

FLORIDA ATLANTIC UNIVERSITY

Undergraduate Programs—NEW COURSE PROPOSAL¹

UUPC APPROVAL _____
 UFS APPROVAL _____
 SCNS SUBMITTAL _____
 CONFIRMED _____
 BANNER POSTED _____
 CATALOG _____

DEPARTMENT: SCHOOL OF COMMUNICATION AND
MULTIMEDIA STUDIES

COLLEGE: ARTS AND LETTERS

RECOMMENDED COURSE IDENTIFICATION:

4125

PREFIX COM _____ COURSE NUMBER ~~4125~~ LAB CODE (L or C) _____

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

COMPLETE COURSE TITLE: STRATEGIC COMMUNICATION

EFFECTIVE DATE

(first term course will be offered)

FALL 2016

CREDITS²:
3

TEXTBOOK INFORMATION: ADLER AND LUCAS (2013) COMMUNICATING AT WORK, MCGRAW HILL
 ARGENTI, CORPORATE COMMUNICATION, MCGRAW HILL

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 COURSE³

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)⁴:

____ Written Communication ____ Society/Human Behavior
 ____ Mathematics/Quant. Reas. ____ Global Citizenship
 ____ Science/Natural World ____ 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 consult⁵ 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

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

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

3. WAC approval (attach if necessary)

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

5. Consent of affected departments (attach if necessary)