



**MEMORANDUM**

**To:** Julio Frenk  
University President

**From:** Linda L. Neider  
Chair, Faculty Senate

**Date:** April 22, 2021

**Subject:** Faculty Senate Legislation #2020-79(B) – Curriculum Changes for Four Tracks and Name Changes for Three of Those Tracks, Department of Communication Studies, School of Communication:

Communication Studies ~~General~~ Track,  
Intercultural Communication Track,  
Organizational Communication Track,  
Public Advocacy Track.

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The Faculty Senate, at its April 21, 2021 meeting, had no objections to the curriculum changes for four tracks and name changes for three of those tracks in the Department of Communication Studies in the School of Communication:

Communication Studies ~~General~~ Track,  
Intercultural Communication Track,  
Organizational Communication Track,  
Public Advocacy Track.

This change was enacted to provide students with an extensive understanding of communication principles opportunity to develop oral and written communication skills, and application of critical analysis and research skills.

The proposal is enclosed for your reference.

This legislation is now forwarded to you for your action.

LLN/rh/va

Enclosure

cc: Jeffrey Duerk, Executive Vice President and Provost  
Karin Wilkins, Dean, School of Communication  
Diane Millette, Associate Professor and Chair, School of Communication

**CAPSULE:** Faculty Senate Legislation #2020-79(B) – Curriculum Changes for Four Tracks and Name Changes for Three of Those Tracks, Department of Communication Studies, School of Communication:

Communication Studies ~~General~~ Track,  
Intercultural Communication Track,  
Organizational Communication Track,  
Public Advocacy Track.

**PRESIDENT'S RESPONSE**

APPROVED:  DATE: 5/28/21  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Karin Wilkins, School of Communication

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY  
(pending any additional approval by the Board of Trustees)

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_

## Program Change Request

COM-BSC-ComStd-modifiesrqmts

04/21/2021 FS Meeting

1 of 13

Date Submitted: 03/12/21 2:28 pm

Viewing: **B.S.C. Communication Studies :**

## In Workflow

1. PG Initial Review
2. PG COS Chair
3. PG CO Curriculum  
Committee Chair
4. PG CO Sr Admin I
5. PG CO Dean
6. PG University  
Accreditation
7. PG FS Office for  
UCC
8. PG University  
Curriculum  
Committee
9. PG FS Office for  
GWC
10. PG FS GWC
11. PG Faculty Senate
12. PG FS for President
13. PG FS President  
Approved
14. PG Registrar

## Approval Path

1. 03/12/21 11:31 am  
Patty Murphy  
(pxm491): Rollback  
to Initiator
2. 03/12/21 3:33 pm  
Patty Murphy  
(pxm491): Approved  
for PG Initial Review
3. 03/12/21 4:54 pm  
Diane Millette  
(millette): Approved  
for PG COS Chair
4. 03/14/21 2:32 pm  
David Steinberg  
(dave): Approved  
for PG CO  
Curriculum  
Committee Chair
5. 03/14/21 9:25 pm  
Paul Driscoll  
(pdriscoll):  
Approved for PG CO  
Sr Admin I
6. 03/15/21 8:18 am  
Karin Wilkins  
(kwilkins): Approved  
for PG CO Dean
7. 03/15/21 10:44 am  
Patty Murphy  
(pxm491): Rollback  
to PG CO Dean for  
PG University  
Accreditation
8. 03/15/21 10:45 am  
Karin Wilkins  
(kwilkins): Approved  
for PG CO Dean
9. 03/15/21 10:49 am  
Patty Murphy  
(pxm491): Approved  
for PG University  
Accreditation

History  
2 of 18  
1. Apr 11, 2020 by  
Kristen Jacks  
(k.jacks)  
2. Apr 11, 2020 by  
Kristen Jacks  
(k.jacks)

## COMS\_BSC,COMS2\_BSC,COMS3\_BSC,COMS4\_BSC,COMS\_CO\_A,COMS2\_CO\_A,COMS3\_CO\_A,COMS4\_CO

Last approved: 04/11/20 1:33 pm

Last edit: 03/15/21 10:44 am

Changes proposed by: Kristen Jacks (k.jacks)

Catalog Pages Using [B.S.C. Communication Studies](#)  
this Program

Please list the authors of this proposal including name, rank/title, program/department, and school.

Proposer(s) Name Diane Millette, Department Chair/Assoc. Professor, Communication Studies, School of Communication

Change Type All Other Changes

Provide a brief summary of the change  
Deletes "Concentration in Applied or Theory and Research"  
Modifies required writing option: COS 210 or COS 360  
Modifies required methods course: COS 355  
Reinstates Capstone course: COS 479  
Adds 3 credits of Elective, changing total credits from 36 to 39

Career Undergraduate

Academic Structure

School/ College	Department
School of Communication	Communication Studies

Plan Type Major and/or Degree

Who can take this program?

Degree Type Bachelor's

Degree Name Bachelor of Science in Communication

Proposed Plan Code

Proposed CIP Code

Plan Name B.S.C. Communication Studies

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis options, or tracks?

Yes

Subcomponents

Subcomponent Type	Subcomponent Name
Track	Communication Studies <del>General</del> Track
Track	Intercultural Communication Track
Track	Organizational Communication Track
Track	Public Advocacy Track

Effective Term Fall 2021

First Term Valid Fall 2021

Program Instruction Mode In Person

Where is the program offered?

Location	Please provide the % of instruction at each location.
Coral Gables Campus	100

Program Length (Years) 4

Total Credits 120

Areas of Knowledge  
People & Society

**To Be Published in the Academic Bulletin**

Program Overview

## Overview

The major in Communication Studies empowers students to acquire advanced skills in many areas involving human interaction, cross-cultural and international communication, advocacy, argumentation, relationship building, leadership, presentation (oral and written), critical thinking, research and writing. Students become familiar with the rich tradition of communication theory and research, investigate emerging knowledge about communication, and contribute to the growth of new understanding by developing and applying their research capabilities. Students also are challenged to employ their communication understanding and skills in meaningful ways through experimental learning, and professional and community involvement. Communication Studies blends a broad-based theoretical understanding of communication principles with specific and concrete applications to particular contexts. Students are prepared for a variety of career options in health communication, business and the professions, politics and public advocacy, education, training and media, as well as further graduate and professional study in communication, law and other areas.

Program Mission Statement

## Mission

Students in the Communication Studies (COS) Department explore the role of communication in personal and professional relationships. This program is rooted in research and theory promoting student development in advanced knowledge of human communication in specific contexts.

Program Goals

## Goals

Program objectives provide students with an extensive understanding of communication principles, opportunity to develop oral and written communication skills, and application of critical analysis and research skills.

Student Learning Outcomes

## Student ~~Student~~ Learning Outcomes

Students will demonstrate an understanding of advanced communication concepts and critical analysis of research.  
Students will demonstrate advanced writing skills.  
Students will demonstrate advanced presentational skills.  
Students will demonstrate application of communication and professional skills.

Curriculum Requirements

## Curriculum Requirements for **Communication Studies** ~~General~~ Track

Core Courses

<a href="#">COS 120</a>	Exploring Human Communication	3
<a href="#">COS 220</a>	Communication Theory	3
<a href="#">COS 355</a>	Applied Communication Research Methods	3

~~15 credits in COS electives chosen with department advisor~~

~~Research and Theory Option~~

<a href="#">COS 479</a>	<b>Capstone for Communication Studies</b>	<b>3</b>
<a href="#">COM 250</a>	Freedom of Expression and Communication Ethics	3

Advanced Writing and Communication Skills Requirement

Select one of the following writing skills courses: 3

<a href="#">COS 210</a>	Writing for Communication Studies
<del>EOS 351</del>	<del>Qualitative Research Methods</del>
<del>EOS 353</del>	<del>Quantitative Communication Research Methods and Analyses</del>

~~12 credits in COS electives chosen with department advisor~~

<a href="#">COS 360</a>	<b>Speech Writing</b>	<b>3</b>
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Select one of the following presentation skills courses:

<a href="#">COS 211</a>	Public Speaking	<b>3</b>
<a href="#">COS 333</a>	Business Communication	

Select one of the following digital skills courses: 3

<a href="#">CCA 151</a>	Introduction to Digital Filmmaking
<a href="#">CIM 103</a>	Web Lab
<a href="#">JMM 106</a>	Visual Design
<a href="#">STC 102</a>	Graphic Design for Strategic Communication

~~Majors in Communication Studies – General Track must select one of the following options: Applied or Research & Theory~~ ~~21~~

~~Applied Communication Option~~

<del>EOS 210</del>	<del>Writing for Communication Studies</del>
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<del>or COS 360</del>	<b>Speech Writing</b>		
<b>15 credits in COS electives chosen with department advisor</b>			<b>15</b>
Additional Requirements			
<u>ENG 105 &amp; ENG 106</u>			6
<u>MTH 113</u> or <u>JMM 285</u> or <u>STC 103</u>			3
Arts and Humanities Cognate			9
STEM Cognate			9
Minor, Second Major and Electives			54
Total Credit Hours			120

## Curriculum Requirements for Intercultural Track

Core Courses			
<u>COS 120</u>	Exploring Human Communication		3
<u>COS 220</u>	Communication Theory		3
<u>COS 355</u>	Applied Communication Research Methods		3
<del>6 credits in additional COS electives chosen with a departmental advisor</del>			
<del>Research and Theory Option</del>			
<u>COS 479</u>	<b>Capstone for Communication Studies</b>		<b>3</b>
<u>COM 250</u>	Freedom of Expression and Communication Ethics		3
Advanced Writing and Communication Skills Requirement			
Select one of the following writing skills courses:			
<u>COS 210</u>	Writing for Communication Studies		3
<del>COS 351</del>	<del>Qualitative Research Methods</del>		
<del>COS 353</del>	<del>Quantitative Communication Research Methods and Analyses</del>		
<del>3 credits in additional COS electives chosen with a departmental advisor</del>			
<u>COS 360</u>	<b>Speech Writing</b>		<b>3</b>
Select one of the following presentation skills courses:			
<u>COS 211</u>	Public Speaking		3
<u>COS 333</u>	Business Communication		3
Select one of the following digital skills courses:			
<u>CCA 151</u>	Introduction to Digital Filmmaking		3
<u>CIM 103</u>	Web Lab		3
<u>JMM 106</u>	Visual Design		3
<u>STC 102</u>	Graphic Design for Strategic Communication		3
Select 9 credits from the following Intercultural Track:			
<u>COS 112</u>	<b>Interpersonal Communication</b>		<b>3</b>
<u>COS 318</u>	Nonverbal Communication		3
<u>COS 343</u>	Introduction to Intercultural Communication		3
<u>COS 345</u>	<b>Interracial Communication</b>		<b>3</b>
<u>COS 545</u>	Intercultural Communication: International Perspectives		3
<del>Majors in Communication Studies – Intercultural Track must select one of the following options: Applied or Research &amp; Theory</del>			
<del>Applied Communication Option</del>			
<del>COS 210</del>	<del>Writing for Communication Studies</del>		
<del>or COS 360</del>	<del>Speech Writing</del>		
<u>COS 546</u>	<b>Intercultural Communication: Domestic Perspectives</b>		<b>3</b>
<b>6 credits of additional COS electives chosen with department advisor</b>			<b>6</b>
Additional Requirements			
<u>ENG 105 &amp; ENG 106</u>			6
<u>MTH 113</u> or <u>JMM 285</u> or <u>STC 103</u>			3
Arts and Humanities Cognate			9
STEM Cognate			9
Minor, Second Major and Electives			54
Total Credit Hours			120

## Curriculum Requirements for Organizational Track

Core Courses			
<u>COS 120</u>	Exploring Human Communication		3
<u>COS 220</u>	Communication Theory		3
<u>COS 355</u>	Applied Communication Research Methods		3
<del>6 credits of additional COS electives chosen with a departmental advisor</del>			
<del>Research and Theory Option</del>			
<u>COS 479</u>	<b>Capstone for Communication Studies</b>		<b>3</b>
<u>COM 250</u>	Freedom of Expression and Communication Ethics		3
Advanced Writing and Communication Skills Requirement			
Select one of the following writing skills courses:			
<u>COS 210</u>	Writing for Communication Studies		3
<del>COS 351</del>	<del>Qualitative Research Methods</del>		
<del>COS 353</del>	<del>Quantitative Communication Research Methods and Analyses</del>		
<del>3 credits of additional COS electives chosen with a departmental advisor</del>			
<u>COS 360</u>	<b>Speech Writing</b>		<b>3</b>

<b>Select one of the following presentation skills courses:</b>	COM-BSC-ComStd-modifiesrqmts	<b>3</b>
<b><u>COS 211</u></b> <b>Public Speaking</b>	04/21/2021 FS Meeting	
<b><u>COS 333</u></b> Business Communication	5 of 13	
Select one of the following digital skills courses:		<b>3</b>
<b><u>CCA 151</u></b> Introduction to Digital Filmmaking		
<b><u>CIM 103</u></b> Web Lab		
<b><u>JMM 106</u></b> Visual Design		
<b><u>STC 102</u></b> Graphic Design for Strategic Communication		
<b>Organizational Concentration Track Courses</b>		
<b>Select 9 credits from the following Organizational Track:</b>		<b>9</b>
<b><u>COS 212</u></b> <b>Interview Skills</b>		
<b><u>COS 316</u></b> Small Group Communication		
<b><u>COS 325</u></b> <b>Communication in Health Organization</b>		
<b><u>COS 330</u></b> Conflict Management		
<b><u>COS 333</u></b> <b>Business Communication</b>		
<b><u>COS 418</u></b> Organizational Communication		
<b>Majors in Communication Studies – Organizational Track must select one of the following options: Applied or Research &amp; Theory</b>		<b>12</b>
<b>Applied Communication Option</b>		
<b><u>EOS 210</u></b> <b>Writing for Communication Studies</b>		
<b><u>EOS 360</u></b> <b>Speech Writing</b>		
<b>6 credits of additional COS electives chosen with department advisor</b>		<b>6</b>
Additional Requirements		
<b><u>ENG 105</u> &amp; <u>ENG 106</u></b>		<b>6</b>
<b><u>MTH 113</u> or <u>JMM 285</u> or <u>STC 103</u></b>		<b>3</b>
Arts and Humanities Cognate		<b>9</b>
STEM Cognate		<b>9</b>
Minor, Second Major and Electives		<b>54</b>
Total Credit Hours		<b>120</b>

## Curriculum Requirements for Public Advocacy Track

Core Courses		
<b><u>COS 120</u></b> Exploring Human Communication		<b>3</b>
<b><u>COS 220</u></b> Communication Theory		<b>3</b>
<b><u>COS 355</u></b> Applied Communication Research Methods		<b>3</b>
<b>6 credits of additional COS electives chosen with department advisor</b>		
<b>Research and Theory Option</b>		
<b><u>COS 479</u></b> <b>Capstone for Communication Studies</b>		<b>3</b>
<b><u>COM 250</u></b> Freedom of Expression and Communication Ethics		<b>3</b>
Advanced Writing and Communication Skills Requirement		
Select one of the following writing skills courses:		<b>3</b>
<b><u>COS 210</u></b> Writing for Communication Studies		
<b><u>EOS 351</u></b> <b>Qualitative Research Methods</b>		
<b><u>EOS 353</u></b> <b>Quantitative Communication Research Methods and Analyses</b>		
<b>3 credits of additional COS electives chosen with department advisor</b>		
<b><u>COS 360</u></b> <b>Speech Writing</b>		
<b>Select one of the following presentation skills courses:</b>		<b>3</b>
<b><u>COS 211</u></b> Public Speaking		
or <b><u>COS 333</u></b> Business Communication		
<b><u>COS 333</u></b> <b>Business Communication</b>		
Select one of the following digital skills courses:		<b>3</b>
<b><u>CCA 151</u></b> Introduction to Digital Filmmaking		
<b><u>CIM 103</u></b> Web Lab		
<b><u>JMM 106</u></b> Visual Design		
<b><u>STC 102</u></b> Graphic Design for Strategic Communication		
Select 9 credits from the following Public Advocacy Track:		<b>9</b>
<b><u>COS 304</u></b> Intercollegiate Debate Theory and Practice		
<b><u>COS 311</u></b> Advanced Oral Advocacy		
<b><u>COS 314</u></b> The Power of Dialogue		
<b><u>EOS 316</u></b> <b>Small Group Communication</b>		
<b><u>EOS 318</u></b> <b>Nonverbal Communication</b>		
<b><u>COS 330</u></b> Conflict Management		
<b><u>COS 336</u></b> Political Communication		
<b><u>COS 354</u></b> Organizing for Action		
<b><u>COS 377</u></b> Argumentation and Critical Thinking		
<b><u>COS 472</u></b> Persuasion		
<b><u>COS 473</u></b> Words that Shaped the World		
<b><u>COS 474</u></b> Presidential Debates		
<b>Majors in Communication Studies – Public Advocacy Track must select one of the following options: Applied or Research &amp; Theory</b>		<b>12</b>
<b>Applied Communication Option</b>		
<b><u>EOS 210</u></b> <b>Writing for Communication Studies</b>		
<b><u>EOS 360</u></b> <b>Speech Writing</b>		

<b>6 credits of additional COS electives chosen with department advisor</b>	COM-BSC-ComStd-modifiesrqmts	<b>6</b>
Additional Requirements	04/21/2021 FS Meeting	
<a href="#">ENG 105</a> & <a href="#">ENG 106</a>	6 of 13	6
<a href="#">MTH 113</a> or <a href="#">JMM 285</a> or <a href="#">STC 103</a>		3
Arts and Humanities Cognate		9
STEM Cognate		9
Minor, Second Major and Electives		54
Total Credit Hours		120

\*School of Communication students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your advisor.

\*School of Communication students must complete 6 credits of English Composition unless exempt based on SAT/ACT score or AP/IB exam, 3-6 credits of Mathematics, <http://www.miami.edu/cognates/> and the Advanced Writing and Communication Skills Proficiency requirement.

### Upper Level Elective Requirement

36 credits at the 300 level or higher are required for graduation. These credits may be earned from your major, minor and/or second major, and electives.

Plan of Study

## Suggested Plan of Study for **Communication Studies** General Track ~~(Applied Option)~~

### Plan of Study Grid

#### Freshman Year

	Credit Hours
Fall	
<del>COS 220</del> <b>Communication Theory</b>	<del>3</del> <b>3</b>
<b>COS 120</b> <b>Exploring Human Communication</b>	<b>3</b>
<a href="#">ENG 105</a> English Composition I	3
<a href="#">MTH 113</a> Finite Mathematics	3
Arts and Humanities Cognate	3
Minor or Second Major or Elective	3
Credit Hours	15

#### Spring

<del>COS 120</del> <b>Exploring Human Communication</b>	<del>3</del> <b>3</b>
<b>COS 220</b> <b>Communication Theory</b>	<b>3</b>
<a href="#">COM 250</a> Freedom of Expression and Communication Ethics	3
<a href="#">ENG 106</a> English Composition II	3
Arts and Humanities Cognate	3
STEM Cognate	3
Credit Hours	15

#### Sophomore Year

Fall	
<a href="#">COS 211</a> or <a href="#">333</a> Public Speaking	3
or Business Communication	
Arts and Humanities Cognate	3
STEM Cognate	3
Minor or Second Major	3
Minor or Second Major or Elective	3
Credit Hours	15

#### Spring

<a href="#">COS 210</a> or <a href="#">360</a> Writing for Communication Studies	3
or Speech Writing	
Select one of the following:	3
<a href="#">CCA 151</a> Introduction to Digital Filmmaking	
<a href="#">CIM 103</a> Web Lab	
<a href="#">JMM 106</a> Visual Design	
<a href="#">STC 102</a> Graphic Design for Strategic Communication	

COS Elective at the 300 level or above	3
STEM Cognate	3
Minor or Second Major	3
Credit Hours	15

#### Junior Year

Fall	
COS Elective at the 300 level or above	3
COS Elective at the 300 level or above	<b>3</b>
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15

#### Spring

COS Elective at the 300 level or above	3
COS Elective at the 300 level or above	<b>3</b>
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3



Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Senior Year	
Fall	
<a href="#">COS 355</a> Applied Communication Research Methods	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Spring	
<del>COS Elective at the 300 level or above</del>	<del>3</del>
<a href="#">COS 479</a> Capstone for Communication Studies	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Total Credit Hours	120

COM-BSC-ComStd-modifiesrqmts  
04/21/2021 FS Meeting  
7 of 13

### Suggested Plan of Study for Intercultural Track ~~(Applied Option)~~

Plan of Study Grid

Freshman Year		Credit Hours
Fall		
<del>COS 220</del> <del>Communication Theory</del>		<del>3</del>
<a href="#">COS 120</a> Exploring Human Communication		3
<a href="#">ENG 105</a> English Composition I		3
<a href="#">MTH 113</a> Finite Mathematics		3
Arts and Humanities Cognate		3
Minor or Second Major or Elective		3
Credit Hours		15
Spring		
<del>COS 120</del> <del>Exploring Human Communication</del>		<del>3</del>
<a href="#">COS 220</a> Communication Theory		3
<a href="#">COM 250</a> Freedom of Expression and Communication Ethics		3
<a href="#">ENG 106</a> English Composition II		3
Arts and Humanities Cognate		3
STEM Cognate		3
<del>Minor, Second Major or Elective</del>		<del>3</del>
Credit Hours		15
Sophomore Year		
Fall		
<a href="#">COS 211</a> or <del>333</del> Public Speaking		3
or Business Communication		
<del>COS 343</del> <del>Introduction to Intercultural Communication</del>		<del>3</del>
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major		3
Minor or Second Major or Elective		3
Credit Hours		15
Spring		
<del>COM 250</del> <del>Freedom of Expression and Communication Ethics</del>		<del>3</del>
<a href="#">COS 210</a> or <del>360</del> Writing for Communication Studies		3
or Speech Writing		
Select one of the following:		3
<del>CCA 151</del> Introduction to Digital Filmmaking		
<del>CIM 103</del> Web Lab		
<del>JMM 106</del> Visual Design		
<del>STC 102</del> Graphic Design for Strategic Communication		
Select one of the following:		3
<a href="#">COS 112</a> Interpersonal Communication		
<a href="#">COS 318</a> Nonverbal Communication		
<a href="#">COS 343</a> Introduction to Intercultural Communication		
<a href="#">COS 345</a> Interracial Communication		
<a href="#">COS 545</a> Intercultural Communication: International Perspectives		
<a href="#">COS 546</a> Intercultural Communication: Domestic Perspectives		
STEM Cognate		3
Minor or Second Major		3
Credit Hours		15
Junior Year		
Fall		

Select one of the following:	3
<a href="#">COS 112</a> <b>Interpersonal Communication</b>	
<a href="#">COS 318</a> Nonverbal Communication	
<a href="#">COS 343</a> <b>Introduction to Intercultural Communication</b>	
<a href="#">COS 345</a> <b>Interracial Communication</b>	
<a href="#">COS 545</a> Intercultural Communication: International Perspectives	
<a href="#">COS 546</a> <b>Intercultural Communication: Domestic Perspectives</b>	
COS Elective at the 300 level or above	3
Minor or Second Major or Elective	3
<b>Minor or Second Major or Elective</b>	<b>3</b>
<b>Minor or Second Major or Elective</b>	<b>3</b>
Credit Hours	15
Spring	
<del>COS 210 or 360</del> <b>Writing for Communication Studies</b>	<del>3</del>
<del>or Speech Writing</del>	
Select one of the following:	3
<a href="#">COS 112</a> <b>Interpersonal Communication</b>	
<a href="#">COS 318</a> <b>Nonverbal Communication</b>	
<a href="#">COS 343</a> <b>Introduction to Intercultural Communication</b>	
<a href="#">COS 345</a> <b>Interracial Communication</b>	
<a href="#">COS 545</a> <b>Intercultural Communication: International Perspectives</b>	
<a href="#">COS 546</a> Intercultural Communication: Domestic Perspectives	
<b>COS Elective at the 300 level or above</b>	<b>3</b>
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Senior Year	
Fall	
<a href="#">COS 355</a> Applied Communication Research Methods	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Spring	
<del>COS Elective at the 300 level or above</del>	<del>3</del>
<a href="#">COS 479</a> <b>Capstone for Communication Studies</b>	<b>3</b>
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Total Credit Hours	120

**Suggested Plan of Study for Organizational Track ~~(Applied Option)~~**

Plan of Study Grid

Freshman Year		Credit Hours
Fall		
<del>COS 220</del> <del>Communication Theory</del>	<del>3</del>	
<a href="#">COS 120</a> <b>Exploring Human Communication</b>	<b>3</b>	
<a href="#">ENG 105</a> English Composition I	3	
<a href="#">MTH 113</a> Finite Mathematics	3	
Arts and Humanities Cognate	3	
Minor or Second Major or Elective	3	
Credit Hours	15	
Spring		
<del>COS 120</del> <del>Exploring Human Communication</del>	<del>3</del>	
<a href="#">COS 220</a> <b>Communication Theory</b>	<b>3</b>	
<a href="#">COM 250</a> Freedom of Expression and Communication Ethics	3	
<a href="#">ENG 106</a> English Composition II	3	
Arts and Humanities Cognate	3	
STEM Cognate	3	
Credit Hours	15	
Sophomore Year		
Fall		
<del>COS 333</del> <del>Business Communication</del>	<del>3</del>	
<a href="#">COS 211</a> or <a href="#">333</a> <b>Public Speaking</b>	<b>3</b>	
<del>or Business Communication</del>		
Arts and Humanities Cognate	3	
STEM Cognate	3	

Minor or Second Major	3
Minor or Second Major or Elective	3
Credit Hours	15
Spring	
<b>COS 210 or 360 Writing for Communication Studies</b>	<b>3</b>
<b>or Speech Writing</b>	
Select one of the following:	3
<b>CCA 151</b> Introduction to Digital Filmmaking	
<b>CIM 103</b> Web Lab	
<b>JMM 106</b> Visual Design	
<b>STC 102</b> Graphic Design for Strategic Communication	
Select one of the following:	3
<b>COS 212</b> Interview Skills	
<b>COS 316</b> Small Group Communication	
<b>COS 325</b> Communication in Health Organization	
<b>COS 330</b> Conflict Management	
<b>COS 333</b> Business Communication	
<b>COS 418</b> Organizational Communication	
STEM Cognate	3
Minor or Second Major	3
<del>Minor or Second Major or Elective</del>	<del>3</del>
Credit Hours	15
Junior Year	
Fall	
Select one of the following:	3
<b>COS 212</b> Interview Skills	
<b>COS 316</b> Small Group Communication	
<b>COS 325</b> Communication in Health Organization	
<b>COS 330</b> Conflict Management	
<b>COS 333</b> Business Communication	
<b>COS 418</b> Organizational Communication	
COS Elective at the 300 level or above	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Spring	
<del>COS 210 or 360 Writing for Communication Studies</del>	<del>3</del>
<b>or Speech Writing</b>	
Select one of the following:	3
<b>COS 212</b> Interview Skills	
<b>COS 316</b> Small Group Communication	
<b>COS 325</b> Communication in Health Organization	
<b>COS 330</b> Conflict Management	
<b>COS 333</b> Business Communication	
<b>COS 418</b> Organizational Communication	
COS Elective at the 300 level or above	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Senior Year	
Fall	
<b>COS 355</b> Applied Communication Research Methods	3
<del>COS 418</del> <del>Organizational Communication</del>	<del>3</del>
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
<b>Minor or Second Major or Elective</b>	<b>3</b>
Credit Hours	15
Spring	
<del>COS 330</del> <del>Conflict Management</del>	<del>3</del>
<b>COS 479</b> Capstone for Communication Studies	<b>3</b>
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Total Credit Hours	120

**Suggested Plan of Study for Public Advocacy Track (Applied Option)**

Plan of Study Grid

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Freshman Year		Credit Hours
Fall		
<del>EOS 220</del>	<del>Communication Theory</del>	<del>3</del>
<b>COS 120</b>	<b>Exploring Human Communication</b>	<b>3</b>
<b>ENG 105</b>	English Composition I	3
<b>MTH 113</b>	Finite Mathematics	3
Arts and Humanities Cognate		3
Minor or Second Major or Elective		3
Credit Hours		15
Spring		
<del>EOS 120</del>	<del>Exploring Human Communication</del>	<del>3</del>
<b>COS 220</b>	<b>Communication Theory</b>	<b>3</b>
<b>COM 250</b>	<b>Freedom of Expression and Communication Ethics</b>	<b>3</b>
<b>ENG 106</b>	English Composition II	3
Arts and Humanities Cognate		3
STEM Cognate		3
<del>Minor, Second Major or Elective</del>		<del>3</del>
Credit Hours		15
Sophomore Year		
Fall		
<b>COS 211</b> or <b>333</b>	Public Speaking	3
	or Business Communication	
<del>COM 250</del>	<del>Freedom of Expression and Communication Ethics</del>	<del>3</del>
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major		3
<b>Minor or Second Major or Elective</b>		<b>3</b>
Credit Hours		15
Spring		
<b>COS 210</b> or <b>360</b>	<b>Writing for Communication Studies</b>	<b>3</b>
	or Speech Writing	
Select one of the following:		3
<b>CCA 151</b>	Introduction to Digital Filmmaking	
<b>CIM 103</b>	Web Lab	
<b>JMM 106</b>	Visual Design	
<b>STC 102</b>	Graphic Design for Strategic Communication	
Select one of the following:		3
<b>COS 304</b>	<b>Intercollegiate Debate Theory and Practice (Must take 3 times)</b>	
<b>COS 311</b>	<b>Advanced Oral Advocacy</b>	
<b>COS 314</b>	<b>The Power of Dialogue</b>	
<b>COS 330</b>	<b>Conflict Management</b>	
<b>COS 336</b>	<b>Political Communication</b>	
<b>COS 354</b>	<b>Organizing for Action</b>	
<b>COS 377</b>	<b>Argumentation and Critical Thinking</b>	
<b>COS 472</b>	<b>Persuasion</b>	
<b>COS 473</b>	<b>Words that Shaped the World</b>	
<b>COS 474</b>	<b>Presidential Debates</b>	
STEM Cognate		3
Minor or Second Major		3
<del>Minor or Second Major or Elective</del>		<del>3</del>
Credit Hours		15
Junior Year		
Fall		
Select one of the following:		3
<b>COS 304</b>	<b>Intercollegiate Debate Theory and Practice (Must take 3 times)</b>	
<b>COS 311</b>	<b>Advanced Oral Advocacy</b>	
<b>COS 314</b>	<b>The Power of Dialogue</b>	
<del>EOS 316</del>	<del>Small Group Communication</del>	-
<del>EOS 318</del>	<del>Nonverbal Communication</del>	-
<b>COS 330</b>	<b>Conflict Management</b>	
<b>COS 336</b>	<b>Political Communication</b>	
<b>COS 354</b>	<b>Organizing for Action</b>	
<b>COS 377</b>	<b>Argumentation and Critical Thinking</b>	
<b>COS 472</b>	<b>Persuasion</b>	
<b>COS 473</b>	<b>Words that Shaped the World</b>	
<b>COS 474</b>	<b>Presidential Debates</b>	
<del>EOS 477</del>	<del>Engaged Communication</del>	-
COS Elective at the 300 level or above		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3

Credit Hours	15	COM-BSC-ComStd-modifiesrqmts
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<del>EOS 210 or 360 Writing for Communication Studies</del>	<del>3</del>	11 of 13
<del>or Speech Writing</del>		
Select one of the following:	3	
<del>COS 304</del> Intercollegiate Debate Theory and Practice (Must take 3 times)		
<del>COS 311</del> Advanced Oral Advocacy		
<del>COS 314</del> The Power of Dialogue		
<del>EOS 316</del> <del>Small Group Communication</del>	-	
<del>EOS 318</del> <del>Nonverbal Communication</del>	-	
<del>COS 330</del> Conflict Management		
<del>COS 336</del> Political Communication		
<del>COS 354</del> Organizing for Action		
<del>COS 377</del> Argumentation and Critical Thinking		
<del>COS 472</del> <del>Persuasion</del>		
<del>COS 473</del> Words that Shaped the World		
<del>COS 474</del> Presidential Debates		
<del>EOS 477</del> <del>Engaged Communication</del>	-	
<b>COS Elective at the 300 level or above</b>	<b>3</b>	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Credit Hours	15	
Senior Year		
Fall		
<del>COS 355</del> Applied Communication Research Methods	3	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Credit Hours	15	
Spring		
Select one of the following:	3	
<del>EOS 304</del> <del>Intercollegiate Debate Theory and Practice (Must take 3 times)</del>	-	
<del>EOS 311</del> <del>Advanced Oral Advocacy</del>	-	
<del>EOS 314</del> <del>The Power of Dialogue</del>	-	
<del>EOS 316</del> <del>Small Group Communication</del>	-	
<del>EOS 318</del> <del>Nonverbal Communication</del>	-	
<del>EOS 330</del> <del>Conflict Management</del>	-	
<del>EOS 336</del> <del>Political Communication</del>	-	
<del>EOS 354</del> <del>Organizing for Action</del>	-	
<del>EOS 377</del> <del>Argumentation and Critical Thinking</del>	-	
<del>EOS 472</del> <del>Persuasion</del>	-	
<del>EOS 473</del> <del>Words that Shaped the World</del>	-	
<del>EOS 474</del> <del>Presidential Debates</del>	-	
<del>EOS 477</del> <del>Engaged Communication</del>	-	
<b>COS 479</b> <b>Capstone for Communication Studies</b>	<b>3</b>	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Minor or Second Major or Elective	3	
Credit Hours	15	
Total Credit Hours	120	

## Rationale

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Rationale

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Deletes "Concentration in Applied or Theory and Research"

(Theory and Research option was selected by few students and created scheduling problems for research course sequence. The equivalent is still available within the existing tracks but with more flexibility.)

Modifies required writing option: COS 210 or COS 360

(Adds Speechwriting option to satisfy writing requirement, addressing alternative needs and interests of students, and increasing flexibility for scheduling additional course.)

Modifies required methods course: COS 355

(Since we dropped Applied/Theory and Research options, all students will now take COS 355. Previously, Theory and Research students completed COS 351 and COS 353. Although we will continue to offer these courses, there are not always enough students for class enrollment.)

Reinstates Capstone course: COS 479

(Students are required to complete a Capstone experience. Directing that into a course has many benefits to students and administration. During our brief experiment without such a requirement, it was missed. It is an important destination course for a senior student experience, as well as development of their portfolio and resume.

Adds 3 credits of Elective, changing total credits from 36 to 39

(Students receive more depth in the discipline while maintaining significant flexibility. Also, total number of credits will be more in line with other School of Communication majors.)

All Curriculum changes have been reviewed by Dean Wilkins, Dr. Driscoll (Vice Dean), Dr. Millette (Department Chair) and Professor Steinberg (Curriculum Committee Chair). Please request all documentation of approval in curriculum changes through Dr. Driscoll, Dr. Millette or Professor Steinberg.

Market Demand

Relationship to Other Programs

Library Resources Available and Needed to Support the Program

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

Other Resources Available or Needed to Support the Program

## Curriculum

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Program Curriculum

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

## Faculty

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Program Directors

Upload CV(s)

Program Faculty

## Students

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Applicant Pool

Enrollment Projections

## Administration

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Program Administration

## Comparison

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Peer Comparisons

## Documents

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Attach Supporting Documentation

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**Reviewer** **Diane Millette (millette) (03/12/21 4:54 pm):** Communication Studies Department Faculty

**Comments** voted unanimously to approve these curriculum changes on 3/12/21. As department chair, I approve these changes.

**David Steinberg (dave) (03/14/21 2:32 pm):** The School of Communication Curriculum Committee voted on March 13, 2021 to approve the proposed changes to the BSC in the Communication Studies program. As Committee Chair, I support the proposed changes.

**Karin Wilkins (kwilkins) (03/15/21 10:45 am):** I support changes proposed.

**Patty Murphy (pxm491) (03/15/21 10:49 am):** The proposed changes do not represent a significant departure in terms of content from what the University is approved to offer. Therefore, notification to or approval from SACSCOC is not required.

**Leslie Leonard (l.mcginnis) (03/18/21 12:04 pm):** The School of Communication School Council approved this request on March 17, 2021, communicated to the Faculty Senate by email from Paul Driscoll March 17, 2021. This will be forwarded to the UCC for their review.

Key: 135