**MPC Curriculum and Program Changes 2013-14**

**Summary**

1. Add three new courses:

**MC 6010 Introduction to Graduate Study/Communication Theory (3)**

This course provides a survey of major theoretical perspectives in the field of communication with an emphasis on how theory can be applied in interpersonal, group, organizational and mass communication contexts. Students also learn about the logic of communication inquiry and techniques for conducting literature searches and writing literature reviews.

**MPC 6350 Visual Communication in the Workplace (3)**

Visual messages are a powerful way to inform, persuade, and educate. An effective combination of text and visual elements is necessary to communicate ideas and information. This class will focus on both theory and skills. Students will be exposed to visual communication theories from a variety of perspectives that will help them produce more effective layout and design projects for both paper and screen formats. They will also learn how to critically analyze visual designs to determine which are most effective and ethical.

**MPC 6620 Conflict Resolution and Mediation (3)**

Communication is at the center of any mediation or negotiation process. It is in and through communication that conflict resolution becomes possible. This class will explore the key interpersonal skills that are central to managing that process competently.

2. Remove MPC 6000 Intro to Grad Studies (1) from program requirements

This course will be replaced by MPC 6010 Introduction to Graduate Studies/Communication Theory (3)

3. Program changes

* Change the number of required credit hours from 37 to 33.
* Give students more options to tailor the core requirements to their interests, while providing a structured set of choices. This should spread out enrollment among the core courses and provides more flexibility for scheduling.
* Drop the program prerequisites: COMM 3150 Research Methods and COMM 3000 Communication Theory or a theory-based course. Students will get the theory-based course in MPC 6010 Intro to Graduate Study/Comm Theory. If students have not taken research methods as an undergraduate, they will be strongly encouraged to take it. Some students might be admitted provisionally if the admissions committee deems they need additional coursework in research methods.

**Justification:**

We are adding three new courses to the program: MPC 6010 Intro to Graduate Study and Communication Theory, MPC 6350 Visual Communication in the Workplace and MPC 6620 Conflict Resolution and Mediation.

We are no longer requiring MPC 6000 Intro to Graduate Studies (1 credit) and are replacing it with MPC 6010 Intro to Graduate Study/Communication Theory (3 credits). MPC 6010 includes a heavier emphasis on communication theory and we believe it will be a better introduction to graduate level study in the field of communication.

We are also changing the number of credit hours from 37 to 33. The new streamlined program has been restructured to give students more options in their core required courses. The number of electives has been reduced, which accounts for the change from 37 to 33 (with the exception of eliminating the one credit hour course, explained above). Because students have more options in their core required courses than in the current program, we believe students can tailor the program to meet their educational and professional goals.

When our current program was created, we planned to have students take 2-3 courses at the 5000-level that were cross-listed with undergraduate courses. Although the proposed program reduces the total number of credit hours, it actually increases the academic rigor of electives by allowing only one 5000-level course to count. Last year we added two new electives at the 6000-level. This year we are adding two more 6000-level courses. We are striking a balance between offering enough 6000-level electives to truly give students choices, while streamlining the number of 6000-level offerings to maximize the use of faculty resources. Because there are fewer electives required in the new program, we will be able to offer the 6000-level electives more often so students will not need to take 5000-level electives to complete their program in two years.

**Proposed Changes to MPC Program**

**New Program – 33 hours Current Program – 37 hours**

**Foundational Courses (12 hours) Required Courses (22 hours)**

MPC 6010 Intro to Grad Studies/Comm Theory (3) MPC 6000 Intro to Grad Studies (1)

MPC 6150 Writing for Prof Communicators (3) MPC 6150 Writing for Prof Comm (3)

MPC 6210 Pres Spkg in the Workplace (3) MPC 6210 Pres Spkg in the Workplace (3)

MPC 6700 Research Methods for Prof Comm (3) MPC 6700 Rsrch Meth for Prof Comm (3)

MPC 6100 Team Building & Facil (3)

MPC 6300 New Media in Prof Comm (3)

**Core Required Courses (12 credit hours)** MPC 6400 Leadership Communication (3)

**Choose four** of the following **six** courses in MPC 6600 Strategic Comm (3)

consultation with the MPC program director

**Electives (15 credit hours)**

MPC 6100 Team Building & Facilitation (3) See below

MPC 6300 New Media in Prof Comm (3)

MPC 6350 Visual Comm Design (3)

MPC 6400 Leadership Communication (3)

MPC 6450 Adv Organizational Comm (3)

MPC 6600 Strategic Comm (3)

**Electives (9 credit hours)**

See below

**Electives**

In both the current and the proposed program, students may choose either the coursework track or the thesis/project track. The primary change is that they will have fewer hours of electives in the new program.

Coursework track

* Current program – 15 credit hours of electives chosen in consultation with MPC director
* New program – 9 credit hours of electives chosen in consultation with MPC director, students can choose from the elective lists or take classes in the core required list

Thesis/Project track

* Current program – 9 credit hours of electives chosen in consultation …
* New program – 3 credit hours of electives chosen in consultation …
* MPC 6900 Thesis/project I (3)
* MPC 6950 Thesis/project II (3)

Catalog Copy with changes is available in the file: MPC Catalog Copy 2013 Program Changes