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 340

Original Course Title:
Survey of Digital Communication

○ PROGRAM ACTIONS

Original Program Title:

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

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

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)
**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>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>impact statement attached</td>
<td></td>
</tr>
<tr>
<td>b. OTS</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>impact statement attached</td>
<td></td>
</tr>
<tr>
<td>c. University Relations</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>impact statement attached</td>
<td></td>
</tr>
<tr>
<td>d. Admissions</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>impact statement attached</td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>impact statement attached</td>
<td></td>
</tr>
</tbody>
</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>11/29/11</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>12/19/11</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td>1/20/12</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. University Council (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>3/09/12</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
</tr>
<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>
</tbody>
</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
- PROGRAM ACTIONS

Original Subject Code/Course Number: CMAT 340  
Original Program Title: 

Original Course Title: Survey of Digital Communication

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

- COURSE ACTIONS
  1. Experimental Course
  2. Course Title
  3. Course Credits
  4. Course Number
  5. Course Level
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  7. Course Description
  8. New Course
  9. Deactivate Course
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  18b. Master's Concentration (exceeds 12 credits)
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  19. Program Title Change
  20. Program Termination
  21. New Degree Program
  22. Other

For changes to existing courses:

OLD TITLE: 

NEW TITLE: 

SUBJECT CODE/COURSE NO.   CREDITS

SUBJECT CODE/COURSE NO.   CREDITS
The School of Communications Design proposes a new course, CMAT 340: Survey in Digital Communication.

CMAT 351 will be deleted from program once current degree completers have matriculated.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The proposed course will be the foundation requirement in the proposed digital communication major. It's a "landscape" course that provides an overview of the discipline. The School of Communication Design has always been unique in its approach to teaching media. We put special emphasis on the synergy of words and images and how they related to specific audiences, which isn't often addressed in communication programs. This course also serves as an introduction to our pedagogy.

It replaces CMAT 351/Project Management I, a foundation requirement in the corporate communication major. That course will be phased out and discontinued as soon as possible.
See Course and Program Development Policy and Procedures (http://www.ubalt.edu/template.cfm?page=257) for instructions.

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 340

5. COURSE TITLE
Survey of Digital Communication

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
Organizations, consumers, and private individuals are flocking to digital communication, leaving traditional media behind. Through case studies, investigation, and projects, this course will examine the strengths and weaknesses of, differences between, and societal consequences of old and new media.

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; major elective for English and integrated arts majors; general elective for other undergraduate students.

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; this must match PeopleSoft 9.8 coding, so check with your dean's office if you are unsure of the correct entry)

Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE

Julie Simon, Jon Shorr, Charity Fox, Stephanie Gibson

13. CONTENT OUTLINE

Weeks 1-3  Digital Media Tools and Products (e.g., blogs, podcasts, streams, RSS feeds, social media platforms)
Weeks 4-6  Reasons for Digital Media's Impact: Theoretical Overview
Weeks 7-8  Digital Media's Impact on the Communications Industries
Weeks 9-10  Digital Media's Impact on Business
Weeks 11-12  Digital Media's Impact on Politics
Weeks 12-13  Digital Media's Impact on Arts, Sciences, and Education
Week 13-14  Social Media Integration

14. LEARNING GOALS

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

- Define and describe the uses of contemporary digital media tools and products.
- Describe the evolution of interactive social media
- Discuss the impact of digital communication technologies on 21st Century communication, business, arts, and culture.

15. ASSESSMENT STRATEGIES

Exams covering communication theory, Smaller writing assignments assessing students understanding of media across audience, Research Paper demonstrating the students understanding and aesthetics of digital media in the 21st century in addition to strong information literacy skills.

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

Media and Culture by Richard Campbell

17. SPECIAL GRADING OPTIONS (if applicable)

none

18. SUGGESTED CLASS SIZE

30

19. LAB FEES (if applicable)

none