

**PROPOSED CHANGES TO THE COMMUNICATION AND LEADERSHIP DEGREE PROGRAM IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020***

**TYPE OF CHANGE:**<sup>1</sup>    Academic Change  
                                   Degree Program Change (THECB<sup>2</sup> form required)

**PROPOSED CLASSIFICATION:**<sup>3</sup>         Exclusive         General         Major

**1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED.**

- |  |   |  |
|--|---|--|
| • Is this a new degree program?                                  | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> |
| • Is this program being deleted?                                 | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> |
| • Does the program offer courses that will be taught off campus? | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> |
| • Will courses in this program be delivered electronically?      | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/>            |

**2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR EACH INDIVIDUAL CHANGE:**

Policies that already existed, but have been moved to college-level section (policy may be edited in its new location. Appears struck-through and in red.)

- A. Policies regarding minimum amount of upper division coursework, maximum amount of transfer credit counted toward the degree, and maximum amount of hours in a single field of study are Moody College-wide policies and have been moved to Academic Policies and Procedures.
- B. The item under Major Requirements regarding taking courses on the pass/fail basis has been moved to Academic Policies and Procedures.
- C. The paragraph under Special Requirements of the Major referring to earning a C in coursework has been moved to Academic Policies and Procedures with some minor changes indicated there.

Policies that moved within this section (policy may be edited in the new location. Appears struck through and in red in its old location; underlined and in red in its new location. New text/policy is underlined and in black.)

- D. We have re-ordered the Prescribed Work section to match the other Moody College degrees.
- E. The already-existing policy that students must take six hours of coursework in Moody but outside of their major coursework has been moved from Major Requirements to Prescribed Work.
- F. The entire Special Requirements of the Major section has been moved to appear below the Major Requirements section to improve flow and clarity.
- G. The rule regarding 15 hours of upper-division coursework has been moved from Major Requirements to Special Requirements of the Major.

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Changes to the degree requirements/policies (Appears in the standard way: old policies/text are struck through; new policies/text are underlined)

- H. Included creative writing in the first requirement under “Prescribed Work” in order to clarify that students may take courses under the field of study CRW, which are offered by the Department of English.
- I. The Moody College is revising its foreign language requirement to give students an option to complete this requirement with a mix of language and culture courses (in addition to the already existing option for intermediate proficiency) in order to broaden the concept of foreign language study to better meet the needs of students in our communication fields of study.
- J. Changing the field of study and course numbers associated with the four foundational courses. The CLD field of study was approved by the Registrar’s Office in August, 2017 and we will add these courses to the inventory in Fall 2017.
- K. Adding new courses to the list that will satisfy the requirement of twelve hours focusing on Communication Foundations. This incorporates a broader range of subjects with a focus on leadership and will allow students greater flexibility in fulfilling this requirement.
- L. Adding additional courses to the list that will satisfy the requirement of twelve hours exploring Social Issues. This incorporates a broader range of topics with a focus on leadership and will allow students greater flexibility in fulfilling this requirement.
- M. Removing base topics courses RTF 359, GOV 365N, and SOC 321K from the lists of approved courses, and replacing base topics courses WGS 340, P A 325, RTF 365, and RTF 342 with the following numbered topics: WGS 340 topic 53, P A 325 topic 1, RTF 365 topic 13, and RTF 342 topic 8, so that the Communication and Leadership degree administrators can approve these courses’ unnumbered topics for credit on a petition-only basis.
- N. Updating the course numbers for ADV 378 topics 17 and 23, which are receiving stand-alone course numbers ADV 320 and ADV 332 in the Fall 2017 inventory cycle.
- O. Removing P R 348 as course option since it has prerequisites that are restricted to P R majors.
- P. The paragraph under Special Requirements of the Major referring to a 2.25/2.0 GPA is no longer a policy in the Moody College and has been struck.
- Q. Including new language restricting Communication and Leadership majors from declaring a second major in Communication Studies, since the degrees have significant overlap in coursework, though with different focuses.

Text edits (Appears in the standard way: old policies/text are struck through; new policies/text are underlined)

- R. Removed superfluous text explaining the goals of the degree. This is not appropriate for the catalog.
- S. Made text edits in introductory paragraph to provide more clarity.
- T. Made text edits in Core Curriculum paragraph for clarity.

- U. Updated the paragraph regarding the Communication and Culture requirement for clarity and to more accurately reflect our current practices.
- V. Order and Choice of Work has been updated for accuracy.
- W. In Order and Choice of Work, we have removed the rules stating that first-year students may not take two beginning foreign language courses in the same semester and they may not take more than eight semester hours in one department. These polices are obsolete.
- X. The text has been edited for typos, unclear wording, and inaccuracies.

**3. THIS PROPOSAL INVOLVES: (Please check all that apply)**

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Courses in other colleges                    | <input type="checkbox"/> Courses in proposer’s college that are frequently taken by students in other colleges  | <input checked="" type="checkbox"/> Flags  |
| <input type="checkbox"/> Course in the core curriculum                           | <input type="checkbox"/> Change in course sequencing for an existing program  | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input checked="" type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) |  |

**4. SCOPE OF PROPOSED CHANGE:**

- a. Does this proposal impact other colleges/schools? Yes  No   
 If yes, then how would you do so?  
 We will be adding courses from other colleges to our list of acceptable courses for credit in the degree.
- b. Do you anticipate a net change in the number of students in your college? Yes  No   
 If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes  No   
 If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes  No   
 If yes, please indicate the number of students and/or class seats involved.  
 20 – 100 students

**If 4 a, b, c, or d was answered with yes, please answer the following questions:  
 If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.**

How many students do you expect to be impacted? Given the number of course options given, the impact on other colleges/schools will be quite minimal. However, we did notify the departments that their courses will be included in the major and their responses are below.

Impacted schools must be contacted and their response(s) included:

College of Liberal Arts, Department of Sociology  
 Person communicated with: Robert Crosnoe  
 Date of communication: March 29, 2017

Response: No objection

College of Natural Sciences, School of Human Ecology

Person communicated with: Leanne Field

Date of communication: April 7, 2017

Response: No objection

College of Liberal Arts, Department of Government

Person communicated with: Robert Moser

Date of communication: April 18, 2017

Response: No objection

College of Education, Applied Learning and Development

Person communicated with: Richard Hogeda

Date of communication: April 11, 2017

Response: No objection

- e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain: No

**If yes, Undergraduate Studies must be informed of the proposed changes and their response included:**

Person communicated with:

Date of communication:

Response:

- f. Will this proposal change the number of hours required for degree completion? No

Note: THECB Semester Credit Hour Change Form required, download from URL:

<http://www.thecb.state.tx.us/reports/DocFetch.cfm?DocID=2419&format=doc>

If yes, explain:

## 5. COLLEGE/SCHOOL APPROVAL PROCESS

Department approval date: May 8, 2017 Approved by whom: Karin Wilkins, Associate Dean/Head of Faculty Committee

College approval date: September 5, 2017 Approved by whom: Moody College Administrative Cmtee.

Dean approval date: September 11, 2017 Approved by whom: Jay Bernhardt, Dean

## PROPOSED NEW CATALOG TEXT:<sup>4</sup>

### BACHELOR OF SCIENCE IN COMMUNICATION AND LEADERSHIP

To be awarded the degree of Bachelor of Science in Communication and Leadership, the candidate must complete 120 semester hours of coursework and must fulfill the University's General Requirements for graduation, ~~and the Core Curriculum requirements, the college graduation requirements given in Special Requirements of the College, and the requirements and policies listed given in Academic Policies and Procedures, and the requirements given in Special Requirements of the Major, Prescribed Work, and Major Requirements below, and Special Requirements of the Major, below.~~

~~The Bachelor of Science in Communication and Leadership is an interdisciplinary program, with an emphasis on philanthropy, administered within the Moody College of Communication. The program provides majors with 1) knowledge of the theories and practices of ethical leadership; 2) communication foundations in necessary skills and expertise; 3) an interdisciplinary understanding of social challenges and innovative communication strategies; and 4) experience applying this knowledge of ethical leadership and strategic communication to promote beneficial social~~

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change through philanthropic intervention. This degree prepares students for civic leadership, public service, philanthropic administration, and corporate social responsibility.

### Core Curriculum

All students must complete the University's Core Curriculum, as well as the requirements for the Bachelor of Science in Communication and Leadership listed below under Prescribed Work. In some cases, a course required for the Bachelor of Science in Communication and Leadership may also be counted toward the core curriculum; these courses are identified below.

### Prescribed Work

~~1. Students must demonstrate intermediate proficiency in a single foreign language. Courses taken to meet this requirement may not be taken on the pass/fail basis. Credit may be earned by examination for any part of a foreign language sequence. An extensive foreign language testing program is available at the University. Students with knowledge of a language are encouraged to take appropriate tests both to earn as much credit as possible and to be placed at the proper level for further study. Students should consult with an academic adviser for information on testing.~~

~~1. Three semester hours in English or creative writing or rhetoric and writing in addition to the courses required by the core curriculum.~~

~~2. At least six semester hours of course work in the Moody College of Communication excluding communication courses used to meet the communication and leadership major requirements.~~

~~2. Three courses with a writing flag; one course with a quantitative reasoning flag; one course with a global cultures flag; one course with a cultural diversity in the United States flag; one course with an ethics and leadership flag; and one course with an independent inquiry flag. The same course cannot be used to satisfy the global cultures and cultural diversity flags even if the course carries both flags. Courses that fulfill flag requirements are identified in the Course Schedule. They may also be used to fulfill other degree requirements.~~

~~3. Three semester hours in English or rhetoric and writing in addition to the courses required by the core curriculum.~~

~~3. Three semester hours of coursework in the Moody College of Communication dealing with the study of communication issues concerning at least one minority or non-dominant group within the United States. Courses that fulfill this requirement may also be used to fulfill other degree requirements. A partial list of these communication and culture courses is given in the Communication and Culture Requirement section under the Moody College of Communication's Degrees and Programs section; a complete list is available from on the college's Student Advising Office website before registration for each semester and summer session. The courses are also identified in the Course Schedule.~~

~~4. Three courses with a writing flag; one course with a quantitative reasoning flag; one course with a global cultures flag; one course with a cultural diversity in the United States flag; one course with an ethics and leadership flag; and one course with an independent inquiry flag. The same course cannot be used to satisfy the global cultures and cultural diversity flags even if the course carries both flags. Courses that fulfill flag requirements are identified in the Course Schedule. They may also be used to fulfill other degree requirements.~~

~~4. Students must demonstrate intermediate proficiency in a single foreign language. Students must satisfy a foreign language and culture requirement in one of the following ways: (a) Demonstrating intermediate proficiency in a single foreign language; (b) Taking two consecutive courses in one language and one approved culture course in a culture that is relevant to the language. A list of approved culture and language courses and combinations will be posted on the Student Advising website before registration for each semester and summer session. Courses taken to meet this requirement may not be taken on a the pass/fail basis. Credit may be earned by examination for any part of the foreign language requirement. An extensive foreign language testing program is available at the University. Students with knowledge of a language are encouraged to take appropriate tests both to earn as much credit as possible and to be placed at the proper level for further study. Students should consult with an academic adviser for information on testing.~~

~~5. Three semester hours of coursework in the Moody College of Communication dealing with the study of communication issues concerning at least one minority or non-dominant group within the United States. Courses that fulfill this requirement may also be used to fulfill other degree requirements. A partial list of these communication and culture courses is given in the Communication and Culture Requirement section under the Moody College of Communication's Degrees and Programs section; a complete list is available from the college's Student Advising Office before registration for each semester and summer session. The courses are also identified in the Course Schedule.~~

- 5. At least six semester hours of course work in the Moody College of Communication excluding communication courses used to meet the communication and leadership major requirements.
- ~~6. At least 36 semester hours of upper division coursework.~~
- 6. Thirty six hours of coursework, as described in Major Requirements, below.
- 7. Enough additional coursework to make a total of 120 semester hours.
- 8. ~~No more than 36 hours in any other single field may be counted toward the degree.~~
- 9. ~~No more than 60 hours of Moody College of Communication coursework may count toward the degree.~~

**Special Requirements of the Major**

~~To enroll in upper division communication courses, a student must have a University grade point average of at least 2.25 and a grade point average in courses in the Moody College of Communication of at least 2.00. Students who do not fulfill this requirement will be dropped from upper division communication courses, normally before the twelfth class day. This requirement is waived for the transfer student during the first semester of coursework, while he or she is establishing a University grade point average.~~

~~In addition, a student with a major in communication and leadership must have a grade of at least C in each course taken in the Moody College of Communication that is counted toward the degree; if the course is offered on the pass/fail basis only, the student must have the symbol CR.~~

**Major Requirements**

The major requires ~~thirty-six [36]~~ thirty-six [36] hours of coursework across ~~the~~ three designated areas, of which at least fifteen hours must be upper-division:

- 1. ~~Twelve hours of communication and leadership core major courses from the four required core courses.~~ Communication Leadership, Communication and Leadership 301, 321, 351, 371

<b>Requirements</b>		<b>Hours</b>
COM 301L	Introduction to Communication and Leadership	3
COM 320L	Seminar on Communication and Leadership	3
COM 351L	Internship in Communication and Leadership	3
COM 370L	Capstone Course in Communication and Leadership	3

- 2. ~~Twelve hours focusing on communication foundations.~~

~~Communication Foundations.~~

~~Students should consult the Student Advising Office for additional information regarding the coursework that meets major requirements. The courses that may be counted toward this section include 12 Twelve semester hours chosen from the following courses in the Moody College of Communication: Advertising 304, 320, 332; Communication Studies 306M, 310K, 313M, 315M, 316L, 320, 321D, 322E, 332, 332K, 333, 337, 335, 338, 341, 353S, 372K; Journalism 331F, 358C.~~

<b>Requirements</b>		<b>Hours</b>
ADV 304	Advertising on the Internet	3
ADV 378	Advanced Studies in Advertising (Topic 17)	3
ADV 378	Advanced Studies in Advertising (Topic 23)	3
CMS 306M	Professional Communication Skills	3
CMS 310K	Team-Based Communication	3
CMS 313M	Organizational Communication	3
CMS 315M	Interpersonal Communication Theory	3
CMS 316L	Interviewing Principles and Practices	3
CMS 320	Advanced Presentation Skills	3

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CMS 321D	Communicating for Development and Philanthropy	3
CMS 322E	Communication Ethics	3
CMS 332	Argumentation and Advocacy	3
CMS 332K	Theories of Persuasion	3
CMS 333	Case Studies in Argumentation	3
CMS 335	Strategic Sales and Event Planning	3
CMS 338	Leadership Stories	3
CMS 372K	Advanced Organizational Communication	3
P-R 348	Public Relations Techniques (Topic 5)	3

**3. Twelve hours of interdisciplinary courses that explore critical social issues.**

Social Issues.

Students should consult the Student Advising Office for additional information regarding the coursework that meets major requirements. The courses that may be counted toward this section include 12 Twelve semester hours chosen from the following: Advertising 334, 378.26; Communication Studies 332D, 340K, 342K, 344K, 347K, 354, 372T; Communication Sciences and Disorders 378D; Journalism 336F, 313P, 338J, 341F, 341J, 346G, 348D, 351F, 355F; Radio-TV-Film 323C, 342.8, 365.13; Public Health 317; Social Work 310, 325; Public Affairs 325.1; Applied Learning and Development 327; Women’s and Gender Studies 340.53; Government 351L or Core Texts and Ideas 325; Government 337M.7, 357M.8; Sociology 308K, 321G, 336D, 352, 369K.

<b>Requirements</b>		<b>Hours</b>
<b>Moody College of Communication</b>		
ADV 378	Advanced Studies in Advertising (Topic 26)	3
CMS 340K	Communication and Social Change	3
CMS 342K	Political Communication	3
CMS 347K	Rhetoric of Popular Culture	3
CMS 354	Conflict Resolution	3
CMS 372F	Time Matters	3
J-341J	Minorities and the Media	3
J-351F	Journalism, Society, and the Citizen Journalist	3
RTF 323C	Screening Race	3
RTF 342	Topics in Global Media	3
RTF 359	Studies in Media and Culture	3
RTF 365	Topics in Media and Society	3
<b>School of Social Work</b>		
S-W 310	Introduction to Social Work and Social Welfare	3
S-W 325	Foundations of Social Justice	3

Lyndon B. Johnson School of Public Affairs

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PA 325	Topics in Policy	3
College of Liberal Arts		
WGS 340/GOV 365N	Cross-Cultural Topics in Women's and Gender Studies	3
GOV 351L/CTI 325	Morality and Politics	3
SOC 308K	Social Change and the Future	3
SOC 321K	Contemporary Issues in Sociology: Special Topics	3
SOC 352	Social Movements	3
SOC 369K	Population and Society	3

- ~~1. At least six semester hours of coursework must be taken in the Moody College of Communication. These courses may not be used to meet the Communication Leadership, Communication Foundations and Social Issues requirements.~~
- ~~2. At least 15 hours must be upper-division coursework.~~
- ~~3. No Moody College of Communication course to be counted toward the degree may be taken on the pass/fail basis, unless the course is offered only on that basis.~~

### Special Requirements of the Major

To enroll in upper-division communication courses, a student must have a University grade point average of at least 2.25 and a grade point average in courses in the Moody College of Communication of at least 2.00. Students who do not fulfill this requirement will be dropped from upper-division communication courses, normally before the twelfth class day. This requirement is waived for the transfer student during the first semester of coursework, while he or she is establishing a University grade point average.

~~In addition, a student with a major in communication and leadership must have a grade of at least C in each course taken in the Moody College of Communication that is counted toward the degree; if the course is offered on the pass/fail basis only, the student must have the symbol CR.~~

A student may not earn both the Bachelor of Science in Communication and Leadership and a Bachelor of Science in Communication Studies.

### **Order and Choice of Work**

#### **First Year**

- The student must take three courses from the following group each semester:
  - Rhetoric and Writing 306.
  - Undergraduate Studies 302 or 303
  - Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, visual and performing arts, and science and technology requirements of the core curriculum.
  - Courses in a foreign language.
  - Courses that meet flag requirements.
- Enough additional coursework to raise the student's course load to fifteen [15] or sixteen [16] hours each semester. Courses should be chosen with the guidance of a college adviser.

~~First-year students may not take two beginning foreign language courses in the same semester. First-year students may not take more than eight semester hours in one department.~~

#### **Second Year**

- The student should take three courses from the following group each semester; four are recommended:
  - English 316L, 316M, 316N, or 316P and any three-semester-hour course in English, creative writing, or rhetoric and writing.



- b. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, visual and performing arts, and science and technology requirements of the core curriculum.
  - c. Courses in the foreign language, unless the language requirement has been fulfilled.
2. Communication and Leadership 301~~L~~<sub>2</sub> and a course from Communication Foundations.
  3. Two courses that meet flag requirements.
  4. Enough additional coursework, if needed, to raise the student's course load to fifteen [~~15~~] or sixteen [~~16~~] hours each semester. Courses should be chosen with the guidance of a college academic adviser.

**Third Year**

1. Two courses that meet flag requirements.
2. Any remaining courses in the core curriculum and the prescribed work.
3. Courses from the Communication Foundations and Social Issues areas to fulfill the major requirements. Courses should be chosen with the guidance of a college academic adviser.
4. Communication and Leadership 321~~0L~~ and 351~~L~~, if the prerequisites have been met.
5. Upper-division electives chosen to support the major.

**Fourth Year**

1. Communication and Leadership 371~~0L~~
2. Upper-division electives chosen to support the major.
3. Any remaining major requirements from the Communication Foundations and Social Issues areas. Courses should be chosen with the guidance of a college academic adviser.
4. Any remaining flag requirements.
5. Any remaining courses in the core curriculum and the prescribed work.

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<sup>1</sup> See <https://facultycouncil.utexas.edu/degree-program-changes> for detailed explanations.

<sup>2</sup> Submit required Texas Higher Education Coordinating Board forms to the provost's office ([lydia.cornell@austin.utexas.edu](mailto:lydia.cornell@austin.utexas.edu)); downloadable from URL <https://facultycouncil.utexas.edu/theeb-forms>

<sup>3</sup> **EXCLUSIVE:** of *exclusive* application and of primary interest only to a single college or school ("no protest" period is *seven calendar days*); **GENERAL:** of *general* interest to more than one college or school (but not for submission to the General Faculty) ("no protest" period is *fourteen calendar days*); *major* legislation must be submitted to the General Faculty for adoption ("no protest" period is *fourteen calendar days*).

<sup>4</sup> The proposed text should be based on the text of the current catalog available at:

<http://catalog.utexas.edu/undergraduate/>

**Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes, and do not include hyperlinks in the catalog copy.** Submit form electronically to the Office of the General Faculty and Faculty Council at [fc@austin.utexas.edu](mailto:fc@austin.utexas.edu). For questions on completing this section, please contact Victoria Cervantes, [vc@austin.utexas.edu](mailto:vc@austin.utexas.edu), 471-5934 or Brenda Schumann, [brenda.schumann@austin.utexas.edu](mailto:brenda.schumann@austin.utexas.edu), 475-7654.