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: Julie Simon PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall □ spring YEAR: 2013

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

Original Subject Code/Course Number: CMAT 353

Original Course Title: Research Methods in Digital Communication

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
- 22. Other

☐ PROGRAM ACTIONS

Original Program Title:

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

- 10. Program Requirements
- 11a. Undergraduate Specialization (24 credits or fewer)
- 11b. Master’s Specialization (32 credits or fewer)
- 11c. Doctoral Specialization (38 credits or fewer)
- 12. Minor (add or delete)
- 13. Create New Program
- 14. Program Suspension
- 15. Program Reactivation
- 16a. Certificate Program (UG/GR) exclusively within existing degree program
- 16b. Certificate Program (UG/GR) outside of or across degree programs (22 credits or more)
- 17. Off-Campus Delivery of Existing Programs
- 18a. Undergraduate Concentration (exceeds 24 credits)
- 18b. Master’s Concentration (exceeds 27 credits)
- 18c. Doctoral Concentration (exceeds 38 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 (O) ☐ 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)

Summer 2010
### 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>
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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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</tbody>
</table>

**Impact Statement:**
- a. Library: no impact, impact statement attached
- b. OTS: no impact, impact statement attached
- c. University Relations: no impact, impact statement attached
- d. Admissions: no impact, impact statement attached
- e. Records: no impact, impact statement attached

### APPROVAL SEQUENCE
(review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
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<th>Date</th>
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<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>11/29/11</td>
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<tr>
<td>B. General Education (for No. 7, 8)</td>
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<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<td>12/19/11</td>
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<td>D. Dean</td>
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<td>1/20/12</td>
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<td>E. University Faculty Senate (Chair)</td>
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<td>F. University Council (Chair)</td>
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<td>G. Provost and Senior Vice President for Academic Affairs</td>
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<tr>
<td>H. President</td>
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<tr>
<td>I. Board of Regents (notification only)</td>
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<td>J. Board of Regents (approval)</td>
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<td>L. MHEC (approval)</td>
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<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University’s mission is changed by the action</td>
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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.

Summer 2010
Document O: Course and Program Development: SUMMARY PROPOSAL

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

SCHOOL:  ○ LAW  ○ MSB  ○ CAS  ○ CPA

CONTACT NAME: Julie Simon  PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design  DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION:  ○ fall  ○ spring  YEAR: 2013

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

○ COURSE ACTIONS

Original Subject Code/Course Number: CMAT 353

Original Course Title: Research Methods in Digital Communication

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
22. Other

For changes to existing courses:

OLD TITLE

SUBJECT CODE/COURSE NO.  CREDITS

NEW TITLE

SUBJECT CODE/COURSE NO.  CREDITS

Summer 2010
The School of Communications Design proposes a new course, CMAT 353: Research Tools for Digital Communication.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The proposed course will be required for Digital Communication majors specializing in the digital theory & culture track, and serve as a major elective for other Digital Communication, English, and Integrated Arts majors and as a general elective for other UB undergraduates.
1. DATE PREPARED
11/11/11

2. PREPARED BY
Julie Simon

3. DEPARTMENT/DIVISION
School of Communications Design

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CMAT 353

5. COURSE TITLE
Research Methods in Digital Communication

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
Introduction to strategies, techniques, and tools useful in communication research. Students will gain experience finding and evaluating sources, identifying theoretical frameworks, and understanding the strengths, weaknesses, and applications of various research methodologies.

8. PREREQUISITES
None

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)
Requirement for digital communication majors specializing in theory & culture; major elective for other digital communication, English, and integrated arts majors; general elective for other UB undergrads.

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
None

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop):

   Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE
Kelly Carr, Charity Fox, Stephanie Gibson, Jonathan Shorr

13. CONTENT OUTLINE

- Weeks 1-3: Introduction to research in the field
  - Introduce ongoing conversations in the field
  - Introduce and review common theoretical frameworks

- Weeks 4-5: Asking questions and designing methods
  - Review types of questions asked in the discipline
  - Refining research questions
  - Match appropriate methodologies to types of questions (qualitative, quantitative, analytical)

- Weeks 6-8: Evidence in the discipline
  - Overview: what constitutes evidence in the field?
  - Identifying, understanding, and evaluating primary sources
  - Methods of analyzing primary source information
  - Identifying, understanding, and evaluating secondary sources

- Weeks 11-12: Situating the proposal in the field
  - Compiling literature review, theoretical frameworks, research questions
  - Forming a working hypothesis
  - Justifying a project

- Weeks 13-15: Drafting and Workshopping the Proposal
  - Drafting process, peer review, in-class workshops and feedback

14. LEARNING GOALS

By the end of the course, students should be able to:

- Identify and explain the difference between primary and secondary sources.
- Evaluate sources.
- Read and summarize research articles.
- Develop research questions.
- Describe ways to investigate those questions.
- List and explain the strengths, weaknesses, and applications of various research methodologies common to communication-related research.
- Write a research paper appropriate for the communication field

15. ASSESSMENT STRATEGIES

Series of short written assignments in which students demonstrate knowledge of research elements; research projects, including literature review; research proposal for the research paper; final research paper demonstrating strong information literacy skills.

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)


Summer 2010


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17. **SPECIAL GRADING OPTIONS** (if applicable)

None

18. **SUGGESTED CLASS SIZE**

30

19. **LAB FEES** (if applicable)

None