

New Course Proposal

Submit completed form electronically

1. **Course prefix and course number:** COMM 446/546

2. **Course title:** Risk and Crisis Communication

3. **Abbreviated title for class schedule** (30 characters or less): Risk & Crisis Communication

4. **Credit hours:** 4

(note: if credits are variable, list range of credits (e.g. 1-8 credits))

5. **Catalog description:**

This course examines a variety of communications (e.g., organizational, media) with audiences in the context of personal or health risks they may face and/or in emergency or crisis situations. Students will develop skills for communicating about risks and crises to a variety of audiences, and will evaluate successful and unsuccessful examples of risk and crisis communication based on relevant international case studies.

6. **Prerequisites (to add each additional prerequisite, start a new line):** No prerequisites
(See attached Note for samples)

A. (course prefix, (space) and number) or or or or

B. (course prefix, (space) and number) or or or or

C. (course prefix, (space) and number) or or or or

7. **Co-requisites (including labs, if any):**

A. (course prefix, (space) and number) or or or or

8. **Major/Class restrictions:** Please indicate any class or major restrictions: Junior standing or instructor approval

9. **Is course repeatable?** No (X) If Yes, list maximum credits:

10. **Labs requirements:** If course includes a lab: # of hours lecture: ; # of hours lab:

11. **Fees:** List any course fees: None

12. **Grade Mode:** Graded only: Pass/No Pass only: Option: (X) Yes

13. **CIP Code:** Six-digit CIP code (check with your Division Director): 09.0100

14. **Special qualifications; Is course proposed for (yes/no):** No

A. University Studies? No If yes, list Strand(s)

B. Honors? No

15. **Cross-listing:** List any cross-listing: and and and

16. Strategic justification for proposed course:

Rationale: What is the overall strategic rationale for offering this course? This course strategically serves both the Communication Studies and HCA majors, with additional utility to Social Media and Public Engagement majors who wish to learn more about applied social media and technology skills in a risk or crisis setting. Crisis communication is a major area of the communication discipline that our curriculum does not currently address thoroughly.

A. Alignment:

1. How does this course align with the unit's mission plan? This course helps fulfill the following communication program learning outcomes: proficient communication, critical thinking and inquiry, ethical practice, professional preparation, and media and visual literacy.
2. How does the course fit into the rest of the unit's curriculum? Crisis communication, usually covered alongside risk communication, is a major area of the communication discipline and important in many job settings for Communication Studies majors. Currently, the Comm curriculum does not have a class that addresses crisis communication or risk communication.

B. Enrollment: What is the new course's estimated enrollment each time it is offered over a three-year period? Year 1: 25; Year 2: 30-40; Year 3: 30-40

C. Resource evaluation: What resources – faculty, equipment, lab space, etc. -- will be needed to offer this course and how will those resources be obtained?

1. *Faculty:*

- a. Who will teach the course? Kristin Hocevar, COMM Assistant Professor
- b. Evaluate unit's faculty availability and/or needs and the impact on other teaching obligations. Part of Kristin's hire was to teach this course for the benefit of the Communication department and interdisciplinary Healthcare Administration major. As her ability to teach this class was an understanding of the hire, we do not anticipate it negatively impacting other teaching obligations.
- c. If additional faculty members are needed, how will that need be met? At this time, no additional faculty members are needed. If necessary, professional faculty member Erica Knotts or an adjunct could teach this class.

2. *Facilities:* Cite any additional need for classrooms, equipment or lab space; explain how that need(s) will be met. This course only requires a normal classroom with regular A/V capabilities

3. *Other:*

- a. Are Hannon Library resources sufficient to meet the needs of this course? Yes
- b. Are any other resources needed to support this course? No

If so, please explain how they will be obtained.

E. External impact:

1. What is the expected effect of this course on existing programs elsewhere in the university?

The existing program most significantly affected, other than Communication, is Healthcare Administration (HCA). As this course was conceived to be of interest to both HCA and Communication students, the impact is projected to be positive. Some of Kristin's current HCA students (enrolled in Comm 346) have demonstrated interest, and we have the documented support of the HCA program coordinator, who also believes this course will be of interest to HCA students.

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

2. Will any of your prerequisites affect other academic programs? No

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

17. Syllabus (condensed)

*(Attach an accompanying, condensed syllabus, which should include the following items. Schedules and similar details are **not** required.)*

- A. Course description (same as Catalog description, above)
- B. Learning objectives of the course
- C. Required texts
- D. Course format
- E. Other – any other relevant materials needed to explain the goals and teaching methods of this course.

Approvals:

Katie Pittman

10/31/18

Signature of Division Director

Date

4/29/16