

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	<b>Contact Name:</b> Jonathan Shorr	<b>Phone:</b> 410-837-6059
<b>DEPARTMENT / DIVISION:</b> School of Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (State Document N action item from Box 3 below and program name OR course name, code, & number as applicable): <b>#8: CMAT 296/Topics in Speech Communication</b>		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall Spring XX Year: 2011		

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

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)		<b>DOCUMENTS REQUIRED</b> (see box 4 below)	<b>IMPACT REVIEWS</b> (see box 5 on back)	<b>APPROVAL SEQUENCE</b> (see box 6 on back)
	1. Experimental Course <sup>1</sup>	N, O, P	a, c, e	AC
	2. Course Title	N, O		ABCD
	3. Course Credits	N, O, (P)		ABCD
	4. Course Number	N, O		ABCD
	5. Course Level	N, O		ABCD
	6. Pre & Co-Requisite	N, O		ABCD
	7. Course Description	N, O, P		ABCDEF
X	8. New Course	N, O, P		ABCDEF
	9. Deactivate a Course	N, O		ABCDEF
	10. Program Requirements	N, O	(b, c, d, e)	ABCDEF
	11a. UG Specialization (24 credits or less)	N, O	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	N, O	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	N, O	a, b, e	ABCDEF
	12. Minor (add or delete)	N, O	a, b, c, d, e	ABCDEF
	13. Closed Site Program	N, O	e	ABCDHIK
	14. Program Suspension	N, O, S	a, e	ABCDEFGIK
	15. Program Reactivation	N, O		
	16a. Certificate Program (ug/g) exclusively within existing degree program	N, O	a, c, e	ABCDEFHIK
	16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	N, O, Q, R, S	a, c, e	ABCDEFHJL
	17. Off-Campus Delivery of Existing Program	N, O, S	a, b, c, e	ABCDHIL
	18a. UG Concentration (exceeds 24 credit hrs)	N, O, S	a, c, d, e	ABCDEFHJL
	18b. Masters Concentration (exceeds 12 credit hrs)	N, O, S	a, c, d, e	ABCDEFHJL
	18c. Doctoral Concentration (exceeds 18 credit hrs)	N, O, S	a, c, d, e	ABCDEFHJL
	19. Program Title Change	N, O, S	a, c, d, e	ABCDEFHJL
	20. Program Termination <sup>2</sup>	N, O, S	d, e	ABCDEFHJL
	21. New Degree Program <sup>3</sup>	N, O, Q, R, S	a, c, d, e	ABCDEFHJL
	22. Other	Varies	Varies	Varies

<b>Box 4: DOCUMENTATION (check boxes of documents included)</b>			
X	N. This Cover Sheet		T. Other
X	O. Summary Proposal	Q. Full 5-page MHEC Proposal	
		R. Financial Tables (MHEC)	
X	P. Course Definition Document	S. Other documents as may be required by MHEC/ USM. See <a href="http://www.ubalt.edu/downloads/program_approval_Grid-USM-10-07.doc">http://www.ubalt.edu/downloads/program_approval_Grid-USM-10-07.doc</a>	

<sup>1</sup> Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.

<sup>2</sup> See USM Policy on the Review and Abolition of Academic Programs (<http://www.usm.edu/regents/bulawa/SectionIII/III702.html>) for list of

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

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<b>DEPARTMENT / DIVISION:</b>	School of Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (State Document N action item from Box 3 and program name OR course name, code, & number as applicable):	<b>#8: CMAT 296/Topics in Speech Communication</b>		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b>	Fall <input type="checkbox"/> Spring <input checked="" type="checkbox"/>	Year: 2011	

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 type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Jonathan Shorr</i>	4/12/10
B. General Education (as required for #7, #8)	<i>Paul Tait</i>	4/29/10
C. Final faculty review body within each School	Chair: <i>Margaret J. Pothack</i>	4/29/10
D. College Dean	Dean: <i>Kay W. Brown</i>	5/3/10
E. Provost and Senior Vice President for Academic Affairs	Provost: <i>Jeffrey K. Arp (Asst. Prov.)</i>	5/18/10
F. Curriculum Review Committee (UFS subcommittee)	Chair:	
G. University Faculty Senate (UFS option)	Chair:	
H. University Council <sup>4</sup>	Chair:	
I. President	President:	
J. Board of Regents – notification only		
K. Board of Regents – approval		
L. MHEC – notification only		
M. MHEC – approval		
N. Middle States Association notification	Required only if the mission of the University is changed by the action	

<sup>4</sup> University Council review (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues

## UNIVERSITY OF BALTIMORE

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

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<b>DEPARTMENT / DIVISION:</b> School of Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (State Document N, Box 3, action item and program name OR course name, code, & number as applicable): <b>#8 New Course CMAT 296/Topics in Speech Communication</b>		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall Spring XX Year: 2011		

O-1: Briefly describe what is being requested:

**Create new course: CMAT 296/Topics in Speech Communication**

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

<b>OLD Title:</b>	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>
<b>NEW Title: Topics in Speech Communication</b>	<b>Course # / HEGIS Code: CMAT 296</b>	<b>Credits: 3</b>

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

*First Year MS*

**In order to meet the needs of FSP students for general education speech communication courses, as well as learning community courses, it's important to be able to offer various speech and oral communication courses from time to time other than those few that are officially on the books. The proposed "Topics" course would allow us to offer courses as needed and also to try out new courses before we formally propose them.**

University of Baltimore

**DOCUMENT P: Required Format for Course Definition Document**

See Course and Program Development Policy and Procedures for Instructions

Include items one through 17 or 18 in your course definition using as much space as needed.

1. Date Prepared: **April 5, 2010**
2. Prepared by: **Jon Shorr**
3. Department/Division: **School of Communications Design**
4. Course Number(s), including HEGIS code(s): **CMAT 296**
5. Course Title: **Topics in Speech Communication**
6. Credit Hours: **3**
7. Catalog Description (Paragraph should reflect general aims and nature of the course)  
  
**Intensive exploration of topics in Speech Communication. The topic studied appears under that name in the course registration schedule. Lab fee required.**
8. Prerequisites: **Depends on course topic and level of difficulty.**
9. Course Purpose (How the course is to be used in the curriculum, e.g, required for major):  
**Lower level general education course for MSB and CLA students.**
10. General Education area, if applicable (i.e., social sciences, humanities, science, etc.):  
**Speech Communication**
11. Course Type / Component (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial, or workshop). This must match PeopleSoft 9.0 coding. *Check with your dean's office if you are unsure of the correct entry:* **Lecture**
12. Faculty qualified to teach the course: **Various full and adjunct faculty, including Carr, Shorr, P.Kopelke, P.Walsh, et al.**
13. Content Outline  
**VARIABLES, DEPENDING ON SPECIFIC COURSE CONTENT.**
14. Learning Goals  
**Any course offered under this umbrella topics course number will meet the university's general education learning goals for speech communication: By the end of the course, students will be able to:**
  - **Identify the variables of the communication process;**
  - **Select appropriate forms of verbal and nonverbal communication and proper channels of communication;**
  - **Develop and organize focused and coherent messages;**
  - **Tailor a message to different audiences and situations;**

- Explain and use primary variables that affect oral delivery;
- Explain strategies for projecting confidence and decreasing anxiety;
- Identify obstacles to effective listening;
- Identify, explain, and employ rhetorical strategies for informing and persuading;
- Discuss issues relating to the ethical responsibilities of communicators.

15. Assessment Strategies

One or more of the following procedures are *recommended* as strategies for assessing the speech communication learning outcomes:

- Students will be given descriptions of a particular audience. Students will present a speech tailored to the demographic, attitudinal, and situational specifics of the audience. The quality of that speech will be determined by means of a rubric that measures the degree to which the speech met the learning outcomes, as stated above.
- Students will be required to give organized informative and persuasive speeches. The quality of those speeches will be determined by means of a rubric that measures the degree to which the speeches met the learning outcomes.
- Students could take communication anxiety surveys at the beginning of the semester, at the end of the semester, and one year after they have completed the course. Lowered communication anxiety would indicate increased confidence in oral communication, a stated goal of the speech communication course.
- A standardized final written examination could be given at the end of each course, testing comprehension of the non-performance learning outcomes.

16. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc., that student must purchase)  
**VARIABLES, DEPENDING ON SPECIFIC COURSE CONTENT.**

17. Suggested class size: **20**

18. Lab Fees (when applicable): **Standard SCD lab fee for speech communication courses.**