Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT
C O M
(e.g., CIS)

COURSE NO.
2 2 5
(e.g., 1301)

CREDIT HOURS
3

TERM TO BE ADDED TO THE FILE
Fall 2010

CLASS HOURS
45/semester

LECTURE HOURS
45/semester

LAB HOURS

CONTACT HOURS
(CEU ONLY)

DEPARTMENT
Humanities and Communication

SCHEDULE TYPE
Lecture (A)

(e.g., Computer Science)

(e.g., Lecture, Lab or Special Topics/Project)

☐ COLLEGE OF AERONAUTICS - 23
☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS - 25
☐ NATHAN M. BISK COLLEGE OF BUSINESS - 24
☐ COLLEGE OF SCIENCE - 26
☐ COLLEGE OF ENGINEERING - 1
☐ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

COMPUTER TITLE
Limited to 25 characters, including spaces
Writing for Media

CATALOG TITLE
Writing for Media

CATALOG DESCRIPTION OF COURSE
Restricted to 250 characters, including spaces

Focuses on writing for a wide variety of media. Assists development and improvement of professional media writing skills. Covers the importance of the various writing approaches required for specific audiences and media organizations.

In addition, please attach a course syllabus and/or more detailed description.

REQUIREMENTS
☒ Prerequisite
COM 1102

☐ Corequisite
Course Number

GRADES TO BE ISSUED
☒ A, B, C, D, F

☐ A, B, C, D, E, CEU

☐ CEU

☐ S, U

☐ P, F

☐ Other

ADDITIONAL RESTRICTION

(e.g., Major, Class level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT
Alpha Prefix (e.g., CIS)

COURSE NO.
(e.g., 1301)

APPROVALS: Upon completion of appropriate departmental/approval process, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval. Below and forward to Catalog Director.

Chair, Graduate Council
3/15/10

Date

Chair, Undergraduate Curriculum Committee
Date

Registar's Use Only

SCARES
SCADET
SCAPPRE

SCARRES
Operator Init.
Date

Catalog Director

DISTRIBUTION
Florida Institute of Technology • Office of the Registrar
150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-8114 • Fax (321) 674-7827

ROR-003-409
SAMPLE SYLLABUS
Writing for the Media
COM 2225

Professor: Heidi Hatfield Edwards, Ph.D.
Office: 623 Crawford Science Tower
Phone: 321-674-7492 (office)
321-726-0945 (home)
Email: heidihat@fit.edu

Office hours: Monday: 1:30 to 3:30 p.m.
Tuesday: 1:30 to 3:30 p.m.
Other times by appointment

Required:

Writing for the Mass Media, 7th ed.
By James Glen Stovall
Published by Pearson Education, Inc., 2009
ISBN 0-205-62784-6

The Associated Press Stylebook (most recent edition)

Other materials available on ANGEL or as handouts for your reference.

Recommended:
- Local or national daily newspapers

Catalog Description: Writing for the Media

Writing for Media focuses on writing and is designed to assist students in developing and improving professional writing skills in many forms and for a wide variety of media. Students will learn the importance of different writing approaches required for specific publics and news media organizations.

Course Objectives

The goals of COM 2225 are to produce students who can:
- locate, read, and evaluate research materials;
- develop newsworthy story ideas;
- write clear, concise copy that is accurate and logically organized;
- write in a variety of formats commonly used by professional communicators, including: pitch letters, news stories, position papers, backgrounders, public service announcements, and others.
Grading

Final grades will be determined as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing Assignments/Quizzes</td>
<td>30</td>
</tr>
<tr>
<td>Tests (3 x 10%)</td>
<td>30</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>10</td>
</tr>
<tr>
<td>Final Portfolio</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

Numerical grades will translate to letter grades as follows: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F.

**NOTE:** LATE ASSIGNMENTS WILL **NOT BE ACCEPTED.** MISSED ASSIGNMENTS WILL RESULT IN A ZERO GRADE FOR THE ASSIGNMENT UNLESS YOU HAVE MADE PRIOR ARRANGEMENTS WITH THE INSTRUCTOR.

*Writing Assignments/Quizzes (30%):*
You will write in a number of different formats and for all types of media. Your writing assignments will involve practical applications of techniques discussed in lecture. These assignments will allow you to hone your skills as you learn new techniques, which you will then apply to your final project (portfolio). Quizzes may be given as necessary.

*Tests (3 at 10% each):*
Questions for the tests will be taken from the readings, class notes, and class discussion.

*Participation (10%):*
You are expected to attend every class as if you were working full-time in a media agency or in the communication department of a corporate environment. You must be present to participate, which counts for 10% of your grade. If you must be absent, please notify me in advance by phone or email. Poor attendance will make keeping up with weekly assignments, the project, etc. very difficult. In-class assignments cannot be made up.

*Final Portfolio (30%):*
By the middle of the semester you are expected to choose a topic for which you can complete writing samples in the various styles and techniques practiced throughout the semester. The final portfolio will include (but is not limited to) the following:

- News story for print and Web
- Feature story for print and Web, including visuals/cutlines
- News release
- Television and radio PSAs or advertisements
Academic Integrity

Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception. Cheating, including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work, or passively allowing others to copy your work, will result in academic penalties at the discretion of the instructor (see below).

As students studying communication, you should understand and avoid plagiarism (presenting the work of others as your own). A discussion of plagiarism, with examples, can be found at: www.psu.edu/dept/english/comp/plagiarism.html.

The Florida Tech rules and policies regarding academic integrity should be reviewed by every student. Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with me.

Each of you should be committed to academic honesty. Cheating in any form compromises your grade and lowers the quality of your diploma. I will not tolerate cheating in this class. Honor Code standards will be in force during all assignments, which are assumed to be your work and your work alone. Any questionable behavior will result in a zero score for the assignment in question and/or lowered course grade or failure of the entire course.

Students with Special Needs

At the beginning of the term, students should let me know about any hearing or vision impairment and/or any other disabilities that require special consideration.

General Comments

Please be considerate. Here are a few guidelines I expect you to follow:

- Arrive to class early or on time!!! It is disruptive for the entire class when you arrive late. Class begins promptly at the designated start time.
- Cell phones are strictly forbidden. If you have one, leave it at home or turn it off before entering the classroom. Texting during lecture/discussion will result in an absence for the day.
- No computer use is permitted during lecture/discussion unless.
- No food or drink in the computer lab.
- During lab time DO NOT instant message, send or check email, browse the Internet, work on other assignments, or any other activity not relevant to the class assignment. When you are in this class, be in the class and pay attention. Regardless of how unobtrusive you think you are, you are being disruptive and disrespectful to the instructor and to your classmates.

Let's have a great semester!
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Chapter/Readings</th>
<th>Assignment/Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction/Syllabus</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Writing for the media: Understanding Differences</td>
<td>Chapter 1</td>
<td>Personal bio statement</td>
</tr>
<tr>
<td>2</td>
<td>Basic tools of writing</td>
<td>Chapter 2</td>
<td>In class writing exercises/quiz</td>
</tr>
<tr>
<td>3</td>
<td>Styles/Styleguides for Media</td>
<td>Chapter 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Selections from AP Stylebook</td>
<td></td>
<td>Revising for AP style; AP style quiz</td>
</tr>
<tr>
<td>4</td>
<td>The Media Environment</td>
<td>Chapter 4</td>
<td>Deadline writing assignment</td>
</tr>
<tr>
<td></td>
<td>Ethics Discussion 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Test 1</td>
<td>Test 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Basic News Writing (Intro)</td>
<td>Chapter 6</td>
<td>Lead writing exercise</td>
</tr>
<tr>
<td>6</td>
<td>Basic News Writing: Story structure, editing, feature writing</td>
<td>Chapter 6</td>
<td>News writing assignment 1</td>
</tr>
<tr>
<td></td>
<td>News Writing, cont (news lab)</td>
<td></td>
<td>News writing assignment 2</td>
</tr>
<tr>
<td>7</td>
<td>Test 2</td>
<td>Test 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Writing for the Web: Fundamentals</td>
<td>Chapter 7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>The Web and Journalism</td>
<td>Chapter 8</td>
<td>Web writing exercise</td>
</tr>
<tr>
<td>9</td>
<td>Writing for Broadcast: Radio</td>
<td>Chapter 9</td>
<td>Radio script assignment</td>
</tr>
<tr>
<td></td>
<td>pages 209-217</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Writing for Broadcast: Television</td>
<td>Chapter 9</td>
<td>Television script assignment</td>
</tr>
<tr>
<td></td>
<td>Pages 217-224</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Test 3</td>
<td>Test 3</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Writing Advertising Copy</td>
<td>Chapter 10</td>
<td>Ad copy assignment</td>
</tr>
<tr>
<td>13</td>
<td>Writing for Public Relations</td>
<td>Chapter 11</td>
<td>News release assignment</td>
</tr>
<tr>
<td>14</td>
<td>Legal and Ethical Implications</td>
<td>Chapter 12</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Portfolio Presentations</td>
<td>Writing portfolio due</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Final Exam</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This schedule is current as of 2/22/2010. The timeline may change as the semester progresses. If changes are necessary, they will be announced in advance and a revised schedule posted to ANGEL.
### Florida Institute of Technology

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<thead>
<tr>
<th>SUBJECT</th>
<th>COM</th>
<th>COURSE NO.</th>
<th>4 7 7 7</th>
<th>CREDIT HOURS</th>
<th>3</th>
<th>TERM TO BE ADDED TO THE FILE</th>
<th>Fall 2010</th>
</tr>
</thead>
</table>

**CLASS HOURS**
- 45/semester
- LECTURE HOURS, 45/semester
- LAB HOURS
- CONTACT HOURS (CEU ONLY)

**DEPARTMENT** Humanities and Communication
- (e.g., Computer Sciences)
- SCHEDULE TYPE Lecture (A)
- (e.g., Lecture, Lab or Special Topics/Project)

- [ ] COLLEGE OF AERONAUTICS - 23
- [ ] COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS - 25
- [ ] NATHAN M. BISK COLLEGE OF BUSINESS - 24
- [ ] COLLEGE OF SCIENCE - 25
- [ ] COLLEGE OF ENGINEERING - 1
- [ ] EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

**COMPUTER TITLE** Restricted to 25 characters, including spaces
- Sr Des Project

**CATALOG TITLE** Senior Design Project

**CATALOG DESCRIPTION OF COURSE** Restricted to 350 characters, including spaces

Requires development and presentation of a real-world team project. Includes a comprehensive plan from conceptualization, proposal writing, research and strategic planning through the design/writing of communication materials, plan execution and research evaluation. Culminates in a written report and oral presentation.

In addition, please attach a course syllabus and/or more detailed description.

**RESTRICTIONS**
- [x] Prerequisite: COM 4430
- [ ] Corequisite: __________

**GRADES TO BE ISSUED**
- [x] A, B, C, D, F
- [ ] A, B, C, D, F, CEU
- [ ] CEU
- [ ] S, U
- [ ] P, F
- [ ] Other

**ADDITIONAL RESTRICTION**
- Department Approval
- (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date the course may be removed from the system.

**SUBJECT** Alpha Prefix (e.g., CSE) 

<table>
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<tr>
<th>COURSE NO.</th>
<th>4 7 7 7</th>
</tr>
</thead>
</table>

**Applicant**

Edwards

3/1/10

Chairs, Graduate Council

Date

**Department Head/Program Chair**

3/17/10

OR

**Dean or Associate Dean**

3/17/10

Chairs, Undergraduate Curriculum Committee

Date

**CATALOG DIRECTOR**

These changes/additions have been made for the University Catalog/policy management system and entered into the BANNER term named above.

<table>
<thead>
<tr>
<th>SCARCSE</th>
<th>SCADEN</th>
<th>SCARREQ</th>
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<tbody>
<tr>
<td>SCARES</td>
<td>Operator Init.</td>
<td>Date</td>
</tr>
</tbody>
</table>

**DISTRIBUTION**

Original - Registrar

Copy - Academic Unit

Florida Institute of Technology • Office of the Registrar

150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-8114 • Fax (321) 674-7927

RDR 058-000
SAMPLE SYLLABUS
Senior Design Project
COM 4777

Professor: Heidi Hatfield Edwards, Ph.D.
Office: 623 Crawford Science Tower
Phone: 321-674-7492 (office)
Email: heidihat@fit.edu
Office hours: Days/times and by appointment

Texts

Required:

*The Strategic Communications Planning eBook*
By Dan Fleet
This is a free ebook, available at: [http://davefleet.com/2008/08/strategic-communications-planning-a-free-ebook/](http://davefleet.com/2008/08/strategic-communications-planning-a-free-ebook/)

On reserve: (select chapters)
- *Strategic Communication in Business and the Professions*
  By Dan O’Hair, Gustav W. Friedrich, and Lynda Lee Dixon
  Published by Houghton Mifflin Company, 2005
  ISBN: 0-618-43249-3

Other materials available on ANGEL.

Catalog Description: Senior Design Project
Senior Design Project is designed to provide students with the opportunity to develop a real world team project. The design project is a comprehensive communication plan that includes conceptualization, proposal writing, research, strategic planning, designing/writing communication materials, plan execution, evaluative research, written report, and oral presentation.

Course Objectives
Students who complete COM 4777 should be able to:
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work;
• understand concepts and apply theories in the use and presentation of images and information;
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
Grading

Final grades will be determined as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance/Participation</td>
<td>20</td>
</tr>
<tr>
<td>Design Project</td>
<td></td>
</tr>
<tr>
<td>o Proposal</td>
<td>20</td>
</tr>
<tr>
<td>o Presentation</td>
<td>15</td>
</tr>
<tr>
<td>o Peer/Client Evaluation</td>
<td>5</td>
</tr>
<tr>
<td>o Final Product</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>

Numerical grades will translate to letter grades as follows: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F.

Attendance/Participation (20%):
You are expected to attend every class as if you were working full-time in a media agency or in the communication department of a corporate environment. You must be present to participate, which counts for 20% of your grade. If you must be absent, please notify me in advance by phone or email.

Design Project (80%):
Students will work in teams to develop a design project for a real life client. Specific elements of the design project will depend on the needs of the client and determined in consultation between the class teams and the client. You will be required to complete a comprehensive plan/project that you will present to the class and your client during the last two weeks of the course. It is essential that you begin work on the campaign plan during the first two weeks of the semester.

Your team will consult with the client and write a proposal, which will be submitted to the client for approval (20%). Upon client approval, your team will conduct research and develop a communication plan based on your research findings to address one or more goals of the client. The plan should include appropriate support material for the proposed campaign (e.g., news releases, scripts, logos, brochures, Web materials, etc.) (40%). The project will be presented to the client at the end of the semester (15%). Failure to produce and complete the campaign plan, and/or failure to work satisfactorily with the client or the instructor may result in failure in the course; 5% of your grade is based on client and peer evaluations of your work and group participation.

You will work in a group of three or four students. One member of each team will be chosen as the team coordinator. This person organizes team efforts and serves as the primary contact with both the client and instructor. Teams are to be democratic; the team leader is only one voice in deliberations.
**Academic Integrity**

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<table>
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<th>Topic</th>
<th>Chapter/Readings</th>
<th>Assignment/Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction/Syllabus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Content of a Communication Plan (review)</td>
<td>Pages 4-13 (Field)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Client Research/Meeting</td>
<td>Client materials/research</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Group Communication Strategies</td>
<td>Chapters 10-12 (O'Hall)</td>
<td>Initial client needs assessment</td>
</tr>
<tr>
<td>5</td>
<td>Audience Analysis/Planning/Strategy Development</td>
<td>Pages 1-31 (Making Health Communication Programs Work)</td>
<td>Project objectives</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pages 14-17 (Field)</td>
<td>Proposal draft due</td>
</tr>
<tr>
<td>6</td>
<td>Budgeting</td>
<td>Pages 28-27 (Field)</td>
<td>Proposal revised, submitted to client for approval</td>
</tr>
<tr>
<td>7</td>
<td>Developing and Pretesting Concepts, Messages and Materials</td>
<td>Pages 33-37 (Making Health Communication Programs Work)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pages 19-21 (Field)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Client Workdays: Developing Concepts</td>
<td>Creating Messages and Materials</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Research: Formative research, focus groups, surveys, etc.</td>
<td>Pages 167-161 (Making Health Communication Programs Work)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Client Workdays: Testing Messages/Materials</td>
<td>Reprints from primary research (message testing, focus groups, surveys, etc.)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Revising Materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Implementing the Program</td>
<td>Pages 91-105 (Making Health Communication Programs Work)</td>
<td>[Conducting the communication program] (includes ongoing research for later assessment/evaluation process)</td>
</tr>
<tr>
<td>13</td>
<td>Implementing the Program</td>
<td></td>
<td>[Two weeks are scheduled for ongoing implementation/evaluation]</td>
</tr>
<tr>
<td>14</td>
<td>Project Evaluation (Post-execution research)</td>
<td>Group progress reports</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Project Evaluation (Post-execution research)</td>
<td>Draft evaluation component</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Project Evaluation (Post-execution research)</td>
<td>Written evaluation with graphics</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Design Project Final Editing/Finalizing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Presentation to Client</td>
<td>Design Project Due</td>
<td></td>
</tr>
<tr>
<td>Finale Week</td>
<td>Because this is a project intensive course, this class does not have a final exam.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This schedule is current as of 2/22/2010. The timeline may change as the semester progresses. If changes are necessary, they will be announced in advance and a revised schedule posted to ANGEL.
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

SUBJECT COMM
(COMP, CSE)

COURSE NO. 4440

CREDIT HOURS 3
TERM TO BE ADDED TO THE FILE Fall 2010

CLASS HOURS 45/semester
LECTURE HOURS 45/semester
LAB HOURS
CONTACT HOURS (CEU ONLY)

DEPARTMENT Humanities and Communication
(Spoken, Computer Sciences)

SCHEDULE TYPE Lecture (A)

□ COLLEGE OF AERONAUTICS - 23
□ NATHAN M. BISK COLLEGE OF BUSINESS - 24
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□ COLLEGE OF SCIENCE - 26
□ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

COMPUTER TITLE Restricted to 25 characters, including spaces Strategio Comm

CATALOG TITLE Restricted to 350 characters, including spaces

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces
Examines integrated marketing communication theories and practices. Teaches strategic thinking across the functional areas, optimizing communication strategies and creatively developing and applying tools and tactics. Covers how strategic marketing communication can be used for branding and to build a strong corporate image.

In addition, please attach a course syllabus and/or more detailed description.

RESTRICTIONS
□ Prequisite __COM 3440 __Course Number
□ Corequisite __Course Number
□ Prequisite __Course Number
□ Corequisite __Course Number

GRADES TO BE ISSUED
□ A, B, C, D, F
□ A, B, C, D, F, CEU
□ CEU
□ S, U
□ P, F
□ Other

ADDITIONAL RESTRICTION

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT Alpha Prefix (e.g., CSE)

COURSE NO. (e.g., 1301)

APPROVED: Upon completion of appropriate departmental review, submit form to Chair, Graduate Council or Chair, Undergraduate Curriculum Committee for approval; please forward to Catalog Director.

Heidi J. Edwards
3/15/6

Cherie G. Tietze
3/1/6

Department Head/Program Chair

OR

3/16/6

Chair, Graduate Council

Date

Date

Dean or Associate Dean

Chair, Undergraduate Curriculum Committee

Date

Date

Catalyst: Use only

These changes/additions have been made for the University Catalog/Policy management system and entered into the BANNER term named above.

SCACRSE __________
SCADETL __________
SCAPIREQ __________
SCABRI __________
Operator Init.
Date

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RGR-000-00
Syllabus • Spring 2010

COM 4440 Strategic Communication

Professor:  
YJ Sohn, PhD
• Quad 406, Room 106
• ysohn@fit.edu

Office Hours:  
XX am - YY am  
Or by appointment

NOTE:  
Students who fail to attend the first class may be dropped from the course.

Course Description:

This course exposes students to integrated marketing communication theories and practices. Through the course, students will learn how to think strategically across the functional areas of marketing communication and optimize communication strategies, and how to creatively develop and apply marketing communication tools and tactics to fulfill the communication strategies. Ultimately, students will achieve the theoretical/practical knowledge about how strategic marketing communication can be utilized to build strong brand/corporate image and reputation.

Course Objectives:

• To understand the concept of IMC, and its issues and trends
• To learn the strengths/weaknesses of each of the functional areas of marketing communication
• To learn how to optimize strategies to solve corporate communication problems
• To develop effective MC strategies, creative platforms, media planning and budgeting
• To acquire the MC tools
• To understand the issues related to measuring and evaluating MC efforts

Required Textbook:

Class Participation:

Participation is evaluated based on demonstrating not only your understanding of the readings, but also integrating different readings, further developing your own thoughts, applying the concepts in the readings to the marketing communication applications, and developing solutions to existing marketing problems or cases.

Class Assignment & Final Project:

- Individual assignment: Case study report
  - Find (1) a real-world case that shows successfully integrated the components/functions of marketing communication; or (2) a case of failure due to uncoordinated marketing communication efforts
- Final project (Group task)
  - Option 1: Research report on any issues/theories related to IMC
  - Option 2: Project proposal

  - If you choose “Option 1,” your group should write a theory-driven research report (up to 25 pages, 12 pt, double space), following the APA style.
  - If you choose “Option 2,” your group is expected to develop a complete IMC plan for a real-world client, which includes situation analysis, creative strategies and tactics, media/time planning, budget, and evaluation plan. This project must involve at least three functional areas of IMC (e.g., advertising, PR, sales promotion, direct marketing, viral marketing, and internet/social media tools. There is no limitation in the page numbers of a project proposal.

Evaluation:

- Exam (Midterm 20 pts + Final 20 pts) = 40%
- Final project (Group work) = 40%
- Class assignment = 10%
- Class attendance/participation = 10%

*Evaluation is not NEGOTIABLE!*

Academic Honesty:

All class work must meet the standards of academic honesty outlined in “Academic Dishonesty, Cheating, and Plagiarism” (Jones et al., http://www.fit.edu/current/documents/plagiarism.pdf). Each student is responsible to inform themselves about those standards before performing any academic work.
## Tentative Course Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
</table>
| Week 1   | Overview: Strategic marketing communication  
• Course introduction  
• Integrated marketing comm. (IMC): Overview | Percy, Chap. 1; S&S, Chap. 1 & 2 |
| Week 2   | Module 1: Corporate image, identity, reputation & brand  
• Brand & branding  
• Corporate image, identity and reputation | Percy, Chap. 2 – 3 |
| Week 3   | Module 2: IMC components  
• Advertising | Percy, Chap. 4 |
| Week 4   | • Marketing PR (MPR)* | *Class handout |
| Week 5   | • Sales promotion  
• Direct marketing | Percy, Chap. 5 & 7 |
| Week 6   | • Viral comm. marketing  
• IMC & new media | Percy, Chap. 6 Midterm |
| Week 7   | Module 3: Delivering IMC values  
• Guiding principles of value-based IMC  
• IMC message processing  
• Step 1: Identifying customers and prospects | S&S, Chap. 3 – 5;  
Percy, Chap. 8 & 9 |
| Week 8   | • Step 1: Identifying customers and prospects (Cont.)  
• Step 2: Estimating the value of customers & prospects | S&S, Chap. 5 – 6  
**Individual assignment due** |
| Week 9   | Spring break |  |
| Week 10  | • Step 3: Planning messages and incentives | S&S, Chap. 7 – 8;  
Percy, Chap. 10 – 11;  
*Class handouts |
| Week 11  | • Step 3 Cont. (creative platform*, creative tactics*) |  |
| Week 12  | • Step 3 Cont. (media planning*, budgeting*) |  |
| Week 13  | • Step 4: Estimating return on customer investment  
• Issues of IMC measurement* | S&S, Chap. 9 – 11;  
Percy, Chap. 12;  
*Class handouts |
| Week 14  | • Step 5: Post-program analysis  
• Measuring brand equity | S&S, Chap. 12 – 14 |
| Week 15  | Module 4: Future direction for IMC  
• Challenges & opportunities for IMC  
• Future directions for IMC | S&S, Chap. 15 – 16 |
| Week 16  | Team presentation | **Final project due** |
|          | Final exam |  |
Florida Institute of Technology
ADDING A NEW COURSE TO THE CURRICULUM

SUBJECT COM
(CSE)

COURSE NO. 3241
(301)

CREDIT HOURS 3
TERM TO BE ADDED TO THE FILE Fall 2010
(CSE 2010)

CLASS HOURS 45/semester
LECTURE HOURS 45/semester
LAB HOURS
CONTACT HOURS (CEU ONLY)

DEPARTMENT Humanities and Communication
(e.g., Computer Sciences)

SCHEDULE TYPE Lecture (A)
(e.g., Lecture, Lab or Special Topics/Project)

☐ COLLEGE OF AERONAUTICS - 23
☐ NATHAN M. BISK COLLEGE OF BUSINESS - 24
☐ COLLEGE OF SCIENCE - 26
☐ COLLEGE OF ENGINEERING - 1
☐ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

COMPUTER TITLE Restricted to 25 characters, including spaces. Journalism

CATALOG TITLE: Journalism

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces

Presents the methods and practice of news-gathering, news writing and news editing. Focuses on style, clarity, accuracy and responsibility in handling news. Emphasizes enterprise, documentation and using multiple sources. Includes the use of standard reference materials and public records.

In addition, please attach a course syllabus and/or more detailed description.

RESTRICTIONS
☐ Prequisite COM 2225
☐ Corequisite
Course Number
Course Number

☐ Prequisite
Course Number
Course Number

☐ Prequisite
Course Number
Course Number

GRADES TO BE ISSUED
☑ A, B, C, D, F
☑ A, B, C, D, F, CEU
☐ CEU
☐ S, U
☐ B, F
☐ Other

ADDITIONAL RESTRICTION
(e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT Alpha Prefix
(e.g., CSE)

COURSE NO. (301)

End-date Fall 2010

APPROVALS Upon completion of appropriate departmental approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval before forwarding to Catalog Director.

Originator

Date

Chair, Graduate Council

Date

Department Head/Program Chair

Date

OR

Dean or Associate Dean

Date

Chair, Undergraduate Curriculum Committee

Date

CATALOG DIRECTOR

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Catalog Director

Date

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RR-016-01

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| E {RR-016-01}: ERRORS | +-----------------------------+
| {ERROR REPORT} | +-----------------------------+
| {RR-016-01} | +-----------------------------+
| {ERROR REPORT} | +-----------------------------+
Proposed COM 3241 Journalism
Semester 201x

Mondays/Wednesdays 9-9:50 a.m.
Class Discussion and Instruction, Room 610
Fridays 9-9:50 a.m. J-Lab, Room 611
Crawford Science Building

Instructor: (updated from existing 2242 syllabus by Mrs. R. Gallop)
Office Hours: MWF, 10-11 a.m. (*Other times by appointment) Crawford Building, 6th Floor
Email: xxxx@fit.edu
Telephone: 321-xxx-xxxx

Text

Required:

Inside Reporting, 2nd Edition, by Tim Harrower, Copyright 2010


(On ANGEL) Journalism 2.0: How to Survive and Thrive, a digital literacy guide for the information age, by Mark Briggs

Handouts, electronic resources, and other materials available on ANGEL

Recommended:

The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, by Bill Kovach and Tom Rosenstiel

Internet Resources

Newspapers (including online newspapers)
www.poynter.org (The Poynter Institute)
www.journalism.org (Pew Center’s Project for Excellence in Journalism)

Academic Honesty

Academic honesty is expected at all times. Any student found to have engaged in academic misconduct such as cheating, plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work, or passively allowing others to copy your work, will result in academic penalties as outlined in the Florida Tech Handbook. News story assignments will be closely scrutinized for accuracy and source attribution.

Course Description

This course presents the methods and practice of newsgathering, news writing, and news editing. The focus is on style, clarity, accuracy and responsibility in handling news, with emphasis on enterprise, documentation and use of multiple sources, using standard reference works and public records.
Course Objectives

♦ To learn what makes information NEWS.
♦ To learn to write for various journalistic platforms (web, newspapers, blogs, etc.)
♦ To differentiate news writing from other forms of creative expression.
♦ To identify and appreciate depth, balance, transparency, and accountability in news coverage (and also to identify and expose shallowness, bias, opacity, and elitism).
♦ To demonstrate the ability to follow the grammatical and stylistic conventions of the Associated Press Stylebook.
♦ To meet deadlines while producing quality work for a general public readership.
♦ To strengthen your interview techniques and become a good interviewer.

Attendance/Participation

You are expected to attend every class as if you are working as a professional journalist (after all, being a student is your current occupation). If you must miss a class, it is your responsibility to let the instructor know in advance (send an email prior to class). Only absences related to illness, emergencies, approved athletic trips, or family matters will be excused, and only with signed documentation from a medical professional or qualified person that is given to the instructor in the next class period.

Be on time; two (2) tardies equal one (1) absence. You are allowed three unexcused absences to earn the full five points for attendance/participation. If you are absent from 25% of the classes (9) for any reason, you will automatically receive an “F” in the course (regardless of excused/unexcused status).

This is an interactive class; you must be present and engaged in order to participate. Your participation grade will suffer if you use class time for other pursuits (e.g., texting, doing homework for another class, web surfing, or other activities not related to the class focus).

Students with Special Needs

At the beginning of the term, students should let the instructor know about any hearing or vision impairment and/or any other disabilities that require special consideration.

Assignments

Reading assignments should be completed prior to the class meeting. You are expected to actively participate in class discussions based on these assignments.

This is a writing intensive course. Your presence in this class presupposes a certain level of writing ability. This expectation is built into the departmental grading standards for this course. The Academic Support Center’s writing consultants are available to give you free additional help with the process of writing. You may call 674-8009 (M-F from 8-5) for an appointment.

All writing assignments must be typed in 12-point size using Times New Roman font unless otherwise instructed. Line spacing requirements will be discussed in class. All assignments are due at the beginning of the scheduled class period. LATE ASSIGNMENTS WILL NOT BE ACCEPTED. MISSED ASSIGNMENTS WILL RESULT IN A ZERO (0) GRADE FOR THE ASSIGNMENT UNLESS YOU HAVE MADE PRIOR ARRANGEMENTS WITH THE INSTRUCTOR. Absence from a class meeting is not a valid excuse for missing an assignment deadline. In-class assignments and exams cannot be made up without an official medical excuse. No work will be accepted by email or by leaving it in the instructor’s mailbox.
Grades
Your final grade will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (3)</td>
<td>30%</td>
</tr>
<tr>
<td>In-depth News Project</td>
<td>20%</td>
</tr>
<tr>
<td>Individual Writing Assignments (News Stories)</td>
<td>20%</td>
</tr>
<tr>
<td>Individual Oral Presentations</td>
<td>5%</td>
</tr>
<tr>
<td>In-Class Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>AP Style and News Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

Numerical grades will translate to letter grades as follows: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F.

Class Format
The class format will involve discussion and some lecture. However, the focus is on writing. You will have the opportunity to write news stories and submit them to the school newspaper, *The Crimson*, as well as newspapers within the community (e.g., *Al Dia Today* Hispanic newspaper and *Ebony News Today*).

You will have one to two individual class-based writing assignments every week. You also will be assigned real news stories that will be published in one of the above publications. These individual writing assignments will be edited by the instructor and will not be graded until they have been revised 1-2 times. After the second revision, the assignment will be graded.

Writing is a skill that is not easily learned (or taught). Progress only comes with practice. Through practice you will eventually develop your own writing and critical thinking ability as well as gain real-world experience as a budding journalist.

General Comments
Please be considerate. Here are a few additional guidelines:

- Arrive to class early or on time
- Cell phones are strictly forbidden
- When you are in this class, be in the class and pay attention. Participation only helps your final grade.

Let’s have a great semester!

Syllabus for COM 2241
Reading assignments should be read **BEFORE** you come to class on that day. Bring text to class.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Assignment (H=Homework)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Introduction/syllabus/class rules</td>
<td>Ch. 1, 2 and 4 (Briggs)</td>
<td>H: Newspaper Article Analysis Assignment (Due Jan. 20)</td>
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<tr>
<td></td>
<td></td>
<td>Web 2.0 and New Reporting Methods</td>
<td></td>
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<td>2</td>
<td></td>
<td>Quiz on Briggs Ch. 1, 2 and 4; Review newspaper article analyses</td>
<td>Ch. 3 (Harrower)</td>
<td><strong>In-class writing exercise</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newswriting Basics Review</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td></td>
<td>AP Stylebook Reporting Basics, AP Stylebook</td>
<td>Ch. 4 (Harrower)</td>
<td>(H) Writing Assignment</td>
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<tr>
<td></td>
<td></td>
<td>In-class writing assignment</td>
<td></td>
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<tr>
<td>4</td>
<td></td>
<td>How Newsrooms Work</td>
<td>Ch. 2 (Harrower)</td>
<td><strong>AP Stylebook Quiz 1</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>In-class writing assignment</td>
<td></td>
<td>(H) Writing Assignment</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Covering the News</td>
<td>Ch. 5 (Harrower)</td>
<td><strong>AP Stylebook Quiz 2</strong></td>
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<tr>
<td></td>
<td></td>
<td>In-class writing assignment</td>
<td></td>
<td>(H) President Obama’s Childhood Obesity Task Force Reaction Story</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Breaking News/Seven News Values, Exam 1 Review</td>
<td></td>
<td><strong>AP Stylebook Quiz 3</strong></td>
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<td></td>
<td>EXAM 1</td>
<td></td>
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<tr>
<td>7</td>
<td></td>
<td>Beyond Breaking News and Feature Writing</td>
<td>Ch. 6 (Harrower)</td>
<td>(H) Hard News vs. Soft News Assignment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Law and Ethics</td>
<td>Ch. 7 (Harrower)</td>
<td><strong>Intro to In-Depth News Project</strong></td>
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<tr>
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<td></td>
<td>In-class writing assignment</td>
<td></td>
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<tr>
<td>8</td>
<td></td>
<td>Broadcast Journalism, AP Stylebook</td>
<td>Ch. 9 (Harrower)</td>
<td><strong>In-Depth News Project topic is due</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>In-class writing assignment</td>
<td></td>
<td><strong>AP Stylebook Quiz 4</strong></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td><strong>SPRING BREAK</strong></td>
<td></td>
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<tr>
<td>10</td>
<td></td>
<td>How to Blog and Report News for the Web</td>
<td>Ch. 5 and 6 (Briggs)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Online Reporting</td>
<td>Ch. 8 (Harrower)</td>
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<td></td>
<td></td>
<td>In-class blog assignment</td>
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<tr>
<td>Day</td>
<td>Activity/Assignment</td>
<td>Notes</td>
<td></td>
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</tr>
<tr>
<td>11</td>
<td>Online Reporting Assignment, AP Stylebook Public Relations In-class writing assignment</td>
<td>Ch. 10 (Harrower) <em>AP Stylebook Quiz 5</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Editing 101 In-class editing assignment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>In-Depth News Project Workday Review for EXAM 2 EXAM 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>In-Depth News Project Due! Reporting Assignment In-class editing/revision assignment</td>
<td></td>
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<tr>
<td>15</td>
<td>In-Depth News Project Due! Project Feedback</td>
<td></td>
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<tr>
<td>16</td>
<td>April 26 April 28 In-Depth News Project Presentations</td>
<td>Mandatory Attendance! Revised Projects Due</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional readings/projects may be assigned as needed. In addition, this schedule may be revised during the semester to accommodate the pace of class activities and progress. Any changes will be discussed in class.
The addition or removal of any restriction or change in credit hours in a course requires that this form, accompanied by any supporting documentation, be completed and approved as indicated below.

**COLLEGE:** College of Psychology and Liberal Arts  
**DEPARTMENT:** Humanities and Communication

**REQUEST IS FOR CHANGE IN COURSE:**  
Prefix: C  
Number: O M 3 4 2 5  
Course Title: Mass Communication  
TO BE INCLUDED IN 2011 1/2 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR FALL 2011 TERM

**IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE?**  
Yes [ ] No [ ]  
If Yes, current credits [ ] Requested credits [ ]

**IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE?**  
Yes [ ] No [ ]  
If Yes, please check all that apply:

- [ ] Add [ ] Remove [ ] Prerequisite [ ] Corequisite
- [ ] Prefix: C  
Number: O M 3 4 2 5  
- [ ] Add [ ] Remove [ ] Prerequisite [ ] Corequisite
- [ ] Prefix: [ ] Number: [ ]  
- [ ] Add [ ] Remove [ ] Prerequisite [ ] Corequisite
- [ ] Prefix: [ ] Number: [ ]  
- [ ] Add [ ] Remove [ ] Other Restrictions [ ] Yes [ ] No [ ]  
If Yes, please list below:

**APPROVALS:** Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) [ ] Chair, Graduate Council  
   Date: 3/15/10  
   Originator: A. Edwards

2) [ ] Department Head, Program Chair  
   Date: 3/12/10  
   Original: P. Taylor

3) [ ] Dean or Associate Dean  
   Date: 3/13/10  
   Original: D. Edwards

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SCABASE  SCARESS  Operator Initials  Date

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RDR 055 1003
Florida Institute of Technology

CHANGING RESTRICTIONS OR CREDITS IN A COURSE

The addition or removal of any restriction or change in credit hours in a course requires that this form, accompanied by any supporting documentation, be completed and approved as indicated below.

COLLEGE: College of Psychology and Liberal Arts
DEPARTMENT: Humanities and Communication

REQUEST IS FOR CHANGE IN COURSE: COM 3440 Public Relations

Prefix  Number  Course Title

TO BE INCLUDED IN 20 1 1/2 2 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR Fall 2011 TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? □ Yes □ No If yes, current credits requested credits

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? X Yes □ No If yes, please check all that apply:

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite COM 2225 □ and □ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite COM 2223 □ and □ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite COM 2224 □ and □ or

☐ Add ☐ Remove ☐ Other Restrictions □ Yes □ No If yes, please list below:

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) Dr. Edwards 3/15/10
Or
2) B. Taylor 3/12/10

Date

Chair, Graduate Council

Date

Chair, Undergraduate Curriculum Committee

Date

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SCABASE — SCARRES — Operator Initials

Date

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RGR.058-009
CHANGING RESTRICTIONS OR CREDITS IN A COURSE

The addition or removal of any restriction or change in credit hours in a course requires that this form, accompanied by any supporting documentation, be completed and approved as indicated below.

COLLEGE: College of Psychology and Liberal Arts
DEPARTMENT: Humanities and Communication

REQUEST IS FOR CHANGE IN COURSE: COM 4430 Research Methods and Materials in Tech & Prof Com

Prefix  Number  Course Title

TO BE INCLUDED IN 20.1.1/20.1.2 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR Fall 2011 TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? □ Yes □ No If yes, current credits requested credits

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? □ Yes □ No If yes, please check all that apply:

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite COM 2425 ☐ and ☐ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite BUS 2703 ☐ and ☐ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite ☐ and ☐ or

☐ Add ☐ Remove ☐ Other Restrictions ☐ Yes ☐ No If yes, please list below:

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) Date

2) R Taylor 3/12/10

Department Head/Program Chair Date

3) Mary Beth Kendall 3/10/10

Dean or Associate Dean Date

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SCACNSF SCADTEL SCAFREQ SCABASE SCARES Operator Initials Date

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150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-8114 • Fax (321) 674-7827

ROR-556-1009
Florida Institute of Technology

CHANGING GRADUATION REQUIREMENTS IN A MAJOR/MINOR

The facilitation of any graduation requirement changes must be accompanied by supporting documentation. This form must be completed and approved as indicated below. An incomplete or incorrect form will not be processed.

COLLEGE: College of Psychology and Liberal Arts

DEPARTMENT: Humanities and Communication

DEGREE LEVEL: B.S.

PROGRAM TITLE: Communication

TO BE INITIATED WITH CATALOG YEAR: 2011/2012

CHANGE REQUESTED FOR: ☑ major program ☐ minor program

MAJOR/MINOR CODE: 7183

EFFECTIVE DATE FOR CHANGE: August 22, 2011

NAMED TERM FOR EFFECTIVE DATE: Fall Semester - Main Campus

Month/Day/Year (Required)

BRIEF DESCRIPTION OF REQUESTED CHANGES:

Attatch a more detailed description and any supporting documentation.

1. Add ASC 1000 University Experience (1 credit) per core requirements.
2. Replace CCM 2xxx Elective with COM 2225 Writing for the Media (new).
3. Replace CCM 2241 Journalism with COM 3241 Journalism (new).
5. Allow substitution of BUS 2703 Statistics for Business for MTH 1702 Applied Calculus.
6. Concentration name change: Strategic Communication-Business for Business and Marketing Communication.
7a. Make COM 4424 Advanced Business and Professional Communication optional; add COM 4440 Strategic Communication (new).
7b. Concentration name change: Strategic Communication-Science and Technology for Scientific and Technical Communication.
8. Replace restricted elective with COM 3440 Public Relations.
9. Old concentration did not total 21 credit hours; add COM 4440 Strategic Communication (new).
10. Both concentrations: reduce optional credit hours from 12 to 9; add COM 4777 Senior Design Project (new).

Approvals: On completion of appropriate department approvals, submit form to Chair, Graduate Council or Chair, Undergraduate Curriculum Committee, for approval and forwarding to the Office of the Registrar.

Original: R. Taylor

Date: 3/16/10

OR

Dean or Associate Dean

Date: 3/17/10

Registrar's Use Only

University Catalog

☐ Yes ☐ No

Update completed Date

Initials

Extended Studies Division Catalog

☐ Yes ☐ No

Update completed Date

Initials

University Alliance Catalog

☐ Yes ☐ No

Update completed Date

Initials

CAPP / Degree Evaluation

☐ Yes ☐ No

Update completed Date

Initials

Catalog / Policy Mgmt. System

☐ Yes ☐ No

Update completed Date

Initials

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OR: 03-1109