Washington State University
MAJOR CHANGE FORM – REQUIREMENTS

NOTE: If proposing a new program (degree) or extending, moving, consolidating, eliminating or renaming an existing program (degree), these proposals must first go through the Provost’s Office review process. Please do not use this form. Please contact the Provost’s Office for directions on processing program (degree) proposals.

SUBMITTING PROPOSAL – Follow the steps on form, then:
☐ Submit one electronic copy of complete packet of signed form/rationale statement/supporting documentation and/or edits to wsu.curriculum@wsu.edu.
☐ Send the original stapled packet PLUS 10 stapled copies of packet to the Registrar’s Office, campus mail code 1035.

Department Name: The Edward R. Murrow College of Communication

1. Check proposed changes:
   ☐ New Plan (Major) in ________________________________ CIP# ________
   ☐ Change name of Plan (Major) from ___________________________ to ___________________________
   ☐ Revise certification requirements for the Plan (Major) in ________________________________
   ☐ Revise Plan (Major) requirements in ________________________________
   ☐ Drop Plan (Major) in ________________________________

   ☐ New Sub-Plan (Option) in ________________________________ CIP# ________
   ☐ Change name of Sub-Plan (Option) from ___________________________ to ___________________________
   ☐ Revise requirements for the Sub-Plan (Option) in ________________________________
   ☐ Drop Sub-Plan (Option) in ________________________________

   ☐ New Minor in ________________________________ CIP# ________
   ☐ Change name of Minor from ___________________________ to ___________________________
   ☐ Revise Minor requirements in ________________________________
   ☐ Drop Minor in ________________________________

   ☐ New Certificate in ________________________________ CIP# ________
   ☐ Change name of Certificate from ___________________________ to ___________________________
   ☐ Revise Certificate requirements in ________________________________
   ☐ Drop Certificate in ________________________________

   ☐ Other ________________________________

2. Effective Date: Fall 2016  (Effective date must be for future fall term.) Submission deadline is Oct 1st.

NOTE: Items received after deadlines may be put to the back of the line or forwarded to the following year. Please submit on time.

Contact: Christy Curtis
Email: christine.curtis@wsu.edu
Phone number: (509) 335-5608
Campus mail code: 2520

3. PLEASE ATTACH A RATIONALE STATEMENT giving the reasons for each request marked above, and explaining how this impacts other units in Pullman and other campuses (if applicable).

4. PROVIDE SUPPORTING DOCUMENTATION AND/OR CURRENT CATALOG COPY with edit marks showing requested changes.

5. SIGN AND DATE APPROVALS.

Chair Signature/date  Dean Signature/date  CSC Date

Chair Signature/date  Dean Signature/date  AAC or GSC Date  Senate Date
Rationale:

Dear Catalogue Subcommittee,

We are asking that COMSTRAT 702 replace COMSTRAT 566 for the Master’s Capstone course in our online Strategic Communication MA program. The curriculum for the program was originally approved with COMSTRAT 566.

COMSTRAT 566, Capstone Project/Portfolio Preparation and Presentation was problematic as a final MA course. It was originally designed as a graded class. As such, we were not able to easily schedule a balloted final exam. We needed to make the class a pass/fail course and allow for scheduling a balloted final exam.

We worked closely with the Graduate School to identify a solution. The solution was to create COMSTRAT 702 as the capstone for the online program. The content of the course and the curriculum would remain the same but with COMSTRAT 702 we could have a pass/fail course with a balloted final exam.

We started the process last fall and the course was approved in February. The next step is to get COMSTRAT 702 to replace COMSTRAT 566 in the program curriculum.

Thanks for your time and consideration,

Rebecca Cooney  
Director, MA in Strategic Communication

Bruce Pinkleton  
Director of Graduate Studies

Goertzen 101, PO Box 642520, Pullman WA 99164-2520  
509-335-1556 | murrow.college@wsu.edu | murrow.wsu.edu
Strategic Communication MA Course Titles and Descriptions

**COM 561 – Multimedia Content Creation**
Exploration and application of strategies to communicate ideas clearly, concisely, and effectively through multimedia content.

**COM 562 – Crisis Communication in Global Contexts**
Prepare, plan, and execute crisis communication and management to protect the continuity of an organization's image and mission.

**COM 563- Ethics for Professionals**
The understanding, discussion, and application of key theories of individual and institutional ethics; the articulation and defense of ethical reasoning.

**COM 564 – Research Methods for Professionals**
Understanding the role of research in media and related organizations and its application to organizational decision making through quantitative and qualitative research methods including research design, questionnaire construction, sampling, data collection techniques, and variable measurement.

**COMSTRAT 561 – Persuasion for Professional Communicators**
Introduction to theories, concepts, strategies, and processes of persuasion and social influence.

**COMSTRAT 562 – Creative Media Strategies and Techniques**
The strategies, processes, procedures and steps involved in creating marketing communications materials for a variety of different media.

**COMSTRAT 563 – Professional Digital Content Promotion**
The application of writing, critical thinking, and persuasion skills to the practice and promotion of PR and advertising in both digital and social media outlets.

**COMSTRAT 564 – Consumer Behavior and Brand Development**
Tactics and strategies for consumer analysis and brand development; skills necessary for uncovering consumer insights to link client objectives, account management, creative development, and media planning.

COMSTRAT 565 – Professional Marketing Communication Management and Campaigns ~ Final Semester

An overview of behavior change theories with a focus on strategic marketing campaign design and evaluation; learning to use theory and research to more effectively plan, design, execute and evaluate strategic communication campaigns.

COMSTRAT 566 – Capstone Project/Portfolio Preparation and Presentation

Tying together key learning objectives that faculty expect the student to have learned during the program.

COMSTRAT 702 – Master’s Special Problems, Directed Study and/or Examination

V 1–18 May be repeated for credit. Independent research in special problems, directed study, and/or examination credit for students in a non-thesis master's degree program. Students must have graduate degree-seeking status and should check with their major advisor/committee chair before enrolling for 702 credit.
The courses listed below reflect the graduate major curricular changes approved by the Catalog Subcommittee and the Graduate Studies Committee since approval of the last Graduate Major Change Bulletin. All new and revised courses are printed in their entirety under the headings Proposed and Current, respectively. The column to the far right indicates the date each change becomes effective.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course Number</th>
<th>New Revise Drop</th>
<th>Current</th>
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<th>Effective Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>B_A</td>
<td>514</td>
<td>New</td>
<td>--N/A--</td>
<td>Business Analytics: Transforming Data into Decisions 3 Course Prerequisite: Admission to MBA, Master of Accounting, or Business PhD programs. Advanced decision-making concepts utilizing relevant datasets for data-driven problem-solving and formulating decision analyses to evaluate and recommend management action.</td>
<td>8/2013</td>
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<tr>
<td>B_A</td>
<td>579</td>
<td>New</td>
<td>--N/A--</td>
<td>MBA Capstone 3 Course Prerequisite: Admission to MBA, Master of Accounting, or Business PhD programs. Analyze, evaluate, and recommend management actions for a specific strategic business project (for an existing organization or new venture).</td>
<td>8/2013</td>
</tr>
<tr>
<td>CE</td>
<td>507</td>
<td>New</td>
<td>--N/A--</td>
<td>Sustainability: Life Cycle Assessment 3 Principles of life cycle assessment (LCA), environmental impacts categories, LCA system models, and methods for life cycle inventory.</td>
<td>8/2013</td>
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<tr>
<td>COM</td>
<td>561</td>
<td>New</td>
<td>--N/A--</td>
<td>Multimedia Content Creation 3 Students will learn to communicate ideas clearly, concisely, and effectively through multimedia content.</td>
<td>8/2013</td>
</tr>
<tr>
<td>COM</td>
<td>562</td>
<td>New</td>
<td>--N/A--</td>
<td>Crisis Communication in Global Contexts 3 Through activities, students will prepare to plan for and execute crisis communication and management in way to protect the continuity of an organization's</td>
<td>8/2013</td>
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<tr>
<td>Code</td>
<td>Course Number</td>
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<tr>
<td>COM</td>
<td>563</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Ethics for Professionals</strong> 3 The understanding, discussion, and application of key theories of individual and institutional ethics; the articulation and defense of ethical reasoning.</td>
<td>8/2013</td>
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<tr>
<td>COM</td>
<td>564</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Research Methods for Professionals</strong> 3 Understanding the role of research in media and related organizations and its application to organizational decision making through quantitative and qualitative research methods including research design, questionnaire construction, sampling, data collection techniques, and variable measurement.</td>
<td>8/2013</td>
</tr>
<tr>
<td>COMSTRAT</td>
<td>561</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Persuasion for Professional Communicators</strong> 3 Introduction to theories, concepts, strategies, and processes of persuasion and social influence.</td>
<td>8/2013</td>
</tr>
<tr>
<td>COMSTRAT</td>
<td>562</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Creative Media Strategies and Techniques</strong> 3 The strategies, processes, procedures and steps involved in creating marketing communications materials for a variety of different media.</td>
<td>8/2013</td>
</tr>
<tr>
<td>COMSTRAT</td>
<td>563</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Professional Digital Content Promotion</strong> 3 The application of writing, critical thinking and persuasion skills to the practice and promotion of PR and advertising in both digital and social media outlets.</td>
<td>8/2013</td>
</tr>
<tr>
<td>COMSTRAT</td>
<td>564</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Consumer Behavior and Brand Development</strong> 3 Tactics and strategies for consumer analysis and brand development; skills necessary for uncovering consumer insights to link client objectives, account management, creative development, and media planning.</td>
<td>8/2013</td>
</tr>
<tr>
<td>COMSTRAT</td>
<td>565</td>
<td>New</td>
<td>-- N/A --</td>
<td><strong>Professional Marketing Communication Management and Campaigns</strong> 3 An overview of behavior change theories with a focus on strategic marketing.</td>
<td>8/2013</td>
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<tr>
<td>Course Code</td>
<td>Course Code</td>
<td>Type</td>
<td>Title</td>
<td>Prerequisite</td>
<td>Notes</td>
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<td>COMSTRAT</td>
<td>566</td>
<td>New</td>
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<tr>
<td>HPA</td>
<td>570</td>
<td>Revise</td>
<td>Marketing for Health Care Organizations 4 Basic marketing concepts, principles, and issues related to marketing public and private health care.</td>
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<tr>
<td>MBIOS</td>
<td>579</td>
<td>Revise</td>
<td>Molecular Biosciences Seminar V 1-2 May be repeated for credit; cumulative maximum 10 hours. Required of all graduate students in molecular biosciences. May be repeated for credit; cumulative maximum 10 hours.</td>
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<tr>
<td>MIS</td>
<td>557</td>
<td>New</td>
<td>--N/A--</td>
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<tr>
<td>MUS</td>
<td>520</td>
<td>Restore</td>
<td>--N/A--</td>
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<tr>
<td>NURS</td>
<td>573</td>
<td>New</td>
<td>--N/A--</td>
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</tbody>
</table>

- **Capstone Project/Portfolio Preparation and Presentation:** DDP 3 Tying together key learning objectives that faculty expect the student to have learned during the program.
- **Marketing for Health Care Organizations:** Basic marketing concepts, principles, and issues related to marketing public and private health care.
- **Molecular Biosciences Seminar V:** 1-2 May be repeated for credit; cumulative maximum 10 hours. Required of all graduate students in molecular biosciences. S, F grading.
- **Designing Business Intelligence Systems:** 3 Course Prerequisite: Admission to MBA, Master of Accounting, or Business PhD programs. Design and use of business intelligence systems, and business performance analytics.
- **Commercial Guitar:** V 2 (6-0) to 4 (6-12) May be repeated for credit. Broad study of American guitar styles, including jazz, rock, finger style, blues, funk, Brazilian, R&B, folk, bluegrass, country, old-time, and even some European art music.
- **Rational Prescribing:** 2 Course Prerequisite: Admission to FNP program, NURS 563. Pharmacology for clinical practice including decision-making, prescribing, drug monitoring, and patient education associated with prescriptive authority.

- 8/2013
- 8/2013
- 8/2013
- 8/2013
- 5/6/2013
**GRADUATE MAJOR CHANGE BULLETIN NO. 5**

**Spring 2015**

**Faculty Senate Approved February 12, 2015**

The courses listed below reflect the graduate major curricular changes approved by the Catalog Subcommittee and the Graduate Studies Committee since approval of the last Graduate Major Change Bulletin. All new and revised courses are printed in their entirety under the headings Proposed and Current, respectively. The column to the far right indicates the date each change becomes effective.

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<td>AMDT</td>
<td>515</td>
<td>New</td>
<td>--N/A--</td>
<td>Textile Product Development and Innovation 3 Apply knowledge of textile component and emerging materials/techniques to innovative textile product development. Recommended preparation: AMDT 210. Typically offered: Spring, even years.</td>
<td>1-16</td>
</tr>
<tr>
<td>BSYSE</td>
<td>541</td>
<td>Restore</td>
<td>--N/A--</td>
<td>Instrumentation and Measurements 3 (2-3) Basic engineering concepts involving instrumentation including measurement systems, sensors, data acquisition, signal processing, and analysis. Typically offered: Spring.</td>
<td>8-15</td>
</tr>
<tr>
<td>COMSTRAT</td>
<td>702</td>
<td>New</td>
<td>--N/A--</td>
<td>Master's Special Problems, Directed Study, and/or Examination V 1-18 May be repeated for credit. Independent research in special problems, directed study, and/or examination credit for students in a non-thesis master's degree program. Students must have graduate degree-seeking status and should check with their major advisor/committee chair before enrolling for 702 credit. S, U grading.</td>
<td>1-15</td>
</tr>
<tr>
<td>HORT</td>
<td>550</td>
<td>New</td>
<td>--N/A--</td>
<td>Bioinformatics for Research 4 (3-3) Foundational knowledge about advanced bioinformatics analyses of next-generation sequencing data. Recommended preparation: Molecular Biology and/or Genetics. Typically offered: Fall.</td>
<td>8-15</td>
</tr>
</tbody>
</table>