) Alternatively, 6 hours of courses from a single culture or world region including African, Asian, European, Latin American and Latino, or Middle Eastern and Islamic may be used to fulfill this requirement.Courses must be approved by a departmental adviser.9 hours—Fine arts and Humanities courses to include:COMM 1003, one additional University/state fine arts core course , and one University/state humanities core course42 hours—Communication courses: Communication courses that may satisfy the college or University Core requirements will not count toward the communication electives. To graduate, students must have a cumulative grade-point average of 2.00 or above within the major.

* These courses are highly recommended.

Select one of the following: 3

MATH 2033	Mathematical Thought *	
MATH 2043C	Survey of Calculus	
MATH 2053C	Finite Mathematics	
MATH 2183	Mathematical Reasoning in a Quantitative World *	
MATH 2554C	Calculus I (ACTS Equivalency = MATH 2405)	
STAT 2303	Principles of Statistics (ACTS Equivalency = MATH 2103) *	

1 Meets 40-hour advanced credit hour requirement. See College Academic Requirements.

2 Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations.

8-Semester Plan

Communication B.A.

Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy in the Academic Regulations chapter for university requirements of the program. Core requirement hours may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3	
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (if required)	3	-
MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113)	**3**	
or MATH 1203 College Algebra (ACTS Equivalency = MATH 1103)		
Or select one of the following (if pre-requisites are met): 1		
MATH 2033 Mathematical Thought		
MATH 2053C Finite Mathematics		
MATH 2183 Mathematical Reasoning in a Quantitative World		
STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)		
Higher-level MATH course		
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3	-
COMM 1023 Communication in a Diverse World	**3**	
or core Social Science course Course core Social Science course Not Found		
COMM 1233 Media, Community and Citizenship	**3**	
or core Humanities course Course core Humanities course Not Found		
US History university/state core requirement	3	
Elementary II world language course numbered 1013	3	-
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)	3	
Higher level math course, as required1	**3**	
MATH 2053 Finite Mathematics		
MATH 2183 Mathematical Reasoning in a Quantitative World1		
STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)1		
Higher level math course, as required1		
General Elective		
COMM 1003 Film Lecture (Sp, Fa, Su) or core Fine Arts course	3	
MATH 2033 Mathematical Thought1		
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	**3**	
World language course 1013 or higher (if qualified) or world culture course	3	
COMM 1023 Communication in a Diverse World	-	3
or COMM 1233 Media, Community and Citizenship		
Fine Arts or Humanities core course or COMM 1003 (as needed)	-	3
Year Total:	15	15

Second Year	Units	
	Fall	Spring

COMM 2333 Introduction to Communication Research or any COMM elective	3	-
COMM 2333 Introduction to Communication Research (Sp, Fa) or choose one COMM introductory course: COMM 2323, 2343, 2353, 2813	3	
COMM 1233 Media, Community and Citizenship (as needed) or COMM 1023 Communication in a Diverse World	3	-
Choose one COMM introductory course: COMM 2323, 2343, 2353, 2813	**3**	
Science university/state core lecture with corequisite lab requirement	4	
Social Science university/state core requirement	3	
World language course 2003 (or world culture course)	**3**	
COMM 2333 Introduction to Communication Research or any COMM Elective	-	3
COMM 2333 Introduction to Communication Research (Sp, Fa) or choose one COMM introductory course: COMM 2323, 2343, 2353, 2813		3
COMM Elective (2000 or above)1		3
Social Science university/state core requirement		3
Science university/state core lecture with corequisite lab requirement		4
General Elective		**3**
Year Total:	16	16

Third Year	Units	
	Fall	Spring
3000 or 4000-level COMM elective1,2	3	
3000 or 4000-level COMM elective1,2	3	
Advanced Level Elective1	3	
Social Science university/state core requirement	3	-
General Elective	6	
3000 or 4000-level COMM elective1,2		3
3000 or 4000-level COMM elective1,2		3
Advanced Level Elective1		3
General Electives		6
Year Total:	15	15

Fourth Year	Units	
	Fall	Spring
3000 or 4000-level COMM elective1,2	3	
3000 or 4000-level COMM elective1,2	3	
3000 or 4000-level elective1	3	
Advanced Level Elective1	3	
Advanced Level Elective (as needed)1	3	
3000 or 4000-level COMM elective1,2		3

3000 or 4000-level COMM elective or General Elective1,2	3
3000 or 4000-level Fulbright College elective1,2	3
Advanced Level Elective (as needed) or General Elective1	3
~~or General Elective~~	
General Elective	1
Year Total:	15 13

Total Units in Sequence:	120

1 Meets 40-hour advanced credit hour requirement. See College Academic Regulations.

2 Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations.

Are Similar Programs available in the area?

Yes

List institutions in Arkansas offering similar programs

Arizona State University (online) Boston University (online) Franklin University (online) Grand Canyon University (online) Kaplan University (online) Liberty University (online) Missouri State University (online) Regis University (online) University of Phoenix (online) Walden University (online) Webster University (online)

Why is the Program needed if offered at other institutions?

The program in Communication at UAF is nationally recognized for its quality and distinguished faculty, and for its unique multi-perspectival approach to communication messages, management, and forms that is unavailable in any out-of-state program. Since every course required to earn the Bachelor of Arts in Communication is already available online; large development costs are necessary. The department plans to continue to add additional courses online. Currently, the University system estimates that over 14,000 Arkansas citizens enroll in out-of-state online colleges. This Program is needed to offer an Arkansas alternative for the number of Arkansans unable to matriculate on a college campus or participate in costly out-of-state solutions. The degree in Communication will offer a high quality program (the same as available to on-campus students and using the same instructors), affordable tuition (compared to out-of-state institutions), and a relevant degree program. It will help keep tuition dollars in state and to grow the economy.

Estimated Student Demand for Program   35 initially

Scheduled Program Review Date   NA

Program Goals and
Objectives

Program Goals and Objectives
The Department's goal is to familiarize students with the breadth of the communication discipline and the applicability of communication across a variety of settings. To this end, we ask students in our classes to (1) develop basic communication skills, (2) understand the theory and research methods of our discipline, and (3) apply their knowledge and skills to historical and contemporary settings. NA; existing program

Learning Outcomes

Learning Outcomes
(1) To develop basic communication (speaking and writing) skills;   (2) To familiarize students with the breadth of the communication discipline; and   (3) To demonstrate the applicability of communication across a variety of settings. NA; existing program

Description and justification of the request

Description of specific change	Justification for this change
The required introductory courses for the COMMBA degree will be changed. All majors will be required to complete two courses with a grade of "C" or better: • COMM 1313: Public Speaking • COMM 2333: Introduction to Communication Research Majors will also be required to complete at least two of the following introductory courses with a grade of "C" or better: • COMM 1003: Film Lecture • COMM 2323: Interpersonal Communication • COMM 2343: Introduction to Small-Group Communication • COMM 2353: Argumentation & Advocacy (new course) • COMM 2813: Introduction to Mediated Communication (new title, previous title was Introduction to Electronic Media)	The department's courses have been grouped into five emphasis areas (film studies, interpersonal communication, mediated communication, organizational/community communication, and rhetoric/public communication). Prospective and current majors will see a fully articulated set of topics of study, skills/knowledge acquired, and potential career paths in each emphasis area. This information will be delivered primarily in the advising process, but it also allows the faculty to identify how course content relates to specific emphasis areas. In addition, the number of communication majors has risen 83% since the fall 2011 semester, when the Fulbright College core requirements were changed and the department last revised the COMMBA requirements. This growth rate has resulted in enrollment issues for COMM majors seeking the required introductory courses (which also count toward the university core) and the required number of upper-level courses for the COMMBA degree. The department has, so far, managed this growth by increasing enrollment caps in all courses and by identifying

Description of specific change	Justification for this change
From there, majors are required to complete 24 additional hours of COMM course work, at least 21 hours of which must be courses numbered 3000 or higher. These courses have been grouped on advising materials to reflect five areas of study (film studies, interpersonal communication, communication in organizations and communities, rhetoric and public communication, and mediated communication). Students may, but are not required to, pursue coursework in one or more of those groups to complete their degree.	a set of upper-level courses that could accommodate larger enrollment caps (70 to 130 students). Continued growth, however, has necessitated a closer look at curriculum changes to maintain recent gains in retention and graduation rates. This includes a revision of most of the 1000-level courses so that they served primarily non-majors seeking to fulfill university core requirements. Those courses will now be designed to serve primarily non-majors. COMM majors will now take the department's 2000-level classes as their introductory courses. This should have the dual effect of providing majors with a more detailed introduction to the discipline, while also alleviating enrollment issues that potential delay degree progress. With these changes, we hope that students will have a more specific vision of their academic and career path in the field. Through academic and career advising, students should be able to better articulate their marketable skills as they develop them in the classroom and as they seek entry-level positions in communication.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (08/24/18 9:57 am): Adjusted alignment of COMM 2353. New course has been submitted for approval.

Alice Griffin (agriffin) (08/27/18 11:03 am): Removed Social Science requirement from fall semester, third year. General electives were changed from 3 to 6 hours to address the removal, with permission from submitter. Nine hours of Social Science requirements were already identified with COMM 1023 in the first year, fall semester, and a Social Science requirement listed in both fall and spring semesters of the second year.

Alice Griffin (agriffin) (08/27/18 11:44 am): Adjusted layout of program requirements (with permission from submitter) to demonstrate program totals 120 credit hours.

Alice Griffin (agriffin) (08/27/18 11:54 am): Added footnotes to program requirements (that are listed in the eight semester plan).

Alice Griffin (agriffin) (08/27/18 11:56 am): Fixed hyper-link error in footnote.

Alice Griffin (agriffin) (08/27/18 12:00 pm): COMM 2813 course change has been submitted into approval workflow.

Alice Griffin (agriffin) (08/27/18 12:07 pm): Inserted program goals and student learning

outcomes from the department's assessment plan.

Lisa Kulczak (lkulcza) (08/29/18 9:55 am): Updated online settings to accurately reflect no on campus component--this functionality changed with the CIM refresh and we lost the distinction between a required on campus component and no required on campus component.

Lisa Kulczak (lkulcza) (08/29/18 9:56 am): COMM courses not found currently in approval process for fall 2019.

Ryan Cochran (rcc003) (10/10/18 3:45 pm): Entered MATH 1313 as an option in the Eight-Semester Degree Plan, per the Math Pathways Committee.

Alice Griffin (agriffin) (10/16/18 1:32 pm): Courses identified as not found, are currently pending UCPC approval.

Key: 181