



Proposal #
(Academic Affairs use only)

AY20-424 Proposal #
(College use only) **Revisions made based on LACC comments**

REQUEST FOR A NEW COURSE

University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

Course Subject	Recommended Number	Course Title (maximum of 30 characters) <small>*Remember when abbreviating names, this is how they will appear on student's transcripts.</small>
MCOM	5893	Capstone Project

Course Title: (full title of course if longer than 30 characters)

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp

CIP Code: 09.0900

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.

Course description only Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.
(Please use standard American English including full sentences.)

The Capstone Project provides students with an opportunity to complete an applied project using communication theory and research methods learned in the program. The applied project allows students to synthesize and apply academic concepts to solve communication problems in organizations and communities.

Department of Mass Communication

Department submitting the proposal

Mark Zimmerman

Person to contact with questions

mzimmerman@uco.edu

email address

5174

Ext. number

Approved by:

Mary Carver
Department Chairperson

9/11/20

Date

Rozilyn Miller Digitally signed by Rozilyn Miller
Date: 2020.09.14 12:21:31 -05'00'

College Curriculum Committee Chair Date
(Please notify department chair when proposal is forwarded to dean.)

Dean Catherine Webster Digitally signed by Dean Catherine Webster
Date: 2020.09.14 15:22:20 -05'00'

College Dean Date
(Please notify the department chair when proposal is forwarded to AA.)

Academic Affairs Curriculum or Graduate Council Date

Office of Academic Affairs Date

Effective term for this new course
(Assigned by the Office of Academic Affairs.)

1. Does this course have an undergraduate / graduate counterpart?
 Yes No
2. Is this proposal part of a larger submission package including a program change? **New Program**
 Yes No
3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)
 Yes No If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.
 CTE Approval (Stamp or initial) _____
4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?
 Yes No If yes, when was the most recent offering? _____
5. Does this course affect majors or minors outside the department?
 Yes No If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.

6. Prerequisite courses:
 Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213 Example 3: 8 hours of biology including BIO 1404
 Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)
MCOM 5043 Foundations of Comm Research, MCOM 5103 Data Analysis in Comm, MCOM 5123 Qualitative Research in Comm, MCOM 5833 Comm Theory & Application.

7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?
None

8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.
None

9. Will this course have enrollment restrictions?
 Yes No If No, go to question 13.

10. Specify which major(s) may or may not take this course. Specifying a major, excludes all other majors from enrolling.
 Check one: May May not
 Major Code: _____

11. Which of the following student classification(s) may enroll in this course?
 Check all that apply:

Graduate	(2) 19 + hours	<input checked="" type="checkbox"/>
Graduate	(1) 0-18 hours	<input type="checkbox"/>
Post Baccalaureate *		<input type="checkbox"/>
Senior		<input type="checkbox"/>
Junior		<input type="checkbox"/>
Sophomore		<input type="checkbox"/>
Freshman		<input type="checkbox"/>

* Graduate level courses are not open to Post Baccalaureate students.

12. Check or list other restrictions for this course.

Admission to Graduate Programs	<input checked="" type="checkbox"/>
Admission to Nursing Program	<input type="checkbox"/>
Admission to Teacher Education	<input type="checkbox"/>
Other	_____

13. **Course objectives:** Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: <http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints>.)

As a result of this course, students will be able to:

1. **Select a media topic, strategic communication topic, or organizational issue to research.**
2. **Evaluate academic research on the topic.**
3. **Design a project to apply theoretical concepts to an organizational, media, or strategic communications problem.**
4. **Collect data to inform the applied project using appropriate research methods.**
5. **Evaluate project outcomes.**
6. **Write a paper detailing the design and implementation of the project.**
7. **Collect feedback on the project from the organization or other experts in the field.**

Course Detail Information:

14. Contact Hours (per week)

- 3 Lecture hours (in class)
 Lab hours (also studios)
 Other (outside activities)

15. Repeatable course.

- 1 Number of times this course can be taken for credit.

16. Schedule type: (select one only)

- Activity P.E. (A)
 Lab only (B)
 Lecture/Lab (C)
 L **Lecture only (L)**
 Recitation/Lab (R)
 Student Teaching (STU)
 Studio Art/Design (XSU)

17. List existing course(s) for which this course will be a prerequisite. Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

None

18. What resources, technology or equipment must be acquired to teach this course? List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

None

19. The UCO Library has the required library resources available for this new course?

- X **Yes** **No** If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.
Kaitlyn Palone; August 26, 2019; significant holdings in Communications are available in the library through current databases.

If no, what additional library resources must be acquired for this new course? List items which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)

NA

20. Names of current faculty qualified to teach this course.
Dr. Mary Carver, Dr. Christy Vincent, and Dr. Sherri Johnson.

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:
None

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.
This course will need to be developed online through CeCE. Otherwise, it will become part of faculty rotations, with fewer elective options offered in the undergraduate schedule.

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.
Developing the course for online delivery is an additional cost. Existing course fees for online courses will provide the funding.

24. Projected enrollment for two academic years following approval of new course:

Semester	2021-22	2022-23
Fall	N/A	5
Spring	N/A	5
Summer	N/A	N/A

25. Using State Regents' definition of liberal arts and sciences (quoted below), characterize the course as follows:
 Non-liberal arts and sciences
 Liberal arts and sciences

"The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences." State Regents Policy and Procedures. Chapter 2, Section 5, "Degree Requirements" part 1, (2). P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)
The Capstone Project provides students the opportunity to apply the knowledge they have gained throughout the program. For those students not wanting to complete a thesis project, the Capstone Project provides an opportunity to develop a significant applied communication project.

27. Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.

Discipline Knowledge	<u> X </u>
Leadership	<u> X </u>
Research, Scholarly and Creative Activities	<u> X </u>
Service Learning and Civic Engagement	<u> X </u>
Global and Cultural Competencies	<u> X </u>
Health and Wellness	<u> X </u>

28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from "Course Level Characteristics" document for the appropriate course level of proposed course. Document may be found on: <http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc> .

5000 LEVEL COURSES

Course Level Characteristics	Please describe how this course meets this requirement.
1. It is assumed that students in these courses have acquired the ability to use language effectively, to engage in analytical thought and creative processes, and to use information and bibliographic sources with skill.	Students will be required to use communication theory and research methods learned in the program.
2. It is assumed that students in these courses have achieved a significant level of maturity in the discipline, evidenced by a considerable background of knowledge.	The applied project allows students to synthesize and apply academic concepts to solve communication and leadership problems in organizations and communities. The course is designed to be the final, culminating project of a student's M.A. program.
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: a. Students should be required to undertake original scholarly/creative activity. b. Students should assume greater responsibility for mastering the subject matter. c. Close working relationships should exist between instructors and students.	Students will select a media topic, strategic communications topic, or an organizational issue. They will conduct secondary research on the topic using academic and professional sources. Additionally, they will conduct primary research on a particular organization(s) in order to understand the issue or problem in a real-world environment. Next, students will design a project to apply theoretical concepts to an organizational, media, or strategic communications problem. Students will work closely with faculty throughout the planning, implementation, and final paper of the project.

Capstone Project

MCOM 5893

Syllabus

Fall 2022

Department of Mass Communication/College of Liberal Arts

University of Central Oklahoma

online through learn.uco.edu

Professor: Christy Vincent, Ph.D.

Office: COM 207D • 405-974-5112

Office Hours: by appointment – in person or online

Department Office: 405-974-5303 **Fax:** 405-974-5125

Please contact me if you have questions or concerns about the content of this course. All class announcements, including schedule changes, will be posted through News on D2L.

Course Description

The Capstone Project provides students with an opportunity to complete an applied project using communication theory and research methods learned in the program. The applied project allows students to synthesize and apply academic concepts to solve communication problems in organizations and communities.

Course Materials

Course pack: Instructor will provide information for purchasing the course pack of articles related to applied theory.

Recommended Readings:

- McArthur, J. A. (2014). Planning for Strategic Communication: A Workbook for Applying Social Theory to Professional Practice. CreateSpace Independent Publishing Platform. ISBN 978-1497329393
- Coombs, W. T. (2014). Applied Crisis Communication and Crisis Management: Cases and Exercises. Sage. ISBN 978-1-4522-1780-2

Student Learning Outcomes

As a result of this course, students should be able to:

1. Select a media topic, strategic communication topic or organizational issue to research
2. Evaluate academic research on the topic
3. Design a project to apply theoretical concepts to an organizational, media, or strategic communication problem
4. Collect data to inform the applied project using appropriate research methods
5. Evaluate project outcomes
6. Write a paper detailing the design and implementation of the project
7. Collect feedback on the project from the organization or other experts in the field

Online Orientation

If this is your first online course with UCO or if you are unfamiliar with the Desire2Learn system, you should check out the Orientation Module and/or Student Resources on the course home page. Contact the [Office of Information Technology](#) for technology & D2L help or call (405) 974-2255.

Class Organization

This is a Desire2Learn course website. Access is available through learn.uco.edu. No in-class meetings are required.

Communication

Announcements, including deadline reminders and changes, will be posted under News on the home page. Contact the professor if you have specific questions about the course.

Assignments

a. Discussions (10 discussions) 20 points each – total of 200 points. In each module’s discussion board, students will post their module assignments. Students will provide feedback to three other students.

b. Module Assignments (10 assignments) 25 points each – total of 250 points. Assignments are stages in the capstone project. Each module assignment will build toward the final capstone project. Students will provide feedback on each stage through the discussion board associated with the module assignments. The instructor will provide feedback to the students individually through the assignment folder on D2L.

c. Strategic Communication and Leadership Capstone Project (1 project) 400 points. Students will select a media topic, strategic communication topic or organizational issue. They conduct secondary research on the topic using academic and professional sources. Additionally, they will conduct primary research on a particular organization(s) in order to understand the issue or problem in a real-world environment. Next, students will design a project to apply theoretical concepts to an organizational, media, or strategic communication problem. After approval from the professor, students will collect data to inform the applied project using appropriate research methods. At the conclusion of the project, students will evaluate the outcome of the project in coordination with the professor and organizational members or industry experts. Finally, the student will write a paper detailing the design and implementation of the project.

d. Self Reflection (50 points)

Class Participation

Your success in this class depends on how often you access the content and your ability to meet deadlines. Plan to check the class page at least four times a week. Scheduling specific times to work on the assignments and setting up D2L notifications will help you succeed.

Notifications

You can set up text or email notifications for your online classes by selecting your profile (your name) at the top right of the home page. Choose “notifications.” Scroll down to “instant notifications.” Scroll down to select any courses you don’t want included. Click “save.”

Late Work Policy

Assignments are due by the deadlines indicated on D2L. Check Content and Assignments for details. Late work is penalized 10 points per day, including weekends.

Grading

All student exercises and projects should be submitted and graded (based on rubrics) through the D2L system. Students will have access to grades/feedback through this system.

Grade Determination

Module Assignments (10)	250 points	A	90 -100% (720 – 800 points)
Module Discussions (10)	200 points	B	80 - 89% (640 – 719 points)
Self-Reflection	50 points	C	70 - 79% (560 – 639 points)
Capstone Project	400 points	D	60 - 69% (480 – 559 points)
		F	59 and below (479 points or fewer)

Total 900 points

Total course points are subject to change, so the final grading scale will be based on the percentages as listed.

Student Behavior

Students are expected to conduct themselves in a professional and polite manner. You should be able to discuss ideas, share opinions and disagree with one another and/or the instructor without rudeness or personal attacks.

Transformative Learning

At the University of Central Oklahoma, we help students learn by providing transformative experiences so that they may become productive, creative, ethical and engaged citizens and leaders contributing to the intellectual, cultural, economic and social advancement of the communities they serve.

Transformative learning is a holistic process that places students at the center of their own active and reflective learning experiences. All students at UCO will have transformative learning experiences in five core areas: leadership; research, creative and scholarly activities; service learning and civic engagement; global and cultural competencies; and health and wellness.

Central Six

Discipline Knowledge, Leadership, Problem Solving, Service Learning & Civic Engagement, Global and Cultural Awareness and Health & Wellness. This course helps students develop *leadership* through the study of change management and the design of a change management program.

Modules

Orientation Module Syllabus and Course Requirements

Module 1 Possible Project Ideas

Assignments:

- Module 1 Assignment: Submit a detailed list of topics of interest
- Discussion: Post your assignment and provide feedback to three other students

Module 2 Project Proposal

Assignments:

- Module 2 Assignment: Submit a project proposal including organization or other real-world application arena
- Discussion: Determine discussion board teams of three that will provide feedback to each other throughout the semester. Post your assignment and provide feedback to your discussion board team

Module 3 Annotated Bibliography

- Module 3 Assignment: Submit an annotated bibliography of at least 15 academic and professional sources related to topic

Module 4 Initial Organizational Research

Assignments

- Module 4 Assignment: Submit a report on initial interviews, observations, and third-party research on organization
- Discussion: Post your assignment and provide feedback to your discussion board team

Module 5 Refining Project Proposal

Assignments:

- Module 5 Assignment: Refined proposal including a time line for completion of project over the next ten weeks
- Discussion: Post your assignment and provide feedback to your discussion board team

Module 6 Academic Theories and Concepts to be Applied to Project

Assignments

- Module 6 Assignment: List academic theories and concepts to be applied to project. Include resources and references
- Discussion: Post your assignment and provide feedback to your discussion board team

Module 7 Data Collection

Assignment

- Use this week to collect data for your project

Module 8 Data Collection

Assignment

- Use this week to continue with observations, interviews and data collection.
- Discussion: Ask questions about your project to professor and other students in discussion board

Module 9 Initial Report Outline

Assignment

- Module 9 Assignment: Outline the segments of your final report
- Discussion: Post your assignment and provide feedback to your discussion board team

Module 10 Literature Review

Assignment

- Module 10 Assignment: Turn in literature review and statement of problem Use this week to continue with observations, interviews and data collection.
- Discussion: Post your assignment and provide feedback to your discussion board team

Module 11 Description and Analysis of Problem

Assignment

- Module 11 Assignment: Turn in description and analysis of problem
- Discussion: Ask questions about your project to professor and other students in discussion board

Module 12 Project Implementation

Assignment

- Use this week to write the section of your paper in which you describe the application of theoretical concepts and research data to your problem or topic

Module 13 Project Report Draft

Assignment

- Module 13 Assignment: Turn in draft version of your completed paper for feedback
- Discussion: Post your paper on the discussion board and provide feedback to your discussion board team

Module 14 Submit Your Report to Organization or Experts in the Field

Assignment

- Module 14 Assignment: Submit your completed report to your organization or to experts in the field

Module 15 Submit Your Completed Report

Assignment

- Module 15 Assignment: Submit your completed report

Module 16 Submit Your Reflection Paper

Assignment

- Module 16 Assignment: Submit your reflection paper

The professor retains the right to amend the syllabus, including the assignment schedule, at any time. The contents of this syllabus are subject to revision 24 hours a day, seven days a week. Changes, if any, will be announced through the Breaking News app and updated in the Course Information section on the D2L course home page.