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Proposal #  
(Academic Affairs use only)

AY20-411 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) *Remember when abbreviating names, this is how they will appear on student's transcripts.
<b>MCOM</b>	<b>5123</b>	<b>Qualitative Research in Comm</b>

Course Title: (full title of course if longer than 30 characters)  
**Qualitative Research in Communication**

For information regarding CIP codes contact your department chair or visit: [http://www.uco.edu/academic-affairs/ir/program\\_inventory.asp](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.)

**Qualitative Research in Communication addresses theories and methods of qualitative research for scholarly and industry work in communications. Instruction focuses on the conceptualization, design, and execution of qualitative studies. Methods such as ethnography, in-depth interviews, and focus groups are featured. Content analysis, narrative analysis, discourse analysis, and grounded theory provide analytic options for original research projects.**

### Mass Communication

Department submitting the proposal

<b>Mark Zimmerman</b>	<a href="mailto:mzimmerman@uco.edu">mzimmerman@uco.edu</a>	<b>5174</b>
Person to contact with questions	email address	Ext. number

Approved by:

<i>Mary Carver</i>	9/10/20
Department Chairperson	Date

Dean Catherine Webster	Digitally signed by Dean Catherine Webster Date: 2020.09.14 15:16:21 -05'00'
College Dean	Date
(Please notify the department chair when proposal is forwarded to AA.)	

Office of Academic Affairs \_\_\_\_\_ Date

**Rozilyn Miller** Digitally signed by Rozilyn Miller  
Date: 2020.09.11 08:57:33 -05'00'

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

Academic Affairs Curriculum or Graduate Council \_\_\_\_\_ 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 Communication Research**

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>.)

**Upon completion of the course, students will:**

1. Discuss foundational readings of qualitative research.
  2. Analyze studies that use qualitative methods.
  3. Practice qualitative research by developing a research proposal.
  4. Execute a qualitative study.
  5. Write the qualitative study report.
  6. Address leadership considerations in qualitative research.
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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 5893 Capstone Project**

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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.)

**NA**

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

Yes  No If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.

**Kaitlyn Palone; August 26, 2019; current communications databases will be sufficient resources.**

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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**

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20. Names of current faculty qualified to teach this course.  
**Dr. Desiree Hill, Dr. Jill Lambeth, Dr. Mary Carver, Dr. Christy Vincent, Dr. Samuel Lawrence, Dr. Sherri Johnson, Dr. Chad Perry, Mike Breslin.**

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

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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.**

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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.**

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

Semester	2021	2022
Fall		
Spring	7	7
Summer		

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.)

**This course is a requirement for the proposed new M.A. program in Strategic Communications. Qualitative research is an expected skillset in almost all M.A. programs within the discipline. Additionally, a significant objective of the program is the application of research within the industry. Thus, the understanding of this area is a necessary addition to the program.**

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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**     X
- Leadership**     X
- Research, Scholarly and Creative Activities**     X
- Service Learning and Civic Engagement     \_\_\_\_
- Global and Cultural Competencies     \_\_\_\_
- Health and Wellness     \_\_\_\_

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.	<b>MCOM 5043 Foundations of Communication Research is a prerequisite. Students will be expected to conduct a research proposal plan and carry out a qualitative research project.</b>
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.	<b>Students will critique classmate research projects, which will require significant knowledge and understanding of the discipline.</b>
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"> <li>a. Students should be required to undertake original scholarly/creative activity.</li> <li>b. Students should assume greater responsibility for mastering the subject matter.</li> <li>c. Close working relationships should exist between instructors and students.</li> </ul>	<b>Original research activity will take place in this course. Students will complete a research proposal plan, project rough draft, and paper. They will work closely with faculty in order to complete this project, but assume responsibility for the design and completion.</b>

**University of Central Oklahoma  
College of Liberal Arts  
Department of Mass Communication  
MCOM 5123 – Qualitative Research in Communication  
CRN TBA  
Fall 2021**

Desiree Hill, Instructor  
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Office Phone: 974-2792  
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@dezhill

**Office Hours:** M-Th 1–3 p.m. and by appointment

**MEETING TIMES: TBA**

**COURSE PREREQUISITES:** MCOM 5043 Foundations of Communication Research

**COURSE DESCRIPTION:**

Qualitative Research in Communication addresses theories and methods of qualitative research for scholarly and industry work in communications. Instruction focuses on the conceptualization, design and execution of qualitative studies. Methods such as ethnography, in-depth interviews, and focus groups are featured. Content analysis, narrative analysis, discourse analysis, and grounded theory provide analytic options for original research projects.

**STUDENT LEARNING OBJECTIVES:**

1. Discuss foundational readings of qualitative research.
2. Analyze studies that use qualitative methods.
3. Practice qualitative research by developing a research proposal.
4. Execute a qualitative study.
5. Write the qualitative study report.
6. Address leadership considerations in qualitative research.

**CLASS TIME:**

We will explore how qualitative research is connected to real-world applications via discussion, exercises, projects and research creation. Students will read, analyze, practice, and create qualitative research.

**TEXTBOOKS:**

TBA

**COURSE POLICIES:**

1. **DEADLINES:** Projects are expected to be turned in on time. Late work is not accepted. Email work is not accepted unless previously agreed-upon in class. Deadlines are extremely important to prepare students for industry standards.
2. **Work from other/previous classes/projects is not accepted for this class and will result in 0 points.**

**TRANSFORMATIVE LEARNING**

This course addresses all six of the university's transformative learning goals. **Discipline Knowledge** will be attained via the hands-on and creation of work product from the course. **Leadership** will be gained as students learn to lead qualitative research projects. Students will gain **Problem-Solving** skills as they encounter barriers to the final work product and then creatively remove those barriers. **Service Learning/Civic Engagement, Health and Wellness** and **Global Competency** will be achieved as students learn how qualitative research touches on each of those platforms. Finally, students will create projects of their choosing focusing on one or more of the Transformative Learning platforms.

<b>Grading and Point Scale</b>
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- 90-100 **A**
- 80-89 **B**
- 70-79 **C**
- 60-69 **D**

**REQUIREMENTS OF THE CLASS**

Assignments, projects and quizzes will count toward a final score for the course in this way:

**Homework assignments – 20% - 200 points**

These encompass research-based exercises, such as analysis of qualitative research, interview design practice, coding practice

**Discussion assignments– 10% - 100 points**

Short discussions will be due on a weekly basis from readings, homework and projects the students will be working on.

**Discussion participation – 5% - 50 points**

Students are expected to generate meaningful conversation in the discussion assignments. Students will be evaluated on the quality and quantity of discussion posts (one per week minimum).

**Research method presentation – 20% - 200 points**

Students will select a research method to study and will create a powerpoint presentation to share with the class.

**Research proposal plan – 10% - 100 points**

Students will submit a research proposal for the final project.

**Research project rough draft – 5% - 50 points**

Students will submit a rough draft in advance of the final due date for suggestions, corrections, and feedback.

**Research paper - 20% - 200 points**

You will carry out a small qualitative project or pilot study. The study results will be written as an academic paper or industry strategic plan. Length is 10-25 pages.

**Research critiques – 10% -100 points**

Students will critique classmates' research method presentation, pilot study plan, and rough draft of research paper.

**Week 1**

- Define qualitative role in applied research
- Define qualitative research role in scholarly work
- Define qualitative role in mass communication research
- What can qualitative research do? What can't it do?

**Week 2**

- Qualitative ethics
- IRB
- Belmont Report

**Week 3**

- Traditions of qualitative research
- Foundational qualitative studies
- Historical qualitative analysis

**Week 4**

- Qualitative vocabulary
  - Content analysis
  - Narrative inquiry
  - Ethnography

- Grounded theory
- Thick description
- Focus group
- Validity and reliability in qualitative research
- Qualitative research method presentation due

**Week 5**

- Overview of qualitative design

**Week 6**

- Constructing a proposal

**Week 7**

- Interview methods
- Developing the interview
- Conducting the interview

**Week 8**

- Interview analysis
- Coding methods
  - Open
  - Axial
  - Selective
  - Constant-comparison

**Week 9**

- Avoiding bias in research
  - Reflexivity
  - Bracketing

**Week 10**

- Writing the qualitative research report
  - Industry report/white paper
  - Scholarly report: thesis or publication

**Week 11**

- **One-on-one meetings for pilot study planning**

**Week 12**

- Analyze classmate's pilot study plan

**Week 13**

- Computer programs for qualitative analysis

**Week 14**

- Rough draft of final report due
- Critique classmate's final report



**Week 15**

- Final report finished and uploaded to D2L