A PROPOSAL FOR THE

GRADUATE CERTIFICATE PROGRAM
IN
COMMUNICATION STUDIES

MASTER OF LIBERAL STUDIES PROGRAM

UNIVERSITY OF TOLEDO

PROPOSAL APPROVED BY THE FACULTY OF THE DEPARTMENT OF COMMUNICATION 8/19/04
APPLICATION FOR GRADUATE CERTIFICATE
IN COMMUNICATION STUDIES

MLS PROGRAM

Graduate Certificate Application Form

New Course Proposal Forms

Supplemental Materials
   Description of the Program
   Rationale
   Admissions Policies
   Course of Study

Faculty in the Program

Implementation Timeline

Faculty Curriculum Vitae

Letters of Support
   Director of MLS Program
   Chair of the Department of Communication
College(s)  Arts & Sciences

Department(s)  Master of Liberal Studies Program and the Dept. of Communication

Name of Certificate Program  Certificate in Communication Studies

Contact Person  Dr. Neil Reid, Director of MLS Program
Dr. James Benjamin, Professor, Department of Communication

Date Approved  Date Implemented  AY 05 (projected)

Number of Graduate Credits (minimum of 12, maximum of 15)  15

Can this program be completed by students as:

Part of Graduate Program  X  Yes  ____  No

Stand Alone Program  X  Yes  ____  No

Is the program offered in conjunction with other college?  If yes, please list.

No

Is the program offered in conjunction with other departments?  If yes, please list.

No

Describe the academic focus of the proposed academic program and the potential clientele.

The focus of this certificate is professional communication studies at the graduate level. There is a clear demand for advanced communication study in the region served by The University of Toledo. With nearly 600 majors, The Department of Communication is the largest undergraduate program in the College of Arts and Sciences, but the department does not offer a graduate degree and students interested in pursuing advanced study must be referred to other institutions. In addition, a large pool of professionals in the area are interested in pursuing advanced studies. In a survey conducted by the Department of Communication of 73 organizations in the area, 63.6 percent indicated that their employees would be likely to benefit from graduate studies in communication at the University of Toledo, a program designed specifically to prepare professionals for the 21st Century workplace. The curriculum in the proposed program is designed to meet that need.

What impact will the certificate program have on existing degree programs?

Faculty members in the Department of Communication have taught several courses for the Master of Liberal Studies program. The courses have been productive and popular. This certificate will formalize that relationship and offer a coherent graduate course of study in communication studies for students interested in advanced coursework. Thus, the MLS degree program will be better able to serve students desiring a focus in communication.

The Department of Communication does not offer a graduate degree and our undergraduates do not attend graduate programs at UT. Instead, we must refer them to communication programs at other universities. Consequently the impact of this certificate on other UT graduate degrees is negligible. This certificate program also offers an opportunity to increase graduate enrollment in the coming years.
Complete the next portion only if your certificate program has an external certifying accrediting body.

What agency__________________________________________________________

Does this body set standards for accreditation of the program?________________

Is there a review process/site visit?________________________________________

Does this body set standards for awarding of the certificate to students?________

APPROVALS
Department(s) ____________________________ Date 9/9/04

                                   Date 9/14/04

College(s) ____________________________ Date

______________________________ Date

Graduate Council ____________________________ Date

Graduate School
December 1998
Rationale

The Department of Communication is the largest undergraduate program in the College of Arts and Sciences. On average, more than 120 students graduate with a bachelor’s degree in Communication annually. The only opportunity for graduate study in Communication at the University of Toledo is through the coursework currently offered in conjunction with the MLS degree. At this time, individual graduate courses are available, but a cogent compilation of graduate courses to provide a focused study of communication is lacking. This certificate program is designed to remedy this problem.

There is no doubt that there is a demand for advanced education in communication. The Department of Communication conducted a study of local businesses and organizations about the need for graduate study in communication. Nearly 64 percent of the respondents indicated that their employees would be likely to benefit from graduate study in Communication at University of Toledo. Furthermore, professionals in the Toledo area do not have an opportunity to acquire advanced education in communication because the nearest graduate program at Bowling Green State University follows a traditional approach to graduate study rather than focusing on part-time and Internet technology enhanced teaching.

The significant unmet need for graduate study in communication at The University of Toledo can be met by instituting a certificate program in communication studies within the current Master of Liberal Studies program at UT. The Department of Communication is, by definition and tradition, an interdisciplinary program that incorporates arts and sciences in human communication endeavors. The Mission Statement of the Department of Communication reads, in part, “Faculty believe that competency in the study of communication and the development of critical thinking, contextual competence, professional identity, values and ethics are based upon the liberal learning of the humanities, natural sciences and social sciences.” Clearly the placement of a Certificate in Communication Studies within the MLS program is entirely appropriate and consistent the underlying philosophy of the MLS program.

The Certificate in Communication Studies is designed to (1) fulfill the unmet need for graduate training in communication in the area, (2) increase graduate enrollments at UT, and (3) offer an opportunity to augment the MLS program’s mission of providing “an intellectually challenging and academically rigorous education to non-traditional students.”

Admission Policies

Students seeking a Certificate in Communication Studies will be expected to apply for the certificate by enrolling in the Graduate School and filing to be a candidate for the Certificate in Communication Studies. Per the University of Toledo’s Graduate Policy Governing Graduate Certificate Programs, a letter from the director to the Graduate School will verify admission to the certificate program. Students may concurrently enroll in the MLS program.

Upon acceptance to the program of study, a student will be expected to comply with all policies and requirements of the Graduate School published at the time of admission to the certificate program. These policies include, but are not limited to, the following.
No transfer credit hours from another institution are accepted toward a certificate program.

Applicants must be formally admitted.

The certificate program must be completed within a three-year period.

A minimum GPA of 3.0 must be maintained

**Course of Study**

As part of the MLS program, it is expected that students will be expected to complete the requirements of the MLS program in conjunction with the requirements for the Certificate in Communication Studies.

The Certificate in Communication Studies program consists of 15 designated graduate credit hours in the MLS program. Courses will be designated as 62xx courses and will be listed with alpha codes of COMM to facilitate the administration of the certificate. At the option of the Director of MLS and the Director of Graduate Studies in Communication, COMM courses may be cross-listed with the variable title courses in MLS (MLS 6020 and MLS 6500). At least one of the communication courses will be offered each semester (fall, spring, and summer). A student could complete the certificate in five semesters. If the program grows as expected, it is possible the number of COMM courses will be expanded so eventually a certificate could be achieved in three semesters of study.

The initial set of seven communication courses is described below. These courses provide a focus on technology and communication in the workplace. Students who have previously taken communication related courses in the MLS program may apply to the Directors to accept specified courses toward the certificate.
COMM 6210 “Principles and Practices of Visual Communication” (Fall semester odd years)

This course explores the principles of visual perception including the influence of factors like color and design on human visual communication, the role of Gestalt principles, and the impact of various forms of visual communication on viewers. The course also involves applying those principles by creating and designing a project (print, web site, PowerPoint presentation, video, interactive CD, etc.) that addresses an issue of social significance in the business and professional world.

COMM 6220 “Communication, Technology, and Society” (Fall semester even years)

This course covers current issues in communication technology such as media, policy and strategic planning. The goal of this course is technology literacy. Although topics may vary, particular emphasis will be given to the information revolution, forecasting what the future holds for the communications industry, factors which determine marketplace success or failure for communication products, strategies for coping with technological and social change. Additional topics might include: media censorship, media ethics, Internet research, media regulation, and the right to privacy, libel, copyright and the digital divide.

COMM 6230 “Communication, Propaganda, and Persuasion” (Spring semester odd years)

The use of persuasion as a widespread form of modern social management has brought about many of the important developments in modern social science. This seminar examines how the need for improved understanding of the mechanics and techniques of persuasion had driven much of the research and the applications of social science, and how this knowledge has been used for the engineering of perception, mobilization and consent in organizations and society. The overall approach of the seminar is interdisciplinary, drawing on original research and theoretical literature in persuasion, communication studies, propaganda, social psychology, political science, sociology, group behavior, organizational behavior, and the humanities.

COMM 6240 “Communication, Ethics, and the Workplace” (Spring semester even years)

This course evaluates the impact of ethics on job performance, public perception of the company, agency or business, and the ramifications of personal decision-making on the worker’s job satisfaction and long-range goals. The students will examine the philosophical roots of ethics as well as case studies that illustrate the consequences of both honorable and dishonorable conduct on society and on individuals. Activities will integrate communication skills, including conflict resolution, effective listening, and honest disclosure with essential ethical strategies (including the Potter Box, the Bok model, and the veil of ignorance).

COMM 6250 “Correcting Conflict Communication in Organizations” (Summer semester odd years)

Students will explore the role of communication in organizational conflict management, assess conflict scenes, design correction regimens for those scenes, and present their solutions. Participants will observe, record, describe and analyze conflict episodes in their own work contexts using qualitative analysis methods: open-ended observations, field notes, participator observations, in-depth/open-ended interviews, semi structured interviews, ethnographic surveys, archival data and ethnographic sampling. Finally, students will write formal solutions to these contextual conflicts.
COMM 6260 “Business, Communication and Technology” (Summer semester even years)

The course explains the ways various organizations use media and communication strategies. Some of the most effective tools of communication to be studied will include face-to-face interaction, dissemination of information via the mass media, connecting by means of computers and the influence of the telephone. An examination of such topics would include, but not be limited to, universal health insurance, environmental awareness and the demographics of a changing workforce.

COMM 6270 “Special Topics in Communication Studies” (Fall, Spring, Summer)

Examination of emerging issues and topics in the field of communication. May be repeated for credit in different specialized topics.
IMPLEMENTATION TIMELINE

SPRING 2004
Proposal drafted and draft approved by Department of Communication

SUMMER 2004
Draft proposal discussed with College of Arts & Sciences and Graduate School principals
New course forms prepared
Proposal finalized

FALL 2004
Final proposal distributed to Department of Communication faculty for formal approval
Proposal forwarded to Arts and Sciences Council
Assuming approval, proposal forwarded to Graduate Council

SPRING 2005
Assuming approval, proposal forwarded to Board of Trustees
Fall courses scheduled
Faculty develop initial course offerings for AY05
Assuming approval, initial marketing plan of certificate program implemented
Draft of Graduate Student Handbook completed

AY05
First students accepted into program
Graduate Student Handbook distributed
Faculty develop courses for AY06
New students recruited

Courses offered:

FALL: COMM 6210 “Principles and Practices of Visual Communication”

SPRING: COMM 6230 “Communication, Propaganda, and Persuasion”

SUMMER: COMM 6250 “Correcting Conflict Communication in Organizations”
Courses offered:

FALL: COMM 6220 “Communication, Technology and Society”
      COMM 6270 “Special Topics in Communication Studies”

SPRING: COMM 6240 “Communication, Ethics, and the Workplace”
      COMM 6270 “Special Topics in Communication Studies”

SUMMER: COMM 6260 “Business, Communication and Technology”
      COMM 6270 “Special Topics in Communication Studies”

Certificates granted to those completing the requirements.
Faculty teaching in the certificate program will be full time tenure/tenure track members of the Department of Communication. All faculty teaching in the program are members of the Graduate Faculty at The University of Toledo or have applied for such membership.

The following is the initial list of the communication faculty teaching in the program. (* indicates current membership in the UT graduate faculty).

*James Benjamin, Ph.D. (The Pennsylvania State University)*

James Benjamin, Ph.D. (The Pennsylvania State University) is professor of Communication at The University of Toledo. He taught at The University of Hawaii and at Southwest Texas State University before joining the faculty at The University Of Toledo in 1986. He has taught graduate courses in rhetorical theory and criticism and in organizational communication at SWTSU and MLS courses in communication at The University of Toledo. He is the author of over two dozen research and instructional publications including articles in *Philosophy and Rhetoric, Presidential Studies Quarterly, Communication Quarterly,* and *The Southern Speech Communication Journal.* His most recent essay was selected for the lead article in *Electronic Learning Communities: Current Issues and Best Practices.*

Paul Fritz, Ph.D. (Bowling Green State University)

Paul A. Fritz, Ph.D. (Bowling Green State University) is an associate professor of communication at the University of Toledo, since 1980. He taught graduate courses in Small Group Communication at Bowling Green, 1978-1980. At the University of Toledo, he served as the Course Director for COMM 1010 from 1981-1994. He has taught courses in interpersonal communication, conflict management, communication theory, and information analysis & synthesis. He has served as communication advisor on MLS Thesis committees, advised numerous Honors Theses, and mentored ALS Senior Thesis projects. He has published in *Communication Education,* written a text, *Nursing Communication-An Interactive Approach,* and currently wrote two chapters (conflict management; public speaking) appearing in *Professional Business Communication In An Interactive Setting* (R. J. Knecht and D. E. Tucker, eds.) His research papers have been presented at National Communication Association, Florida Communication Association, Association for General and Liberal Studies, and Computers on Campus Conference, sponsored by the University of South Carolina.

Paulette Kilmer, Ph.D. (University of Illinois)

Associate Professor Paulette D. Kilmer teaches ethics, history, and reporting at the University of Toledo. She serves as the advisor of the SPJ chapter and the mentor for the Independent Collegian (student paper). She is the author of *We are One Organism: The Adventures of Local 8 IBEW in Keeping Current,* the *Fear of Sinking: The American Success Formula in the Gilded Age* and articles. She has served on the Board of Directors and on the Education Committee of the American Journalism Historians Association and is also active in for History Division of the Association of Educators of Mass Communication and Journalism (AEJMC).
*Richard Knecht, Ph.D. (Ohio State University)*

Richard J. Knecht, Ph.D., Ohio State University, is a professor of Communication at the University of Toledo. He has taught at Mankato State University prior to joining the faculty here at the University. The courses he has taught include Public Presentations, Professional Business Communication, and Media Law. His recent research includes global communication. He will be presenting a paper, “Corporate Communication in the Classroom,” at Monash University in Prato, Italy, at the 2nd International Humanities Conference, in Summer, 2004. His most recent publication includes the co-editing of “Professional Business Communication,” by Pearson Custom Publishing.

*Jacqueline Layng, Ed.D. (Northern Illinois University)*

Jacqueline Layng, Ed.D. (Northern Illinois University) is an associate professor of Communication at The University of Toledo. She has taught at North Dakota State University and Northern Illinois University before joining the faculty at The University of Toledo in 1997. She has taught graduate courses in instructional television and technology at NIU and MLS courses in communication at The University of Toledo. She is the author of over a dozen research and instructional publications including articles in *Semiotica, Performance Improvement Quarterly, American Journal of Semiotics,* and *The Speech Teacher Communication Journal.* Her most recent book was published by Prentice Hall, *Media Design: The Practice of Communication Technologies.*

**Brian Patrick, Ph.D. (University of Michigan)**

Brian Anse Patrick holds a Ph.D. in Communication Research from the University of Michigan. He is currently an assistant professor in the Department of Communication at the University of Toledo where he teaches courses in research methods, group communication, propaganda, and persuasion. He has served as a communication and development consultant for state governments and non-profit organizations. His most recent publication is *The National Rifle Association and the Media: The Motivating Force of Negative Coverage* (Peter Lang Publishing, 2002), which looks systematically at the effects of negative media coverage on American gun culture over a ten-year period. His present research projects include a study of the role of news media in the national “shall-issue” concealed-weapon carry movement in the United States.
LETTERS OF SUPPORT
DATE: August 25, 2004

TO: David S. Stern, Dean
   College of Arts & Sciences

FROM: Dr. Richard J. Knecht, Chair
      Department of Communication

RE: Endorsement of MLS Certificate in Communication

Please accept this as my endorsement of granting a certificate in Communication in the MLS Graduate Program here at the University of Toledo. The rationale for the program defends the necessity for awarding such a degree.

"Clearly, the placement of the Certificate in Communication Studies within the MLS Program is entirely appropriate and consistent with the underlying philosophy of the MLS Program." The study conducted by the Department of Communication, also cited under the rationale, lends support to our seeking a Certificate in Communication. The program is designed for professionals in communication-related fields and to further their study of the discipline and aid in their career advancement. We believe that the courses designed will help those individuals enrolled in the program to achieve their goal.

If you require any additional information or clarification regarding this matter, please feel free to contact me.

RJK:pd
DATE: September 16, 2004

TO: David S. Stern, Dean  
    College of Arts & Sciences

FROM: Dr. Neil Reid, Director  
      Master of Liberal Studies Program

RE: Endorsement of MLS Certificate in Communication

I would like to offer my unqualified support to the proposal to establish an MLS Certificate Program in Communication Studies.

This program is designed for professionals who are working in communications-related fields and wish to enhance their skills in this area, but who not wish to complete an entire degree program. I am confident that there is a significant demand for this certificate program within the northwest Ohio/southeastern Michigan region. This certificate program will fill a void in graduate program offerings at The University of Toledo.

If you have any questions regarding the proposed certificate program please do not hesitate to contact me at 4286 or neil.reid@utoledo.edu.

Neil Reid, Ph.D.  
Director  
Master of Liberal Studies Program