

Application for a New Course v10.5

Course ID <i>Subject and Number</i>	COMM 601
Date APPROVED	
Date DENIED	

I. Systems and Catalog Information Complete each item.

1	Course Developer	Lauren Lemley
2	Course Teacher	Lauren Lemley
3	Course Title	Residency I: Ethics and Theory in Corporate Communication
4	Course Abbreviation (if title is over 30 characters)	Ethics and Theory in Corp Comm
5	College	Arts & Sciences
6	Department	Communication & Sociology
7	Number of Credit Hours	3
8	Is the course Fixed Credit or Variable Credit?	fixed
9	Is the course repeatable?	no
10	Maximum number of times course may be repeated	none
11	Maximum number of hours credit	3
12	Explanation for variable credit	n/a
13a	Course contact hours - LEC	0
13b	Course contact hours - Lab	0
13c	Course contact hours - Practicum	0
13d	Course contact hours - Seminar	45
13e	Course contact hours - Studio	0

13f	Course contact hours - Online	0
13g	Course contact hours - Colloquium	0
13h	Course contact hours – Field Experience	0
13j	Course contact hours - Internship	0
13k	Course contact hours - Research	0
13m	Course contact hours - Workshop	0
13n	Course contact hours – Other (specify)	0
14	Instructor Workload	0
15	Grade Mode (check all appropriate):	☒ Standard ☐ Credit/No Credit (undergrad only)
16	Maximum Enrollment	20
17	Catalog Description (50 words or less)	Provides an introduction to major concepts of theory, research, and ethics in corporate communication contexts.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	Graduate program admission
19	List any co-requisites	no
20	If the course is cross listed, specify the Course ID(s) MUST have signature in Section V off all Department Chairs	
21	Does this course have any special student costs? Yes/No <i>Attach a <u>completed</u> "Request to Add or Change Course Fees" form. Describe in section IV-F.</i>	no
22a	How often will it be offered? Fall	n/a
22b	How often will it be offered? Spring	n/a
22c	How often will it be offered? Summer	once
23	Frequency? All, odd, or even years?	yearly
24	First semester this course will be offered <i>New courses may not be taught under</i>	May 2016

	<i>their approved course ID until they appear in the catalog, therefore, no earlier than the coming fall.</i>	
25	List course/s that should be deleted, include the last semester for course/s being deleted <i>A course cannot be deleted when it is a requirement in a degree plan in any department.</i>	none
26	Is this course required for a degree/s? Yes/No <i>If "Yes," attach a revised degree plan(s) reflecting the placement of the new course.</i>	yes
27	Should the addition of this course be retroactively applied to the degree plan it supports? Yes/no and explain	No – This course is listed in the degree plan.
28	Has this course been offered as a Special Topics course? Yes/No <i>If "Yes," specify the Course ID and enrollment for each term it was taught. (Note: New courses are NOT required to be taught as Special Topics courses prior to being approved. However, courses may be taught once as Special Topics before it is proposed. See the Course Descriptions section of the Catalog for details.)</i>	It will be taught as special topics in May 2016 until it can be listed in the 16-17 catalogue.
29	List any courses in which content overlaps the proposed course. (Course ID and Name) <i>Attach statement from instructor/dept chair of existing course justifying the new offering in Section IV-D.</i>	

II. Curriculum

1	Degree Plan Explanation of how this course affects degree requirements.	This is a required course for our graduate Corporate Communication degree.
2	Justification State the justification for adding this course to the current curriculum. Represent the need.	It is a new degree program, and this is one of the new courses being developed for the degree.

III. Course Design

1. Audience and Course Goal

1	Describe the intended audience, including prerequisite skills.	Students must be accepted into a graduate program and have completed their undergraduate degree.
2	State the overarching course goal(s) in performance terms.	By the end of the course, students will understand and be able to apply foundational communication theories and concepts, be able to discuss important ethical considerations, and produce scholarly academic writing.

2. Competencies and Measurements

	Competency	Measurement
1	Identify, understand, and apply foundational topics, theories, and ethical perspectives within the communication discipline.	Discussion Leader/Moderator, Case Study Presentation, Scholarly Literature Review
2	Demonstrate mastery of theoretical vocabulary and scholarly writing.	Discussion Leader/Moderator, Case Study Presentation, Scholarly Literature Review
3	Locate and understand scholarly literature that discusses both theoretical and applied topics within the field of communication.	Discussion Leader/Moderator, Case Study Presentation, Scholarly Literature Review
4	Successfully craft a scholarly literature review using APA Style.	Scholarly Literature Review

3. Text and Resources

1. Give the full publication information of the textbook/s and other required resources and outside readings.

2. For **combined undergraduate/graduate** courses, make two lists:

a. full publication information; label **Undergraduate**.

b. full publication information; label **Graduate**. Indicate number of pages required.

1. Stephen W. Littlejohn and Karen A. Foss, *Theories of Human Communication* (Long Grove, IL: Waveland Press, 2011).
2. John A. McArthur, *Planning for Strategic Communication* (J.A. McArthur, 2014).
3. Gerald Graff and Cathy Birkenstein, *They Say, I Say: Moves that Matter in Academic Writing* (New York: W.W. Norton & Company, 2009).
4. *Publication Manual of the American Psychological Association, 6th Edition*, 2010.

IV. Supporting Documentation

Supporting documents must accompany proposal prior to preliminary approval by chair and dean.

1	Library — Submit new course application and syllabus to the Dean of the Library. Consult with the director and establish a deadline for completion of the library report. Attach the signed copy of the Library report.
2	Instructional Design — The application and syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center Review Letter.
3	Content Overlap — Include one document for each course you listed in Section I-I. Attach statement from instructor/dept chair of existing course justifying the new offering.
4	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.
5	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.
6	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.
7	Justification — Attach all documents referred to in Section II-2
8	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.
9	Provide documentation for all additional attachments here

V. Preliminary Approvals

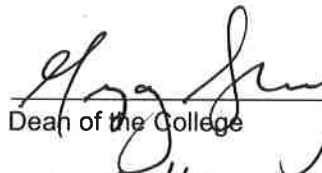
All supporting documentation has been assembled and attached to this application. I believe this course is ready to be presented to appropriate councils. We have a plan to fund this new course.

Course Number and Name: COMM 601: Residency I: Ethics and Theory in Corporate Communication

Primary Department: Communication and Sociology


Department Chair

29 March 2016
Date


Dean of the College

4/4/16
Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair

Date

Dean of the College

Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair

Date

Dean of the College

Date

VI. Actions *Place all actions on one page.*

Course ID: _____

Course Title: COMM 601: Residency I: Ethics and Theory in Corporate Communication

1. College Academic Council: (for all courses)

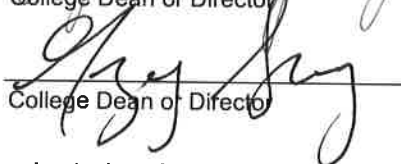
Note: Insert additional lines for College Academic Council action for each college involved in cross-listed courses.

Approved ☒ Denied ☐


College Dean or Director

4-1-16
Date

Approved ☒ Denied ☐


College Dean or Director

4/4/16
Date

2. Graduate Council: (for graduate level courses)

Approved ☐ Denied ☐

Dean of the Graduate School

Date

3. Teacher Education Council: (when applicable)

Approved ☐ Denied ☐

TEC Chair

Date

4. University General Education Council: (when applicable)

Approved ☐ Denied ☐

Provost's Designee

Date

5. University Undergraduate Academic Council: (*undergraduate level courses*)

Approved ☐ Denied ☐

Vice Provost

Date

6. Academic Provost: (for all courses)

Approved ☐ Denied ☐

Provost

Date

7. President of the University: (for all courses)

Approved ☐ Denied ☐

President

Date

Attach notes, comments, or conditions from appropriate councils:

Syllabus Checklist v10.5

Course Developer Lauren Lemley

ID 000044594

NOTE: It is not necessary to submit this checklist with the New Course Application. It is provided to assist the course developer in ensuring that all essential syllabus elements are addressed. The checklist is used by the Adams Center in syllabus review. All items below are required unless otherwise marked.

About the Course " Course number and title " Credit hours " Semester and year " Meeting time and place " Pre-requisite/co-requisite About the Instructor(s) " Name and title or rank " Office location " Phone number(s) " Email address " Office hours / contact expectations Mission Statements " ACU mission statement " College mission statement " Departmental mission statement " Personal mission statement (optional) Unique Christian Perspective " Description of how learning and Christian faith are integrated in the course Course Content " Catalog description " Intended audience " Outline of topics " Format of course/types of activities student should expect in the course Teaching/Learning Methods and Format of Class Sessions " Description of the types of activities students should expect in the course Materials " Required and optional materials, including textbooks, etc.	Learning Objectives/Competencies " Specific competencies stated in measurable terms " Assignments or instruments that will be used to assess the competencies. Assessment/Grading Criteria " Complete and accurate details of factors and elements that will comprise the final grade. " Weight or point value of all graded elements " Grading scale with expectations for letter grades " Extra credit opportunities (optional) University Policies " Special needs policy - ADA " Academic integrity policy (recommended) " Title IX policy (recommended) Course Policies " Expectations and consequences regarding: - o Attendance and Tardiness - o Participation - o Course specific academic integrity policy (optional) Course Calendar (Note: Calendar is not required for Course Application, but it must be included in all syllabi distributed to students.) " Exam dates " Assignments " Due dates and other deadlines - o Late assignment/exam policy " Schedule of readings and topics " Statement to reserve right to modify the calendar as necessary
--	---

Course Competencies

	Competency	Measurement Instrument
1	Identify, understand, and apply foundational topics, theories, and ethical perspectives within the communication discipline.	Discussion Leader/Moderator, Case Study Presentation, Scholarly Literature Review
2	Demonstrate mastery of theoretical vocabulary and scholarly writing.	Discussion Leader/Moderator, Case Study Presentation, Scholarly Literature Review
3	Locate and understand scholarly literature that discusses both theoretical and applied topics within the field of communication.	Discussion Leader/Moderator, Case Study Presentation, Scholarly Literature Review
4	Successfully craft a scholarly literature review using APA Style.	Scholarly Literature Review

**RESIDENCY I: ETHICS AND THEORY IN CORPORATE COMMUNICATION
COMM 601 – MAY 9-13, 2016**

Sherrod 217 – 8 am – 5 pm
3 credit hours

PROFESSOR: Dr. Lauren Lemley
OFFICE HOURS: By appointment

EMAIL: lauren.lemley@acu.edu
OFFICE: SB 214

COURSE DESCRIPTION

COMM 601: Provides an introduction to major concepts of theory, research, and ethics in corporate communication contexts. *ACU Catalog*.

ACU MISSION STATEMENT

To educate students for Christian service and leadership throughout the world.

MISSION OF THE COLLEGE OF ARTS & SCIENCES

The College of Arts and Sciences engages students with humanity's greatest ideas to create understanding, apply insights, and serve the world as Christian thinkers and problem solvers

MISSION OF THE DEPARTMENT OF COMMUNICATION & SOCIOLOGY

To create excellent and ethical communicators, transforming lives through teaching, scholarship and service.

CHRISTIAN PERSPECTIVE

Corporate communicators often find themselves in ethically challenging situations. This course seeks to help students see communication within a uniquely Christian context that invites them to unite their faith and their vocation.

REQUIRED TEXTS

- Stephen W. Littlejohn and Karen A. Foss, *Theories of Human Communication* (Long Grove, IL: Waveland Press, 2011).
- John A. McArthur, *Planning for Strategic Communication* (J.A. McArthur, 2014).
- Gerald Graff and Cathy Birkenstein, *They Say, I Say: Moves that Matter in Academic Writing* (New York: W.W. Norton & Company, 2009).
- *Publication Manual of the American Psychological Association, 6th Edition*, 2010.
- Materials Posted on Canvas

COURSE OBJECTIVES, MEASUREMENTS, AND FORMAT

COURSE OBJECTIVES AND MEASUREMENTS

Upon completion of the course, students should be able to:

1. Identify, understand, and apply foundational topics, theories, and ethical perspectives within the communication discipline. (measured by discussion leader/moderator, case study, and literature review assignments)
2. Demonstrate mastery of theoretical vocabulary and scholarly writing. (measured by literature review assignment)
3. Locate and understand scholarly literature that discusses both theoretical and applied topics within the field of communication. (measured by case study and literature review assignments)
4. Successfully craft a scholarly literature review using APA Style. (measured by literature review assignment)

CLASS FORMAT

Because this is a one-week intensive course, class meetings will vary quite a bit throughout each day. During the week, sessions will include discussion, lecture, presentations, meetings with guest speakers, and focused time to work on and revise class assignments.

COURSE POLICIES

ATTENDANCE

Attendance in this course is required. If you are absent for 20% or more of the course, you will automatically receive an "F." Understanding the theories and concepts discussed in class will be essential for success in both this course and for the rest of your strategic communication program. Without consistent class attendance and participation, you will be at a severe disadvantage when working on assignments for this and future courses.

LATE WORK

The one-week short course compressed format leaves no room for incomplete or late work; therefore, late work will not be accepted without an excused absence. When you know you will miss class for a "non-excused" reason, you should turn in assignments before they are due. If for some reason a situation should arise in which I allow you to turn in an assignment after the due date without an excused absence, your grade on that assignment will be reduced by at least 25%.

COOPERATION WITH THE AMERICANS WITH DISABILITIES ACT (ADA)

ACU and the College of Arts and Sciences comply with the ADA in making reasonable accommodations for qualified students with disability. If you have a disability as defined by the ADA and would like to request accommodations, please contact the Alpha Scholars Program at 325.674.2667 or online at <http://www.acu.edu/academics/trio/alpha/index.html> for more information about Student Disability Services at ACU.

ACADEMIC DISHONESTY

Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failing to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submitting papers or projects obtained from another source (e.g., research service or club paper file) as one's own, 3) Falsifying information orally or in writing, and 4) Receiving, giving, or using unauthorized aid on an examination or quiz. Academic misconduct may result in, but is not limited to, a zero on the

assignment and/or an F in the course. Additionally, the department chair, Dean of the College of Arts and Sciences, and the Dean of Student Life will be notified.

See the full university policy, including how to appeal a decision, by following this link: <http://www.acu.edu/academics/provost/policies/index.html>.

GRADING

YOUR FINAL COURSE GRADE WILL BE DETERMINED AS FOLLOWS:

90.00-100.00 = A 80.00-89.99 = B 70-79.99 = C 60-69.99 = D 0-59.99 = F

BREAKDOWN OF COURSE GRADE:

Discussion Leader/Moderator - 20%
Case Study Presentation - 30%
Scholarly Literature Review - 50%

DISCUSSION LEADER/MODERATOR (20%)

A significant component of both graduate courses and professional life is the ability to plan for and lead a productive discussion. As a result, you will work with another member of your cohort to lead and moderate class discussion on one of our course readings. More details about this assignment and grading criteria will be provided on Canvas and in class.

CASE STUDY PRESENTATION (30%)

During residency week, we will discuss several key theories from the field of communication and applying them within a strategic/corporate communication context. At the end of the week, you will choose one of these theories as a framework for your analysis of a corporate communication case study. You will present the case, your analysis, and your strategic communication plan in a 10-15 minute presentation. More information about assignment details and grading will be provided on Canvas and in class.

SCHOLARLY LITERATURE REVIEW (50%)

A primary outcome of this course is that you understand both (1) communication theory and (2) graduate-level writing well enough to construct a scholarly literature review. Throughout our week together, we will spend time learning about each of these concepts, researching/writing about theory, and revising drafts.

This assignment as a whole is worth 50% of your grade in the course, but will be broken into several scaffolding assignments throughout the residency week. To succeed, it will be important to keep up with each of these assignments/deadlines and ask questions as they arise. More information about each scaffolding assignment will be provided on Canvas and in class.

ACU Syllabus Checklist

Revised on July 15, 2014 based on ACU New Course Application v10.5.

Course Title and Number

COMM601: Ethics and TI

Reviewer

Berlin Fang

Developer

Dr. Lauren Lemley

About the course

- ☒ Course number and title
- ☐ Credit hours
- ☒ Semester and year
- ☐ Meeting time and place
- ☐ Prerequisites/co-requisites

About the instructor(s)

- ☒ Name and title or rank
- ☒ Office location
- ☒ Contact information
- ☒ Office hours/contact expectations

Mission statements

- ☒ ACU mission statement
- ☒ College mission statement
- ☒ Department mission statement
- ☐ Personal mission statement (optional)

Unique Christian Perspective

- ☐ Description of how learning and Christian faith are integrated in the course

Course Content

- ☒ Catalog description

- ☐ Intended audience
- ☐ Outline of topics

Teaching/Learning Methods and Format of Class Sessions

- ☐ Description of the types of activities students should expect in the course

Materials

- ☒ Required and optional materials, including textbooks, etc.

Learning Objectives/Competencies

- ☒ Specific competencies stated in measurable terms
- ☐ Assignments or instruments that will be used to assess the competencies.

Assessment/Grading Criteria

- ☒ Complete and accurate details of factors and elements that will comprise the final grade
- ☒ Weight or point value of all graded elements
- ☒ Grading scale with clear expectations for grades
- ☐ Extra credit opportunities (optional)

University Policies

- ☒ Special needs policy -ADA
- ☒ Academic integrity policy (recommended)
- ☐ Title IX policy (recommended)

Course Policies

Expectations and consequences regarding:

- ☒ Participation
- ☒ Attendance and tardiness
- ☐ Course specific academic integrity policy (optional)

Calendar

(Note: Calendar is not required for Course Application, but it must be included in all syllabi distributed to students.)

- ☐ Exam dates
- ☐ Assignments
- ☐ Due dates and other deadlines (and late assignment/exam policy)
- ☐ Schedule of readings and topics
- ☐ Statement to reserve the right to modify the calendar as necessary

Any comments?

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

M E M O R A N D U M

DATE: 22:10
TO: Dr. Lauren Lemley
FROM: Mark McCallon, Associate Dean for Library Information Services
RE: Course Application for COMM 601– Residency I : Ethics and Theory in Corporate Communication

After reviewing the course syllabus, the library can adequately support the proposed course. Please contact Laura Baker (bakerl@acu.edu), Librarian Liaison for the Department of Communication and Sociology, if additional resources are needed for the course.

Thank you for letting us examine the course syllabus.

March 7, 16

Dr. Lauren Lemley
Department of Communication & Sociology
Abilene Christian University
Sherrod Building 214
325.674.2241
lauren.lemley@acu.edu

Re: Review of COMM601: Ethics and Theory in Corporate Communication

Dr. Lamley,

Thank you for the submission of Review of COMM601: Ethics and Theory in Corporate Communication. I reviewed the syllabus based on the university guidelines and here are a few things you might want to consider adding or changing:

- Adding information about prerequisites/co-requisites, credit hours, meeting time/place or Canvas URL if meeting is not required, Christian perspective, intended audience, outline of topics, and description of activities.
- In the application there is a section for "competencies and measurements" which shows how measurements relate to competencies. You might want to consider adding this to the syllabus as well. Right now the syllabus only includes competencies but not the corresponding measurements.

I have attached a checklist for your reference. There is no need to bring it back to the Adams Center for further review.

This letter is not meant to be a final approval in the course application process. It is intended as a reference for council members, who may have questions or comments of their own. If there is anything else I can do for you, please feel free to let me know.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Paulin Fong".

Director of Instructional Design
Adams Center for Teaching and Learning
Abilene Christian University