Undergraduate Programs—NEW COURSE PROPOSAL

DEPARTMENT: SCHOOL OF COMMUNICATION AND MULTIMEDIA STUDIES

COLLEGE: ARTS AND LETTERS

RECOMMENDED COURSE IDENTIFICATION: 4125

PREFIX COM COURSE NUMBER 421 LAB CODE (L or C)

(to obtain a course number, contact Maldonado@fau.edu)

COMPLETE COURSE TITLE: STRATEGIC COMMUNICATION

CREDITS: 3

ARGENTI, CORPORATE COMMUNICATION, McGraw Hill

EFFECTIVE DATE

(first term course will be offered)

FALL 2016

GRADING (SELECT ONLY ONE GRADING OPTION):

REGULAR X PASS/FAIL Satisfactory/Unsatisfactory

COURSE DESCRIPTION, NO MORE THAN THREE LINES:
This class addresses strategic interpersonal, group, and public communication within an organizational format. In addition to learning and practicing basic workplace communication skills, students conduct an interview, write a resume, and develop an individual strategic plan and presentation that can be used in professional portfolios.

PREREQUISITES W/MINIMUM GRADE:

NONE

COREQUISITES:

NONE

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL):

GOOD STANDING IN SCHOOL OF COMMUNICATION & MULTIMEDIA STUDIES.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE:

PH.D. AND ACCREDITATION IN INTERPERSONAL OR ORGANIZATIONAL COMMUNICATION

WAC/GORDON RULE COURSE

YES ______ NO X

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: www.fau.edu/WAC

GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION):

Written Communication Society/Human Behavior
Mathematics/Quanti. Reas. Global Citizenship
Science/Natural World Creative Expression

Faculty contact, email and complete phone number:
Laura Winn, lwinn@fau.edu

Please consult and list departments that might be affected by the new course and attach comments.

Approved by:

Department Chair:

College Curriculum Chair:

College Dean:

UUPC Chair:

Undergraduate Studies Dean:

UFS President:

Provost:

Date: 11-6-2015

Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist:
www.fau.edu/academic/registrar/UUPCinfo

1. Review Provost Memorandum:
Definition of a Credit Hour
www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf

2. WAC approval (attach if necessary)

3. Gen. Ed. approval (attach if necessary)

4. Consent of affected departments (attach if necessary)

5. Undergraduate Programs—NEW COURSE PROPOSAL

Florida Atlantic University

Department: School of Communication and Multimedia Studies
College: Arts and Letters

Recommended Course Identification: 4125
Prefix COM Course Number 421 Lab Code (L or C)

(to obtain a course number, contact Maldonado@fau.edu)

Complete Course Title: Strategic Communication

CREDITS: 3

Argenti, Corporate Communication, McGraw Hill

Effective Date
(first term course will be offered)

FALL 2016

Grading (Select only one grading option):

Regular X Pass/Fail Satisfactory/Unsatisfactory

Course Description, no more than three lines:
This class addresses strategic interpersonal, group, and public communication within an organizational format. In addition to learning and practicing basic workplace communication skills, students conduct an interview, write a resume, and develop an individual strategic plan and presentation that can be used in professional portfolios.

Prerequisites w/Minimum Grade:

None

Corequisites:

None

Registration Controls (Major, College, Level):

Good standing in School of Communication & Multimedia Studies.

Minimum Qualifications Needed to Teach This Course: Ph.D. and Accreditation in Interpersonal or Organizational Communication

WAC/Gordon Rule Course

Yes ______ No X

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: www.fau.edu/WAC

General Education Requirement (Mark X in front of selection):

Written Communication Society/Human Behavior
Mathematics/Quant. Reas. Global Citizenship
Science/Natural World Creative Expression

Faculty contact, email and complete phone number:
Laura Winn, lwinn@fau.edu

Please consult and list departments that might be affected by the new course and attach comments.

Approved by:

Department Chair:

College Curriculum Chair:

College Dean:

UUPC Chair:

Undergraduate Studies Dean:

UFS President:

Provost:

Date: 11-6-2015

Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist:
www.fau.edu/academic/registrar/UUPCinfo

1. Review Provost Memorandum:
Definition of a Credit Hour
www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf

2. WAC approval (attach if necessary)

3. Gen. Ed. approval (attach if necessary)

4. Consent of affected departments (attach if necessary)