Undergraduate Programs—NEW COURSE PROPOSAL

DEPARTMENT: SCHOOL OF COMMUNICATION AND MULTIMEDIA STUDIES

RECOMMENDED COURSE IDENTIFICATION: 4IDS
PREFIX COM Course Number ACC-LAB CODE (L or C)

(TO OBTAIN A COURSE NUMBER, CONTACT NMALDONADO@FAU.EDU)

COMPLETE COURSE TITLE: STRATEGIC COMMUNICATION

CREDITS: 3

ARGENT, 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.

DEFAULT MINIMUM PASSING GRADE IS D. PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

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

Must attach the appropriate General Education Course Approval Request:
www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php

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

11-5-15

12-3-15

11-4/15

12-7-15

FAUnworseUG—Revised November 2014