

UNIVERSITY OF BALTIMORE

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	Contact Name: Julie Simon	Phone: x6061
DEPARTMENT / DIVISION: School of Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
#10 Increase the Corporate Communication major to 120 credits		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

Box 1: TYPE OF ACTION	ADD(NEW) <input type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION	Non-Credit <input type="checkbox"/>	Undergraduate <input checked="" type="checkbox"/>	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCD
	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
x	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
	20. Other	Varies	Varies	Varies

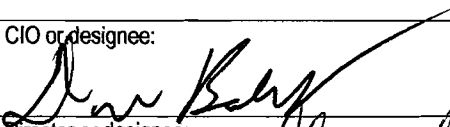
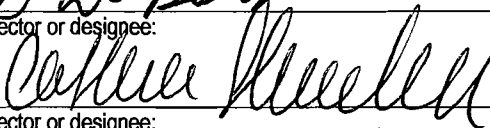
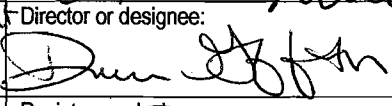

Box 4: DOCUMENTATION (check boxes of documents included)			
X	N. This Cover Sheet	Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal	R. Financial Tables (MHEC)	
	P. Course Definition Document	S. Contract	

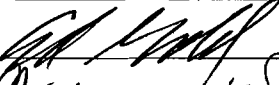

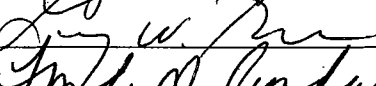
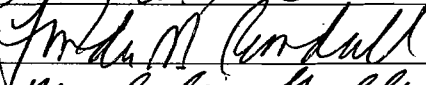
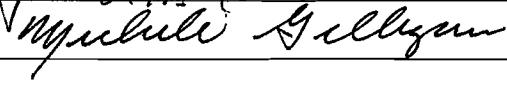
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

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#10 Increase the corporate Communication major to 120 credits

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council review (for a 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.

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee: 	11/14/06
c. University Relations <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: 	11-15-06
d. Admissions <i>see UR's statement</i> <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee:  <i>* see impact from UR</i>	11.14.06
e. Records <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee: 	11-15-06

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	11/14/06
B. Final faculty review body within each School	Chair: 	11/14/06
C. College Dean	Dean: 	11/20/06
D. Provost and Senior Vice President for Academic Affairs	Provost: 	11/27/06
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	12/4/06
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

Impact Statement From the Office of University Relations

These changes could potentially affect the undergraduate and graduate catalogs—which the Office of University Relations currently manages and produces—as well as other recruitment publications that contain this type of specific academic material. 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 related materials that are on our production schedule.

UNIVERSITY OF BALTIMORE

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	Contact Name: Julie Simon	Phone: x6061
DEPARTMENT / DIVISION: Communication Design		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-20 and course name & number or program affected):		
Increase the Corporate Communications major to 120 credits		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

Increasing the Corporate Communications major to 120 credits.

For new courses or changes in existing courses (needed by Registrar)

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title:	Course # / HEGIS Code:	Credits:

O-2: Set forth the rationale for the proposal:

In order to serve the needs of incoming freshman and sophomores, and to comply with the University of Baltimore strategic plan, we are increasing the current Corporate Communications major to 120 credits.

Corporate Communication Degree Requirements

Lower Division University Requirements – 60 credits

General Education – 34 credits

- English Composition (3)
- Mathematics (3)
- Oral Communication (3)
- Literature (3)
- History or Philosophy (3)
- Fine Arts (3)
- Computer Literacy (3)
- Social and Behavioral Science 1 (3)
- Social and Behavioral Science 2 (3)
- Biological and Physical Science Laboratory Course (4)
- Non-Laboratory Course (3)

First Year Seminar – 2 credits

- IDIS 101 First Year Seminar: Applied Learning and Study Skills (2)

Lower Division Major Requirements – 6 credits

- CMAT 211 Computer Graphics I (3)
Introduction to page layout/design, illustration, and presentation software. Students learn layout and design graphics for print publication and screen presentation
- CMAT 212 Computer Graphics II (3)
Introduction to web design and digital imaging software. Students will create simple websites and process photographs for print and internet/television distribution.

Lower Division Electives from any discipline – 18 credits

Recommended electives:

Take at least one of the following:

- CMAT 231 Ways of Seeing (3)
This course helps students develop a vocabulary and techniques for analyzing images and sound in movies, ads, photographs, web sites, and more. Addresses the question: How do composition, color, sequencing, animation, and sound create and alter meaning?

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CMAT 271 Pop Culture (3)

This course analyzes popular culture texts, e.g. television shows, movies, song lyrics, magazines, newspapers, books, 'zines, blogs, and more to examine the relationships between text and culture. Addresses the question "Do popular media shape or reflect society?"

Take at least one of the following:

CMAT 213 Introduction to Graphic Design (3)

Design principles are discussed and demonstrated through historic examples and student projects. Emphasizes the profession of graphic design from its inception in the 19th century throughout its development into the 21st century in Europe and America.

CMAT 214 Designing with Type (3)

An introduction to typography and its creative possibilities. Covers the history of machine-made letterforms from Gutenberg to the digital environment.

Upper Division University Requirements – 60 credits

General Education - 9 credits

IDIS 300 Ideas in Writing (3)

IDIS 302 Ethical Issues in Business and Society (3)

Take one of the following:

IDIS 301 World Cultures (3)

IDIS 304 Arts and Ideas (3)

Corporate Communication Major – 42 credits

Requirements (30 credits)

CMAT 351 Project Management I: Principles (3)

CMAT 352 Media Literacy (3)

CMAT 357 Print Design (3) *

CMAT 358 Electronic Design (3)*

*Prereq: CMAT 211 & CMAT 212 (6) *or* CMAT 350 (3)

WRIT 361 Writing for the Media (3)

CMAT 451 Communication Technologies (3)

CMAT 458 Project Management II: Practices (3)

Prereq: CMAT 351 (3)

Take one of the following:

- CMAT 407 Internship in Corporate Communication (3)
- CMAT 480 Portfolio Development (3)

Take one of the following advanced writing courses:

- WRIT 314 Argument & Persuasion (3)
- WRIT 317 Techniques of Popularization (3)
- WRIT 330 Writing, Editing, and Publishing (3)
- WRIT 331 Public Relations Writing (3)
- WRIT 363 Screenwriting (3)
- WRIT 380 Syntax, Semantics, and Style (3)

Take one of the following background & ideas courses:

- ENGL 337 Great Plays (3)
- ENGL 338 Modern Drama (3)
- ENGL 346 The American Dream (3)
- ENGL 351 Ancient Mythology and Modern Myth (3)
- ENGL 354 Images of Love (3)
- ENGL 361 The Hero and the Quest (3)
- ENGL 364 Shakespeare: Kings, Knaves, and Fools (3)
- ENGL 365 Shakespeare: Love, Myth, and Metamorphosis (3)
- ENGL 450 The Great Moderns (3)
- CMAT 355 Communication Theory & Learning (3)
- CMAT 371 Mass Media & Society (3)
- CMAT 381 Representing Reality (3)

Corporate Communication Electives –12 credits

With the advice and consent of an adviser, corporate communication majors take 12 credits of elective courses related to the major that further enhance their career preparation. Elective areas include writing, graphic design, media and multimedia production, advertising and public relations, and media management.

Computer Graphics Competency Requirement

Students admitted to the four-year degree program will satisfy this requirement through successful completion of CMAT 211 and CMAT 212.

Transfer students may satisfy the requirement by taking CMAT 211 and CMAT 212, through approved transfer credit or competency examination, or they may take CMAT 350 – Workshop in Computer Graphics, preferably during the first semester in which they enter the program. If CMAT 350 is taken to satisfy the requirement instead of CMAT 211 and CMAT 212, it will count as one of the 12 major elective credits (see above) and the lower division requirement for the degree will be automatically waived.

Corporate Communication Participation Requirement

During their tenure at the University of Baltimore, corporate communication majors must attend at least five co-curricular activities related to the major. These could include lectures, workshops, or conferences; professional association meetings; and a wide assortment of other events. Approved events are posted and announced in advance.

Upper Division Electives from any discipline – 9 Credits

Total Minimum Credits for Degree = 120