Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES
See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL:  
- LAW  
- MSB  
- CAS  
- CPA  

CONTACT NAME: Cheryl Wilson  
PHONE: x5203

DEPARTMENT/DIVISION: School of Communications Design  
DATE PREPARED: 9/1/13

PROPOSED SEMESTER OF IMPLEMENTATION:  
- fall  
- spring  
YEAR: 2014

TYPE OF ACTION:  
- add (new)  
- deactivate  
- modify  
- other

LEVEL OF ACTION:  
- noncredit  
- undergraduate  
- graduate  
- other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

Original Subject Code/Course Number:  
Original Program Title:

Original Course Title:  
English

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

- 1. Experimental Course
- 2. Course Title
- 3. Course Credits
- 4. Course Number
- 5. Course Level
- 6. Pre- and Co-Requisite
- 7. Course Description
- 8. New Course
- 9. Deactivate Course
- 10. Program Requirements
- 11a. Undergraduate Specialization (24 credits or fewer)
- 11b. Master’s Specialization (12 credits or fewer)
- 11c. Doctoral Specialization (18 credits or fewer)
- 12. Minor (add or delete)
- 13. Closed Site Program
- 14. Program Suspension
- 15. Program Reactivation
- 16a. Certificate Program (UG/G) exclusively within existing degree program
- 16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
- 17. Off-Campus Delivery of Existing Programs
- 18a. Undergraduate Concentration (exceeds 24 credits)
- 18b. Master’s Concentration (exceeds 12 credits)
- 18c. Doctoral Concentration (exceeds 18 credits)
- 19. Program Title Change
- 20. Program Termination
- 21. New Degree Program
- 22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

- summary proposal (Q)
- course definition document (P)
- full five-page MHEC proposal (Q)
- financial tables (MHEC) (R)
- other documents as may be required by MHEC/USM (S)
- other (T)
IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
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<tr>
<td>b. OTS</td>
<td></td>
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<td>c. University Relations</td>
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<td>d. Admissions</td>
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<tr>
<td>e. Records</td>
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</table>

APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td>3/7/14</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td>3/7/14</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
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<td></td>
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<tr>
<td>F. University Council (Chair)</td>
<td></td>
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</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>3/8/14</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
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<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
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<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University’s mission is changed by the action</td>
<td></td>
</tr>
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</table>

¹ University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University’s mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
**Document O: Course and Program Development: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**  
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- MSB  
- CAS  
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**CONTACT NAME:** Cheryl Wilson  
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**DEPARTMENT/DIVISION:** School of Communications Design
**DATE PREPARED:** 9/1/13

**PROPOSED SEMESTER OF IMPLEMENTATION:**  
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- spring  
**YEAR:** 2014

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

**Original Subject Code/Course Number:**

**Original Program Title:**

**Original Course Title:**

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</table>

For changes to existing courses:

<table>
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<th>OLD TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
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</tr>
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<tbody>
<tr>
<td>NEW TITLE</td>
<td>SUBJECT CODE/COURSE NO.</td>
<td>CREDITS</td>
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</tbody>
</table>

Summer 2010
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Creation of a new specialization: Applied Rhetoric (18 credits)
ENGL395: Understanding Narrative [originally Narrative Discourse, course revision submitted 9/13] OR ENGL392: Archaeology of Language
ENGL356: Literature and the Law OR ENGL400: Literature and Society
WRIT314: Argument and Persuasion OR WRIT381: Legal Writing & Rhetoric [new course, submitted 9/13]
CMAT342: Rhetoric of Digital Communication
CMAT352: Media Literacy OR CMAT371: Mass Media and Society
ENGL333: Media Genres OR ENGL331: Popular Genres [new course, submitted 9/13]

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

Document 0 Attachment
New Specialization: Applied Rhetoric

Set forth the rationale for this proposal

Specialization Focus:
This specialization is the professional arm of the English Program and is aimed at students interested in developing the skills for professions in law, communication, and business. As such, it would pair well with many other majors at UB. This interdisciplinary specialization focuses on the analysis of language across multiple genres and includes literature, writing, popular culture, and communications courses. Students will be well grounded in the practical applications of theory as well as the practice of textual analysis and interpretation across genres. The flexibility and choice within the specialization allows students to tailor their program to meet their own needs and interests while still gaining exposure to a range of disciplinary perspectives. Creation of this specialization will not require any additional resources.

ENGL395: Understanding Narrative [revised course, was Narrative Discourse, submitted 9/13] OR ENGL392: Archaeology of Language
Students in this specialization will take both of these courses (one for the English Major Core), which form the foundation of the specialization. These writing-intensive courses address how language and discourse function in a range of social, cultural, and political contexts and help students develop analytical and interpretive skills.

ENGL356: Literature and the Law OR ENGL400: Literature and Society
This requirement incorporates the study of literature into the specialization and includes two courses that address how literature functions within and responds to culture and society.

WRIT314: Argument and Persuasion OR WRIT381: Legal Writing & Rhetoric [new course, submitted 9/13]
This requirement incorporates professional writing into the specialization, focusing on writing in different genres and the development of practical writing skills.

CMAT342: Rhetoric of Digital Communication
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

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SET FORTH THE RATIONALE FOR THIS PROPOSAL:

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This requirement incorporates professional writing into the specialization, focusing on writing in different genres and the development of practical writing skills.

CMAT342: Rhetoric of Digital Communication
An introduction to the theory of rhetoric, this course grounds the specialization in the field of rhetoric and rhetorical writing.

CMAT352: Media Literacy OR CMAT371: Mass Media and Society
This requirement addresses the multi-media aspect of the specialization, drawing on the strengths of our interdisciplinary division and allowing students to apply theory and rhetoric across genres.

ENGL333: Media Genres OR ENGL331: Popular Genres [new course, submitted 9/13]
This requirement contributes to the specialization's multi-genre focus by allowing students to apply their critical, theoretical, and rhetorical skills to popular culture.
Impact Statement From the Office of University Relations
Regarding Program Requirements Changes to the B.A. in English

Note that these changes include deactivation of a current specialization (Discourse & Technology), changes to a current specialization (Creative Writing) and introduction of three new specializations (Applied Rhetoric; Professional Writing, Editing & Publishing; and Literature & Culture).

General Impact:
Please be advised that any programmatic changes are likely to affect recruitment and other publications as well as Web content produced and/or managed by the Office of University Relations that contain this type of specific academic information.

Please inform Catherine Leidemer (cleidemer@ubalt.edu or 410.837.6164) of any proposed changes that receive final approval and of any planned implementation timelines.

The timing of the final approval for these changes will be a determining factor in our ability to incorporate the new information in a timely fashion in any relevant materials that are on our production schedule. As a general guideline, the Office of University Relations should be notified of any programmatic changes to a scheduled recruitment publication at least two months prior to printing.

Specific Feedback:
- These changes will require updates to the CAS website and to the undergraduate catalog in addition to any materials that academic advisers may use in advising students. Also, please consider whether or not these changes will impact any specific recruitment materials, and that information should be discussed with the Offices of Admission and with the Office of University Relations.