The document provides a cover sheet for course and program development at the University of Baltimore. The specific proposal includes the following details:

- **School**: Law
- **Department/Division**: School of Communications Design
- **Proposal Description**: Increase the Corporate Communication major to 120 credits
- **Proposed Semester of Implementation**: Fall 2007

The proposal outlines actions and levels as follows:

<table>
<thead>
<tr>
<th>Box 1: Type of Action</th>
<th>ADD(NEW)</th>
<th>DEACTIVATE</th>
<th>MODIFY</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2: Level of Action</td>
<td>Non-Credit</td>
<td>Undergraduate</td>
<td>Graduate</td>
<td>OTHER</td>
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</table>

**Box 3: Action Items**

- **Experimental Course**: NOP
- **Course Title**: NOP
- **Course Credits**: NOP
- **Course Number**: NOP
- **Course Level**: NOP
- **Pre & Co-Requisite**: NOP
- **Course Description**: NOP
- **New Course**: NOP
- **Deactivate a Course**: NOP
- **Program Requirements**: NO

**Box 4: Documentation**

- **This Cover Sheet**: X
- **Summary Proposal**: X
- **Course Definition Document**: X
- **Full 5-page MHEC Proposal**: X
- **Financial Tables (MHEC)**: X
- **Contract**: X
- **Other**: Varies

The document also includes guidelines for submission, approval, and documentation, emphasizing the importance of comprehensive proposals that address various aspects of the program's impact and requirements.
10. Provide:
   a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
   b. proposed date after which no new students will be admitted into the program;
   c. accommodation of currently enrolled students in the realization of their degree objectives;
   d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
   e. reallocation of funds from the budget of the affected program; and
   f. 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.

<table>
<thead>
<tr>
<th>Box 5: IMPACT REVIEW</th>
<th>SIGNATURES (see procedures for authorized signers)</th>
<th>DATE</th>
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</thead>
<tbody>
<tr>
<td>a. Library</td>
<td>Director or designee:</td>
<td></td>
</tr>
<tr>
<td>(☑ No impact)</td>
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</tr>
<tr>
<td>(☐ Impact statement attached)</td>
<td></td>
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<tr>
<td>b. OTS</td>
<td>CIO or designee:</td>
<td>11/14/06</td>
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<tr>
<td>(☑ No impact)</td>
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<tr>
<td>(☐ Impact statement attached)</td>
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<tr>
<td>c. University Relations</td>
<td>Director or designee:</td>
<td>11/15/06</td>
</tr>
<tr>
<td>(☐ No impact)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(☐ Impact statement attached)</td>
<td></td>
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</tr>
<tr>
<td>d. Admissions</td>
<td>Director or designee:</td>
<td>11/15/06</td>
</tr>
<tr>
<td>(☑ No impact)</td>
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<td></td>
</tr>
<tr>
<td>(☐ Impact statement attached)</td>
<td></td>
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<tr>
<td>e. Records</td>
<td>Registrar or designee:</td>
<td>11/15/06</td>
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<tr>
<td>(☑ No impact)</td>
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<td></td>
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<tr>
<td>(☐ Impact statement attached)</td>
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</table>

<table>
<thead>
<tr>
<th>Box 6: APPROVAL SEQUENCE</th>
<th>APPROVAL SIGNATURES</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department / Division</td>
<td>Chair:</td>
<td>11/14/06</td>
</tr>
<tr>
<td>B. Final faculty review body within each School</td>
<td>Chair:</td>
<td>11/14/06</td>
</tr>
<tr>
<td>C. College Dean</td>
<td>Dean:</td>
<td>11/20/06</td>
</tr>
<tr>
<td>D. Provost and Senior Vice President for Academic Affairs</td>
<td>Provost:</td>
<td>11/27/06</td>
</tr>
<tr>
<td>E. Curriculum Review Committee (UFS subcommittee)</td>
<td>Chair:</td>
<td>12/4/06</td>
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<tr>
<td>F. University Faculty Senate (UFS option)</td>
<td>Chair:</td>
<td></td>
</tr>
<tr>
<td>G. University Council (see #11 above)</td>
<td>Chair:</td>
<td></td>
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<tr>
<td>H. President</td>
<td>President:</td>
<td></td>
</tr>
<tr>
<td>I. Board of Regents – notification only</td>
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<td></td>
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<tr>
<td>J. Board of Regents – approval</td>
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<td></td>
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<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 mission of the University is changed by the action</td>
<td></td>
</tr>
</tbody>
</table>
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 0: SUMMARY PROPOSAL
See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW □ MSB □ YGCLA □ 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 □ Spring □ 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)

<table>
<thead>
<tr>
<th>OLD Title:</th>
<th>Course # / HEGIS Code:</th>
<th>Credits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW Title:</td>
<td>Course # / HEGIS Code:</td>
<td>Credits:</td>
</tr>
</tbody>
</table>

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?
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