

**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 XX <b>Contact Name:</b> Julie Simon <b>Phone:</b> x6061
<b>DEPARTMENT / DIVISION:</b> School of Communication Design
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
7. Modify course description. CMAT 451 Communication Technologies
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall XX Spring <input type="checkbox"/> Year: 2009

<b>Box 1: TYPE OF ACTION</b> ADD(NEW) <input type="checkbox"/> DEACTIVATE <input type="checkbox"/> MODIFY XX OTHER <input type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b> Non-Credit <input type="checkbox"/> Undergraduate XX 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>	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
X	7. Course Description	NOP		ABCDEF
	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	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 <sup>9</sup>	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

<b>Box 4: DOCUMENTATION (check boxes of documents included)</b>				
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	

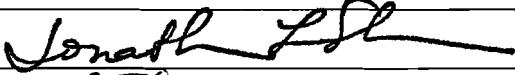
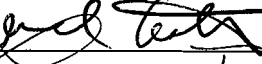
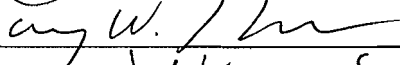
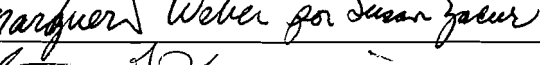

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before 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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<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
7. Change course description. CMAT 451 Communication Technologies

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 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: 	10/2/08
B. Final faculty review body within each School	Chair: 	11/17/08
C. College Dean	Dean: 	11/24/08
D. Provost and Senior Vice President for Academic Affairs	Provost: 	12/1/08
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	12/3/08
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		

**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 (state action item 1-23 and course name &amp; number or program affected):</b>		
7. Change course description. CMAT 451 Communication Technologies		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009		

O-1: Briefly describe what is being requested:

Eliminate the last sentence of the course description:

“Satellite teleconferencing, cable television, desktop publishing, hypermedia, cd-rom, and other new and emerging technologies. Technical development, economic and political factors, potential applications and evaluation of their impact on society. ~~Exposure to state-of-the-art equipment through field trips and guest speakers.~~”

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:</b>	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>

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

Although some sections of the course do include field trips and/or guest speakers, others do not. Deleting this sentence from the course description renders that description more uniformly accurate.

**Required Format for Master Course Document (Document P)**

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Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs  
Effective Date: September 6, 2006  
Reviewed by: University Faculty Senate

Include in your master course document items one through 15 using as much space as needed.

1. Date Prepared – October 7, 2008
2. Prepared by – Julie Simon
3. Department – School of Communications Design
4. Course Numbers – CMAT 451
5. Course Title – Communication Technologies
6. Credit Hours - 3
7. Prerequisites – None
  
8. Course Purpose (example: general education, laboratory, elective) –  
Corporate Communication Requirement
  
9. Rationale – Provides students with an overview of the kinds of technologies that they're likely to bump up against as communication professionals.
  
10. Catalog Description (Paragraph should reflect general aims and nature of the course) -  
Satellite teleconferencing, cable television, desktop publishing, hypermedia, cd-rom, and other new and emerging technologies. Technical development, economic and political factors, potential applications and evaluation of their impact on society.
  
11. Suggested approximate class size – 25
  
12. Content Outline  
[NOTE: THIS IS A REPRESENTATIVE AND NOT A PRESCRIBED SYLLABUS.]

Week 1 - Communication in the Modern Age

Week 2 - Technological Foundations

Week 3 - Print/Early Wired Communication

Print Publishing History

Week 4 - Photography/Motion Pictures

History, Manipulation, Protection

Week 5 - Electromagnetic Spectrum

What is it, and why should you care?

Week 6 - Computers/Wireless/Radio/Television

Leave it to Roll-Oh-dvd

- Week 7 - Broadcasting/Cable/Satellite/ Fiber Optics/Broadband
- Week 8 - Internet/World Wide Web
- Week 9 - New Media I:  
Teleconferencing/Online Learning/Digital Distribution I
- Week 10 - New Media II:  
Social Networks, Wiki's, Blogs/Digital Distribution II- News  
and content delivery
- Week 11 - New Media III:  
Wireless, 3G/On-Line Marketing, Virtual Communities
- Week 12 - Privacy/1st & 4th Amendment Issues
- Week 13 - Copyright/On-line Presentations
- Week 14 - On-line Presentations
- Week 15 - Final Exam

### 13. Learning Goals

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

- Trace the history of communication technology;
- Discuss issues relating to the societal impact of communication technologies;
- Explain strengths and weaknesses of various communication technologies.
- Explain ways that various communication technologies address real world problems.

### 14. Assessment Strategies

[NOTE: THESE ARE REPRESENTATIVE AND NOT PRESCRIBED ASSESSMENT DEVICES AND WEIGHTS.]

Quizzes and other short assignments	30%
Research presentation	30%
Final Exam	30%
Participation	10%

### 15. Text(s) and Materials (example: textbooks, calculator)

There are a variety of textbooks on the subject, among them Mirabito & Morgenstern/*The New Communication Technologies*, Rogers/*Communication Technology*, Schramm/*The Story of Human Communication*, and Williams/*Technology and Communication Behavior*. In addition, there are lots of more current articles in periodicals, journals, and online sources.

### 16. Lab Fees – none

SOCI 430 Physical Anthropology  
SOCI 450 The Sociology of War and Militarism  
SOCI 461 Sociology of Human Sexuality  
SOCI 464 Medical Sociology  
SOCI 481 Preretirement Planning  
SOCI 482 Community Resources of the Aged  
SOCI 485 Aging, Suicide and Death  
SOCI 489 Independent Study in Aging

✓ **Division of Criminology, Criminal Justice and Forensic Studies**

**B.S. in Forensic Studies**

Modify admissions requirements to include spring admission

✓ **Division of Legal, Ethical and Historical Studies**

**B.S. in Community Studies and Civic Engagement**

Establish Information Literacy Requirement

**GRADUATE CURRICULUM**

The following have been approved by CLA Graduate Curriculum Committee and the Liberal Arts Council of the College of Liberal Arts:

**School of Public Affairs**

**Master of Public Administration**

New course – PUAD 704 Managing Diversity (3) elective

**School of Information Arts and Technologies**

**M.S. in Interaction Design and Information Architecture**

Change name and description –

IDIA 619 from Multimedia for the Internet to Interactive  
Multimedia

**School of Public Affairs**

**Master of Public Administration**

Change in program requirements –

Require B or better in PUAD 798 Problem Solving Seminar in  
Public Administration