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Proposal #
(Academic Affairs use only)

AY20-410 Proposal #
(College use only) **Revised 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	5043	Foundations of Comm Research

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

Foundations of Communication Research

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.)

Foundations of Communication Research is an introduction to the research methods used in communication graduate courses. It includes an overview of qualitative and quantitative tools used in communications, the research process, and academic writing.

Mass Communication

Department submitting the proposal

Mark Zimmerman

mzimmerman@uco.edu

5174

Person to contact with questions

email address

Ext. number

Approved by:

Mary Carver

9/10/20

Department Chairperson

Date

Dean Catherine Webster Digitally signed by Dean Catherine Webster
Date: 2020.09.14 14:29:37 -05'00'

College Dean

Date

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

Rozilyn Miller Digitally signed by Rozilyn Miller
Date: 2020.09.11 09:30:02 -05'00'

College Curriculum Committee Chair

Date

(Please notify department chair when proposal is forwarded to dean.)

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)
None

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 checked="" 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. Identify and read academic research.
 2. Utilize APA style in their writing.
 3. Recognize key communication theories.
 4. Write a literature review for academic research.
 5. Apply academic research to contemporary organizational issues.
 6. Analyze forms of research methodologies utilized in communication research.
-

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.)

MCOM 5103 Data Analysis in Communication, MCOM 5123 Qualitative Research in Communication, MCOM 5893 Capstone Project.

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, Mike Breslin, Dr. Desiree Hill, Dr. Sherri Johnson, Dr. Jill Lambeth, Dr. Samuel Lawrence, Dr. David Nelson, Dr. Chad Perry, Dr. Christy Vincent.

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	7	7
Spring	NA	NA
Summer	NA	NA

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.)

Foundations of Communications Research is the first course taken in the proposed new M.A. program in Strategic Communications. It is a necessary research fundamentals course that will prepare students for conducting various types of research within their graduate program.

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
Leadership
Research, Scholarly and Creative Activities
Service Learning and Civic Engagement

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.	In this course, students learn how to research and write a literature review and a research study proposal.
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.	Students learn about each of the research methodologies utilized in communication and are expected to discuss their applications to issues within the field.
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: <ul style="list-style-type: none"> 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. 	By the end of the course students should be able to describe scholarly research methods to a sufficient degree that they will be able to make research proposals. They also undertake a review of the literature in order to better frame their proposal.

Foundations of Communication Research

MCOM 5043

Syllabus

Fall 2021

Department of Mass Communication/College of Liberal Arts

University of Central Oklahoma

online through learn.uco.edu

Professor: Dr. Mary Carver mcarver2@uco.edu

Office: COM 210A • 405-974-5489

Office Hours: by appointment

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

Foundations of Communication Research is an introduction to the research methods used in communication graduate courses. It includes an overview of qualitative and quantitative tools used in communications, the research process, and academic writing.

Prerequisite(s)

None

Course Textbook

Winner, R. & Dominick J. (2014). Mass Media Research: An Introduction (10th edition). Belmont, CA: Wadsworth Publishing Co. ISBN: 978-1133307334

Student Learning Outcomes

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

1. Identify and read academic research.
2. Utilize APA style in their writing.
3. Recognize key communication theories.
4. Write a literature review for academic research.
5. Apply academic research to contemporary organizational issues.
6. Analyze forms of research methodologies utilized in communication research.

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.

Assignments

- a. Quizzes (6) 50 points each – total of 300 points.
- b. Module Assignments (6) 50 points each – total of 300 points.
- c. Assignment: CITI training certificate (Research Ethics and Compliance Training) – 50 points
- d. Research Proposal (1) 100 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.”

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

Quizzes (6)	300 points	A	90 -100% (675 – 750 points)
Module Assignments	300 points	B	80 - 89% (600 – 674 points)
CITI training	50 points	C	70 - 79% (525 – 599 points)
<u>Research Proposal</u>	<u>100 points</u>	D	60 - 69% (450 – 524 points)
Total	750 points	F	59 and below (449 points or fewer)

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

This course engages students in Discipline Knowledge through an orientation of important research in the field; Leadership through an understanding of applying research to leadership in the communications industry; Research, Scholarly and Creative Activities through learning basic research methods and conducting a review of literature and research proposal; and Global and Cultural Awareness through exposure to various cultural issues addressed within communications research.

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.

Modules

Orientation Module

Module 1 WHAT IS STRATEGIC COMMUNICATION RESEARCH?

Assigned readings: scientific method, literature reviews, APA style

Module 1 Discussion Assignment

Quiz 1 (50 points)

Module 2 THE RESEARCH PROCESS

Chapter 1: Science and Research

Chapter 2: Elements of Research

Chapter 3: Research Ethics

Module 2 Discussion Assignment

Quiz 2 (50 points)

Module 3 RESEARCH APPROACHES

Chapter 6: Content Analysis

Chapter 8: Longitudinal Research

Module 3 Discussion Assignment

Quiz 3 (50 points)

Module 4 DATA ANALYSIS

Chapter 10: Introduction to Statistics

Chapter 11: Hypothesis Testing

Module 4 Discussion Assignment

Quiz 4 (50 points)

Module 5 RESEARCH APPLICATIONS

Chapter 13: Newspaper and Magazine Research

Chapter 14: Research in the Electronic Media

Module 5 Discussion Assignment

Quiz 5 (50 points)

Module 6 RESEARCH APPLICATIONS

Chapter 15: Research in Advertising

Chapter 16: Research in Public Relations

Module 6 Discussion Assignment

Quiz 6 (50 points)

Module 7 HUMAN RESEARCH STUDIES

IRB

Assignment: CITI training certificate (Research Ethics and Compliance Training)

<https://about.citiprogram.org/en/homepage/>

Module 8 RESEARCH PROJECT

Assigned readings

Assignment: Research Proposal Due