

# FLORIDA ATLANTIC UNIVERSITY

## Undergraduate Programs—NEW COURSE PROPOSAL

UUPC APPROVAL 12/4/15  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

DEPARTMENT: SCHOOL OF COMMUNICATION AND  
MULTIMEDIA STUDIES

COLLEGE: ARTS AND LETTERS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX COM \_\_\_\_\_ COURSE NUMBER 4125 10 LAB CODE (L or C) \_\_\_\_\_

(TO OBTAIN A COURSE NUMBER, CONTACT [NMALDONADO@FAU.EDU](mailto:NMALDONADO@FAU.EDU))

COMPLETE COURSE TITLE: STRATEGIC COMMUNICATION

EFFECTIVE DATE

(first term course will be offered)

FALL 2016

CREDITS :  
3

TEXTBOOK INFORMATION: ADLER AND LUCAS (2013) COMMUNICATING AT WORK, MCGRAW HILL  
 ARGENTI, CORPORATE COMMUNICATION, MCGRAW HILL

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR X PASS/FAIL \_\_\_\_\_ SATISFACTORY/UNSATISFACTORY \_\_\_\_\_

COURSE DESCRIPTION, NO MORE THAN THREE LINES: This class addresses strategic interpersonal, group, and public communication within an organizational format. In addition to learning and practicing basic workplace communication skills, students conduct an interview, write a resume, and develop an individual strategic plan and presentation that can be used in professional portfolios.

PREREQUISITES W/MINIMUM GRADE\*:  
NONE

COREQUISITES\*:  
NONE

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)\*:  
GOOD STANDING IN SCHOOL OF COMMUNICATION &  
MULTIMEDIA STUDIES.

\* DEFAULT MINIMUM PASSING GRADE IS D-. PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: PH.D. AND ACCREDITATION IN INTERPERSONAL OR ORGANIZATIONAL COMMUNICATION

WAC/GORDON RULE COURSE

YES \_\_\_\_\_ NO X

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: [www.fau.edu/WAC](http://www.fau.edu/WAC)

GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION) :

\_\_\_ Written Communication      \_\_\_ Society/Human Behavior  
 \_\_\_ Mathematics/Quant. Reas.      \_\_\_ Global Citizenship  
 \_\_\_ Science/Natural World      \_\_\_ Creative Expression

Must attach the appropriate General Education Course Approval Request:  
[www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php](http://www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php)

Faculty contact, email and complete phone number:  
 Laura Winn, [lwinn@fau.edu](mailto:lwinn@fau.edu)

Please consult and list departments that might be affected by the new course and attach comments.

Approved by:

Department Chair: [Signature]

College Curriculum Chair: [Signature]

College Dean: [Signature]

UUPC Chair: [Signature]

Undergraduate Studies Dean: [Signature]

UFS President: \_\_\_\_\_

Provost: \_\_\_\_\_

Date:

11-6-2015

11/30/15

12-3-15

12/4/15

12/7/15

1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist:  
[www.fau.edu/academic/registrars/UUPCinfo](http://www.fau.edu/academic/registrars/UUPCinfo)

2. Review Provost Memorandum: Definition of a Credit Hour  
[www.fau.edu/provost/files/Definition\\_Credit\\_Hour\\_Memo\\_2012.pdf](http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf)

3. WAC approval (attach if necessary)

4. Gen. Ed. approval (attach if necessary)

5. Consent of affected departments (attach if necessary)