SPECIAL REPORT
OF THE
ACADEMIC MATTERS, ACADEMIC PRIORITIES AND
PROGRAM AND BUDGET COUNCILS
concerning
REVISION OF THE BACHELOR OF ARTS (B.A.) MAJOR REQUIREMENTS
IN THE DEPARTMENT OF COMMUNICATION

Presented at the
768th Regular Meeting of the Faculty Senate
April 27, 2017

COUNCIL MEMBERSHIP

ACADEMIC MATTERS COUNCIL


ACADEMIC PRIORITIES COUNCIL

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PROGRAM AND BUDGET COUNCIL

ACADEMIC MATTERS COUNCIL

As part of the plan to replace the Global Education requirement in the College of Social and Behavioral Sciences (SBS) with program-specific requirements, the Department of Communication is proposing to revise its major. The significant changes from current requirements are:
(1) The minimum number of required credits for the major will increase from 36 or 37 to 45 or 46.
(2) Students must complete at least 9 credits in any combination from the following sources: a list of approved courses that have strong international/global components; foreign language courses; study abroad.

At its meeting on April 6, 2016, the Academic Matters Council voted unanimously to recommend Faculty Senate approval of the proposed Revision of the B.A. Major Requirements in the Department of Communication. It was submitted as proposal #2750 in the Course and Curriculum Management System.

ACADEMIC PRIORITIES COUNCIL

On April 19, 2017, the Academic Priorities Council endorsed approval of this proposal subject after two requested changes were made. The first is that fulfillment of department level international and intercultural requirements can be fulfilled by departmentally approved study abroad. The second is that “At least one course taken to fulfill the major’s international/intercultural requirement must have an international focus (if a topical course), be a foreign language, or be taken during a departmentally approved study abroad.

PROGRAM AND BUDGET COUNCIL

At its meeting on March 22, 2017, the Program and Budget Council voted 9 Yes, 5 No and 1 Abstention on the proposal #2750, Revision of the Bachelor of Arts (B.A.) Major Requirements in the Department of Communication, as part of a group of related proposals (#s 2748 through 2756 in the Course and Curriculum Management System). It addressed its comments to the framework proposal (#2748).

MOTION: That the Faculty Senate approve the Revision of the Bachelor of Arts (B.A.) Major Requirements in the Department of Communication, as presented in Sen. Doc. No. 17-061.
Please describe your proposal.

The College of Social and Behavioral Sciences seeks to transform the international and intercultural education focus in our curriculum from the college-based Global Education Requirement for B.A. majors to an integrated theme that is incorporated directly into strengthened and updated B.A. major requirements. (See Proposal 2748 in the UMass Course and Curriculum Management System.)

To graduate, students in the Communication major must currently fulfill the Global Education Requirement of 15 credits plus their major requirements of 36/37 credits. After the proposed change, students in the Communication major will fulfill expanded major requirements totaling 45/46 credits that incorporate international and intercultural education directly into the major in a manner tailored to our discipline. The current college level Global Education Requirement will be ended for students in the Communication major.

The new major level international and intercultural related requirements can be fulfilled through a list of courses designated by the department, by foreign language courses, or by departmentally approved study abroad.

Please describe the existing program requirements, listing all required courses and available electives, as well as any additional requirements, and continuation or admissions policies.

Requirements for students who entered UMass Amherst in Fall 2011 or later

Students directly admitted to the Communication major upon admission to the University must complete 37 credits in Communication. Students who join the Communication major once they are on campus must complete 36 credits in Communication. The following specific requirements apply to students entering UMass Amherst in the fall of 2011 or later.

36 to 37+ credits in Communication

1. *For first year and transfer students admitted directly into the major upon entering UMass in the Fall only, COMM 101: Communication-First Year Introduction (1 credit). This course raises the 36-credit requirement to 37 credits only for those students admitted directly to Communication in a Fall semester.

2. Junior Year Writing requirement, COMM 375: Writing as Communication (3 credits).

3. Three of the five courses that introduce Subject Areas (9 credits). Many COMM courses will have an "Introductory SUBJECT AREA" course as a prerequisite:
   COMM 118: Introduction to Interpersonal Communication and Culture
   COMM 121: Introduction to Media and Culture
   COMM 122: Introduction to Media Programming and Institutions
   COMM 125: Introduction to Rhetoric and Performance Studies
   COMM 140: Introduction to Film Studies

4. 6 COMM credits (no fewer than 2 courses) at the 300-level or above.

5. 6 COMM credits (no fewer than 2 courses) at the 400-level or above.

6. 12 more COMM credits at the 200-level or above. Any 300- and 400-level credits left over from the minimum of 6 required at both the 300- and 400-levels are counted here.
Restrictions

- All major courses must be taken for a letter grade (not pass/fail) except for COMM 297P and 297F, which are only offered pass/fail.
- No more than 3 credits of COMM 396 Independent Study may be used toward the major.
- Although we encourage all Communication majors to pursue internships for elective credit, internship/practicum (UMASS 298Y) credits may not be counted toward the major. There are no exceptions.
- You must take a minimum of 21 credits within the Department of Communication at UMass Amherst to be eligible for graduation as a Communication major. A maximum of 15 credits taken at other schools or in other departments and programs at UMass Amherst may be counted toward the major. These courses must be directly related to the Communication major and must receive prior approval for major credit from a Communication professional advisor.
- A minimum GPA of 2.0 in the major is required for graduation.
- No more than 6 credits of Media Production courses may count for the major. Additional courses in Media Production may be taken as electives toward the 120 credits required for graduation.
- No more than 6 credits in any combination of Journalism, Public Relations, Advertising, or Marketing courses may count for the major. These classes are not offered by the Communication Department; prior approval by a Communication professional advisor is required. Note that starting in Fall 2014, Marketing 301 (from UMass Amherst or its equivalent as a transfer course) will no longer be accepted as fulfilling a requirement for the Communication major.

Please describe the requirements that you are proposing, listing course requirements, elective options, as well as any additional requirements, and continuation or admissions policies.

Requirements for students who entered UMass Amherst in Fall 2011 or later

Students directly admitted to the Communication major upon admission to the University must complete 46 credits of Communication requirements. Students who join the Communication major once they are on campus must complete 45 credits of Communication requirements. The following specific requirements apply to students entering UMass Amherst in the fall of 2017 or later.

1. *For first year and transfer students admitted directly into the major upon entering UMass in the Fall only, COMM 101: Communication-First Year Introduction (1 credit). This course raises the 45-credit requirement to 46 credits only for those students admitted directly to Communication in a Fall semester.

2. Junior Year Writing requirement, COMM 375: Writing as Communication (3 credits).

3. Three of the five courses that introduce Subject Areas (9 credits). Many COMM courses will have an "Introductory SUBJECT AREA" course as a prerequisite:
   - COMM 118: Introduction to Interpersonal Communication and Culture
   - COMM 121: Introduction to Media and Culture
   - COMM 122: Introduction to Media Programming and Institutions
   - COMM 125: Introduction to Rhetoric and Performance Studies
   - COMM 140: Introduction to Film Studies

4. 6 COMM credits (no fewer than 2 courses) at the 300-level or above.
5. 6 COMM credits (no fewer than 2 courses) at the 400-level or above.

6. 12 more COMM credits at the 200-level or above. Any 300- and 400-level credits left over from the minimum of 6 required at both the 300- and 400-levels are counted here.

7. 3 courses (minimum of 9 credits total), in any combination, from any of the following sources:
I. A list of courses from inside and outside the department with a strong international/global component. A starting point for this list will be a subset of the current SBS Global Education list. Other courses may be approved by the student's Academic Advisor.

II. Foreign language courses.

III. Courses during a departmentally approved study abroad program: complete credits through an IPO-approved study-abroad program.

IV. At least one course taken to fulfill the major's international/intercultural requirement must have an international focus (if a topical course), be a foreign language, or be taken during a departmentally approved study abroad.

Restrictions

• All major courses must be taken for a letter grade (not pass/fail) except for COMM 297P and 297F, which are only offered pass/fail.

• No more than 3 credits of COMM 396 Independent Study may be used toward the major.

• Although we encourage all Communication majors to pursue internships for elective credit, internship/practicum (UMASS 298Y) credits may not be counted toward the major. There are no exceptions.

• You must take a minimum of 21 credits within the Department of Communication at UMass Amherst to be eligible for graduation as a Communication major. A maximum of 24 credits taken at other schools or in other departments and programs at UMass Amherst may be counted toward the major. These courses must be directly related to the Communication major and must receive prior approval for major credit from a Communication professional advisor.

• A minimum GPA of 2.0 in the major is required for graduation.

• No more than 6 credits of Media Production courses may count for the major. Additional courses in Media Production may be taken as electives toward the 120 credits required for graduation.

• No more than 6 credits in any combination of Journalism, Public Relations, Advertising, or Marketing courses may count for the major. These classes are not offered by the Communication Department; prior approval by a Communication professional advisor is required. Note that starting in Fall 2014, Marketing 301 (from UMass Amherst or its equivalent as a transfer course) will no longer be accepted as fulfilling a requirement for the Communication major.

• Any course used toward the 3-course International/Global component cannot simultaneously be used toward any other 200- or above-level Communication requirements.

Please provide the rationale for these revisions.

The College of Social and Behavioral Sciences has provided a rationale for transforming international and intercultural education in the B.A. majors from the college-level Global Education Requirement to departmental requirements. Please see document Rationale for Transformation of International & Intercultural Education in the College of Social & Behavioral Sciences (attached) for this overall rationale.

Within this framework, the Communication major has revised our requirements in order for our students to continue to be exposed to global and intercultural perspectives after the end of the SBS Global Education for the B.A. requirement.

Academic Requirements Review

Requirement: V. In addition to the Gen Ed, Diversity, and College requirements, you must complete the
following Major requirements: (rg62)
Rule: COMM: 9/11 Major Requirements
Line: **Only 2 of the following Production courses may be applied to major requirements: Comm 331, 393B, 393D, 397B, 397CC, 433, 441, 497J.**
Recall: USE
Line: **No more than 3 credits of Comm 396**
Recall: USE
Line: **Comm 298Y (General Practicum) may not count toward major requirements**
Recall: USE
Line: **No Internal Credits**
Recall: ITC
Recall: USE
Line: ***No Pass/Fail courses in the major***
Recall: CAT
Recall: USE
Line: **Students directly admitted to the Communication major in a FALL semester are required to take
COMM 101 during the Fall semester of their first year.**
Line: 1. Take three of the following courses: Comm 118, 121, 122, 125 and/or 140. (r11769,ln20)
Line: 2. Take Junior Year Writing. (r11769,ln30)
Line: 2. Take Comm 375 or another Comm course numbered 300 and above. (r11769,ln35)
Line: 3. Take 6 units of Comm electives numbered 400-level or above. (r11769,ln40)
Line: 4. Take 6 units of Comm electives numbered 300 and above. (r11769,ln50)
Line: 5. Take 12 units of Comm electives numbered 200 and above. (r11769,ln60)
Line: 6. Take at least 36 units of Communication courses. (r11769,ln70)
Recall: ITC
Line: 7. Take at least 21 units of Communication courses at UMass/Amherst. (r11769,ln80)
Recall: ITC
Recall: OTH
Recall: NTS
Recall: TRA
Line: 8. Earn at least a 2.0 GPA for Communication courses overall. (r11769,ln90)
Recall: ITC
Rule: ***Courses Not used for Degree/Major/Minor Requirements*** (r10252)
Line: Other Courses
Recall: PAS
Recall: USD
Recall: ITC

If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.

This proposal does not require additional resources within SBS or the Communication major, although the college and department continue to point out the unusually high student to faculty ratios within SBS and call for faculty hiring to address this imbalance. Under the proposed curriculum changes, we expect some increases in demand for courses within our major, particularly those that are identified as fulfilling international/intercultural requirements. This additional demand has already been considered by us in approving this major change proposal.

(Please refer to Proposal #2750 in the Course and Curriculum Management System for the Track Changes and the Rationale for Transformation of International and Intercultural Education in CSBS.)