

Senate Transmittal
March 6, 2003

The Undergraduate Council reviewed and approved the Integrated Strategic Communications program change.

COLLEGE OF COMMUNICATIONS AND INFORMATION STUDIES

School of Journalism and Telecommunications

B.A. or B.S. – Integrated Strategic Communications

Rationale:

A course in statistics is already a graduation requirement for the College. Two of the first major courses an ISC major takes are ISC 311 and 321, Ethics and Research Methods (often taken together). Statistics is listed as a prerequisite for ISC 321. Therefore, requiring a 3-credit statistics course in the premajor better prepares a student for upcoming major course work.

REQUEST FOR CHANGE IN UNDERGRADUATE PROGRAM

Program Integrated Strategic Communications

Formal Option _____ (if applicable) Or Specialty Field _____ (if applicable)

Department (if applicable) School of Journalism & Telecommunications

College (if applicable) College of Communications & Information Studies

Degree title B.A. or B. S. Bulletin PP 114-115

CIP Code _____ UK ID No. _____ HEGIS Code _____

Accrediting Agency (if applicable) ACEJMC

I. PROPOSED CHANGE(S) IN PROGRAM REQUIREMENTS

1. Particular University Studies Requirements or Recommendations for this program

	<u>Current</u>	<u>Proposed</u>
English Writing		
Communication		
Mathematics		
Area I (Natural Science)		
Area II (Social Science)		
Area III (Humanities)		
Area IV (Cross-disciplinary component)		
Area V (Non-western cultural component)		

2. College Depth and Breadth of Study Requirements (if applicable) (including particular courses required or recommended for this program) NOTE: To the extent that proposed changes in 2 through 6 involve additional courses offered in another program, please submit correspondence with the program(s) pertaining to the availability of such courses to your students.

<u>Current</u>	<u>Proposed</u>

3. Premajor or Preprofessional Course Requirements (if applicable)

<u>Current</u>	<u>Proposed</u>
PSY 100	PSY 100
ISC 261 or JOU 204	ISC 261 or JOU 204 any STA course (STA 200, STA 291, or other 3-credit statistics course)

Total Hours _____

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4. Credit Hours Required

<u>Current</u>	<u>Proposed</u>
120	120

Total Required for Graduation 120

b. Required by level

100 200 300 400-500

c. Premajor or Preprofessional (if applicable)

f. Hours Needed for a Particular Option Or Specialization (if applicable)

d. Field of Concentration (if applicable)

g. Technical or Professional Support Electives (if applicable)

e. Division of Hours Between Major Subject and Related Field (if applicable)

h. Minimum Hours of Free or Supportive Electives (Required)

Major or Professional Course Requirement:

<u>Current</u>	<u>Proposed</u>
_____	_____
_____	_____
_____	_____

6. Minor Requirements (if applicable)

<u>Current</u>	<u>Proposed</u>
_____	_____
_____	_____
_____	_____

Total Hours _____

7. Rationale for change(s): (If rationale involves accreditation requirements, please include specific references to those requirements.)

A course in statistics is already a graduation requirement for the College.
Two of the first major courses an ISC major takes are ISC 311 & 321. Ethics & Research Methods (often taken together). Statistics is listed as a prerequisite for ISC 321.
Therefore, requiring a statistics course in the premajor better prepares a student for upcoming major course work.

Cathy

This has been approved
by faculty 2/10/03
Scodie

TO:

Members of the ISC faculty request approval of this revision of premajor requirements for the ISC major.

ISC Premajor Requirements

Completion of ISC 161, ISC 261/JOU 204 (double counted), PSY 100, and a statistics course (eg, STA 200, STA 291, STA 292) with a GPA of 3.0 on these courses.

Reason: Students' performance in these courses is a good indicator of their success in the major.

ISC 261/JOU 204 are intensive writing courses which require students to develop professional writing styles. Their performance in these courses correlates with their success in the major.