

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Gretchen Bauer

Phone number: 831 2355

Department: Political Science and International Relations

Email address: gbauer@udel.edu

Action: Add minor

(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term: 10F (use format 04F, 05W)

Current degree _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: Political Communication minor

Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting or Adding:

Undergraduate major / Concentration: _____
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: Political Communication
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: _____
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

Five new courses are being proposed for the new minor. They are all included in the minor proposal as one of several choices in different sections of the new minor. The new courses will also serve well the majors in Communication and Political Science. The five courses are:

- COMM 305 Topics in Communication and Politics
- COMM 306 Digital Technology and Politics
- POSC 421 Political Psychology
- POSC 440 Comparative Public Opinion
- POSC 444 National Agenda

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

The new minor supports four of the 10 goals of undergraduate education. They are: Goal 1: Attain effective skills in oral and written communication, quantitative reasoning, and the use of information technology; Goal 5: Understand the diverse ways of thinking that underlie the search for knowledge in the arts, humanities, sciences and social sciences; Goal 6: Develop the intellectual curiosity, confidence, and engagement that will lead to lifelong learning; Goal 7: Develop the ability to integrate academic knowledge with experiences that extend the boundaries of the classroom.

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter "None")

This proposed minor is a joint effort of the Departments of Communication and Political Science and International Relations. Please find attached a memorandum from Elizabeth Perse, Chairperson of Communication. No other units are affected.

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The Departments of Communication and Political Science and International Relations are proposing a minor in Political Communication. This minor will provide University of Delaware undergraduates with the opportunity to experience multidisciplinary teaching and research in the leading edge concepts of political communication and digital technology, as expressed and experienced in political campaigns and public policy debates at the local and national levels. In particular, the minor will allow Communication and Political Science majors to specialize in Political Communication as well as make the field accessible to students from other majors. Finally, we anticipate that the minor will encourage University of Delaware students to become leaders in this rapidly developing field.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

Please see attached pages of Program Requirements.

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson Jetchen Bauer Date 10/27/09

Dean of College _____ Date _____

Chairperson, College Curriculum Committee _____ Date _____

Chairperson, Senate Com. on UG or GR Studies _____ Date _____

Chairperson, Senate Coordinating Com. _____ Date _____

Secretary, Faculty Senate _____ Date _____

Date of Senate Resolution _____ Date to be Effective _____

Registrar _____ Program Code _____ Date _____

Vice Provost for Academic Affairs & International Programs _____ Date _____

Provost _____ Date _____

Board of Trustee Notification _____ Date _____

MINOR IN POLITICAL COMMUNICATION

The required 18 credits for a minor in Political Communication are as follows:

COMM/POSC 340 Politics and the Media 3

One of the following (Political Science component): 3

POSC 320 Parties and Interest Groups
POSC 407 American Presidency
POSC 413 Topics in American Government
POSC 423 Congress and Public Policy

One of the following (Communication component): 3

COMM 305 Topics in Communication and Politics
COMM 306 Digital Technology and Politics
COMM 309 Introduction to Public Relations
COMM 313 Communication Principles in Advertising
COMM/POSC 319 Topics in Politics and Broadcast Journalism

Two of the following (Advanced component): 6

COMM 413 Public Relations Management
COMM 418 Topics in Mass Communication (relevant topics taught under this number will be counted toward the minor)
COMM 452 Communication and Persuasion
COMM/POSC425 Advanced Topics in Politics and Broadcast Journalism
POSC 318 Public Opinion, Politics and Society
POSC 324 Voting and Elections
POSC 421 Political Psychology
POSC 440 Comparative Public Opinion

One of the following (Experiential component): 3

COMM 364 Internship
COMM 468 Undergraduate Research in Communication
POSC 464 Internship in Political Science
POSC 468 Undergraduate Research in Political Science
POSC/COMM 444 Global Agenda
POSC/COMM 447 National Agenda

Note: Students must complete 28 credits before declaring the Political Communication minor.
Only three courses or 9 credits may be in a student's major or crosslisted with a student's major.
Students who double major in Political Science and Communication are not eligible for the Political Communication minor.

To: Gretchen Bauer, Chair, Department of Political Science & International Relations
From: Elizabeth Perse, Chair, Department of Communication
Date: October 27, 2009
Re: Proposed minor in Political Communication

The Department of Communication is pleased to be jointly proposing the new minor in Political Communication. Communication faculty worked together with faculty in the Department of Political Science and International relations to develop what we believe is a strong program in this interdisciplinary area of study. The Department of Communication is committed to supporting the minor and looking forward to working with faculty and students involved in Political Communication.