Proposal for a
Bachelor of Arts (Honours)
in Communication

Prepared and submitted for review by Professor Mari Peepre
Faculty of Education

Contents

Please note: this proposal may look somewhat different from the standard PEQAB template proposals that have preceded it. Some sections may be slightly shorter since a few of the obvious, administrative and repetitive paragraphs have been removed. Other sections are longer because the document is intended not only for review at all levels but is also written as a guide for the new Director and Faculty who will be hired to run the program. They will be new to the University and will hopefully benefit from the extra details.

Mari Peepre, PhD, Professor (complementary)
Mari.Peepre@uoit.ca

Proposal

The University of Ontario Institute of Technology (UOIT) proposes to offer a new professionally oriented undergraduate degree program leading to a **BA (Honours) in Communication**. The course content and requirements for successful completion of the program will be consistent with Canadian academic standards for an undergraduate level of education. The degree will be comprised of 120 credits delivered over 4 years and the first intake is scheduled for September, 2008.

Summary of Rationale

A new *professionally oriented* undergraduate program in Communication is needed in Ontario and in Canada. UOIT is very well positioned to deliver such a program.

UOIT is mandated by the Province of Ontario to provide professionally focussed degree programs which serve the market needs of this province. UOIT also already has a strong and expanding complement of programs in Business, IT Science and Computer Science. A combination of these existing strengths with a new professional degree in Communication will provide a welcome addition to university degree programs available in this province.

The number of jobs in the field of Communication has grown rapidly during the last decade and will continue to grow in the foreseeable future.

The number of undergraduate Communication programs offered by Ontario universities has also grown, but not rapidly enough to meet the demands of the market place (see section Market Survey). Furthermore, almost all of the new programs have concentrated on academic, interdisciplinary Communication Studies rather than offering professionally oriented programs that address the Communications-related career aspirations of young people and the demands of the market place (see section Environmental Scan).

Surveys of Ontario job offerings show that what the market needs most are professional communicators with thorough grounding in both communication theory and practice. Many job postings are looking for ancillary training in marketing, information technology, and science -- which are just the specialty areas that UOIT is well positioned to deliver.

Introduction

Communication is a new discipline that engages in the study of information and how it is created, managed, distributed, and consumed. Few areas of modern life are changing as rapidly as the field of communication, so it is no surprise that it is one of the fastest growing areas of study in North America. The development of new technologies often seems to outpace the number of expert practitioners available to deploy them. The demand for skilled communicators continues to exceed the supply of trained professionals. We believe that UOIT's mobile

computing program and its strengths in information technology put it in an excellent position to deliver a new and innovative kind of professionally-oriented Communication program.

Graduates of the proposed BA will become communication professionals with a broad understanding of communication as a human activity. They will become leaders and innovators in the workplace. They will be able to function in environments that require effective team-work, adaptability, strategic planning, intercultural mediation, and a sophisticated understanding of interpersonal discourse, and public relations. Finally, they will excel in communication that requires the integration of superior written and spoken skills with digital technologies.

University surveys of jobs held by their graduates list hundreds of job titles that require the specialized skills and knowledge acquired in a Communication degree. Furthermore, our market research showed that there is a definite need for communication specialists who also have expertise in marketing and/or information technology, and an understanding of science and technology. It is clear that a combination of communication studies with these areas, such as UOIT is proposing, will produce graduates who are eminently competitive in the marketplace.

Program Description

The *BA in Communication* degree will offer a thorough grounding in the theory, practice, skills and technology of communication. It will be a professional program, intended to prepare graduates for careers in the information-based workplace and marketplace. It will prepare students for successful careers as communication specialists, as critical and creative thinkers, as professional writers and speakers, and as strategic planners and policy makers.

During the program emphasis will be placed on a flexible integration of communication competence, cultural performance, and communication technology, thus preparing graduates to adjust to the ever-changing requirements of the modern workplace. There is a growing demand for communication specialists in our society as we embrace such complexities of the information age as the Internet and satellite-facilitated access to huge repositories of data. Recent calls for communicators are occurring in non-traditional and, in some cases, entirely new areas of human endeavour. For example, students who may have previously focused exclusively on technical subjects are today faced with a marketplace in which companies—seeking documentation that is both readable and accurate—require a blend of technical writing and technical expertise skills. Or, for example, the explosive growth of Internet communication places demands on Web page producers and consultants that only sophisticated multi-media authoring and communication skills can fulfill.

The intended fields of practice are varied and include job titles such as communication officer, professional writer, media consultant, journalist and public relations specialist. A more complete listing of job titles can be found later in this document.

Admission requirements

High School Graduates

Students seeking entry to the BA in Communication program must meet one of the following entrance requirements:

1. Ontario Secondary School Diploma (OSSD) with a minimum overall average of 70 per cent in six courses, including:
    *   six 12U or M credits including English (ENG4U); or
    *   six OAC credits including English OA1.

2. Equivalent Secondary School graduation diploma for Canadian or landed immigrant students from outside Ontario.

3. Equivalent Secondary School graduation diploma for International students. International students for whom English is not a native language must prove adequate competence in English by scoring at least 220 (computer based) 560 (paper based) on the TOEFL tests, or 7 on IELTS or 85 on MELAB or 70 on CAEL (with no sub score below 60). English language skills will be tested and students may be asked to participate in an ESL (English as a Second Language) program before beginning studies.

Mature students

Applicants who do not hold the published admission requirements may be considered for admission if:
*   they are at least 21 years of age in the calendar year of registration
*   they are Canadian Citizens or Permanent Residents of Canada or Convention Refugee claimants
*   they have been away from post-secondary studies for a minimum of 2 years.

As the University of Ontario Institute of Technology offers specialized programs requiring proficiency in prerequisite subjects, mature students must be able to demonstrate the capacity to succeed in such programs. Evidence of such ability may include, for example, academic upgrading, work experience and/or scores on standardized tests such as the SAT. A portfolio of communication samples will be helpful in gaining admission.

College Graduates

The University of Ontario Institute of Technology's Communication program will establish a bridging program for Durham College students to provide college graduates with the opportunity to apply their Communications-related diplomas toward a Bachelor of Arts (Honours) in Communication.. After completing the bridging program with a B average (70 percent) or better, students may apply to enter year three of the Bachelor of Arts (Honours) in Communication. More details on this specific Articulation Agreement as well a plans to extend it to other colleges follow at the end of the next section.

Curriculum and Program Maps for the BA in COMMUNICATION

Learners will be required to complete courses during four years on campus and through distance online learning. They will also be expected to undertake a short research or consultation capstone project in their final year. The program will be built upon a solid foundation of theoretical knowledge and factual information, which will provide the basis for the implementation of the applied elements of the program. The continued enhancement of practical communication skills will be an important goal throughout the program, as will the provision of a solid grounding in modern information technology and its applications. The structure of the program integrates core concepts and strategies for implementing theories of communication from several established disciplines, including media studies, linguistics, psychology, sociology, political science, cognitive science, cultural studies, information management, and leadership.

It is important to note that new faculty will be hired to teach in this as well as the proposed MA in Professional Communication program. They will make some adjustments to the courses and the course matrix once the programs are under way. This proposal is intended as a planning guide for future development.

It is proposed that the Communication program be built around a cohort model, with some flexibility for students to drop in and out of the program. This facilitates the implementation of a program which builds upon core competencies from one year to the next, thus ensuring that each graduate will be effective in a broad array of communication-based careers.

The BA (Honours) in Communication degree will consist of 120 credits taken over four years.

There will be 10 courses (of 3 credits) each year. Five or six will be core communication courses (compulsory) and one or two will be optional communication courses. There will be room for three or four elective courses each year.

Further note on the terms used to describe courses in this proposal:

The BA program will consist of three different kinds of courses, namely Core courses, Communication Options, and Electives. The Core courses will deliver the essential elements that are necessary for broad professional competence, the Communication Options will include more specialized courses for students to choose according to their interests and needs, and the Electives will give students an opportunity to take a range of courses to complete their education or else specialize in a certain area by completing a course grouping within it.

Thus a *Core Course* must be taken (in sequence) by all students unless they can prove that they have taken a very similar course elsewhere. A *Communication Option* is offered by the Communication program. Students will be expected to take 1-2 optional Communication courses each year. *Elective* courses are offered by other faculties and Trent@UOIT. Students will be expected to take 3-4 electives each year.

In total, about 70% of the courses will be Communication-related courses and 30% will consist of electives which can be chosen from a list of other available courses. If they wish, students

may use their electives to build a *Specialization* by taking a series of courses in a related area.

Specializations

Students will be able to pursue a comprehensive Communication program with a free array of electives or use their electives to take courses in four specific lines of specialization.

BA in Communication
BA in Communication with a Specialization in Digital Media
BA in Communication with a Specialization in Health Sciences
BA in Communication with a Specialization in Science and Technology
BA in Communication with a Specialization in Commerce and Marketing

This proposal is based upon the strengths that UOIT has already developed in key areas which are closely related to Communication Studies. The availability of course groupings in these areas will greatly enhance the BA in Communication program at UOIT and will attract significantly larger numbers of students from Ontario to apply to the program.

Full details follow later in this section.

Note on course numbers:
Course numbers were assigned according to the following rationale:

1st digit = expected year of study
2nd digit = area of communication field
1. theory, history, ethics, research
2. media, culture, society
3. writing, oral skills
4. computers, IT, technology
5. business, organizational
6. interpersonal, small group, negotiations, etc
7. intercultural, global
8. open…….
9. open for placements, possible co-op later
3rd digit = numbers of the courses as they are developed in each field for each year, may run over into…
4th digit = open for when we have more than 10 courses – can also be used to indicate sections later

Course List for BA in Communication
Prerequisites / co-requisites in parentheses after course name

YEAR 1 - 6 core courses and 4 electives
   Semester 1
   COMM 1100 Introduction to Applied Communication
   COMM 1110 Developments in Human Communication
   COMM 1310 Fundamentals of Professional Writing

   Semester 2
   COMM 1320 Oral Communication & Public Speaking
   COMM 1410 Computer-mediated Communication
   COMM 1220 Reading Our World

   Electives:
   COMM 1420 Computer Skills (semester 1)
   COMM 1330, COMM 1340, COMM 1350 series of writing skills courses (service courses for other Faculties)

YEAR 2 - 6 core courses, one Communication option, and 3 electives
   Semester 1
   COMM 2110 Foundations of Communication Theory (1100)
   COMM 2210 Communication and Culture (1110)
   COMM 2310 Advanced Professional Writing and Editing (1310)

   Semester 2
   COMM 2410 Communication and Technology
   COMM 2610 Interpersonal Communication
   COMM 2510 Business Communication

   Options - one of:
   COMM 2220 The Media and Communications in Canada (1100)
   COMM 2230 Film and Video (crosslist INFR 3320)
   COMM 2240 Television
   COMM 2250 Mass Communication and Popular Culture (2210)
   COMM 2260 Language, Culture, & Society (exists as ANTH 0231T 6 cr)

*Bridging courses***: to be developed later if necessary for College graduates (excluding Durham College)**
COMM 2810: Bridging: Communication theory and practice
COMM 2820 Bridging: Communication skills
COMM 2830 Bridging: Interpersonal Communication

YEAR 3 - 6 core courses, one Communication option, and 3 electives

Semester 1
COMM 3110 Communication Ethics (2110)
COMM 3710 Intercultural Communication (2610)
COMM 3410 Web Design / Multimedia Authoring (1410 or equivalent)

Semester 2
COMM 3610 Persuasion theory and practice/ Argumentation and Negotiation (2610)
COMM 3510 Organizational Communication (2510)
COMM 3310 or 3320 or 3330 Choose one of: (2310 or equivalent)
    COMM 3310 Writing for Publication *or*
    COMM 3320 Writing for Business & Government *or*
    COMM 3330 Scientific & Technical Writing

Electives - service courses to be developed if needed for other faculties
    COMM 3350 (service course elective for Engineers & Scientists)
    COMM 3340 (service course elective for Health Science)

Options - take at least one of:
COMM 3520 Public Relations (2510)
COMM 3530 Advertising / Marketing Communication (2510)
COMM 3420 Human-Computer Interaction (1410 or equivalent)
COMM 3720 Communicating Diversity: Race, Ethnicity & Gender (co-requisite 3710)

YEAR 4 - 5 core courses, two Communication options, and 3 electives

Semester 1
COMM 4110 Communication Research in Practice
COMM 4610 Mediation & Conflict Management (3610)
COMM 4120 Senior Seminar: professional practice

Semester 2
COMM 4130 Capstone Project
COMM 4710 Globalization & International Communication (3710)

Options - take at least two of:
COMM 4140 Rhetoric (3610)
COMM 4210 Interpretive practices (2210)
COMM 4720 Communication for Social Change (3710)
COMM 4510 Strategic Management Communication (2510)
COMM 4520 Advanced Business Communication (2510)

COMM 4530 Communications Consulting-
COMM 4810 Special Topics - Internship
COMM 3310 or 3320 or 3330 one more section of professional writing

Electives can be taken from among UOIT and Trent @ UOIT courses at their year level, where permission has been granted and pre-requisites have been fulfilled.

Please note that service courses and bridging courses are listed here but will only be developed and delivered when the need for them has been established.

Program Map #1

BA COMMUNICATION PROGRAM MAP (2nd version)

YEAR I

Core Semester 1: 1100, 1110, 1310   Core Semester 2: 1320, 1410, 1220

Electives: any 4 electives

Total
6 core Comm.
4 electives

YEAR 2

Core Semester 1: 2110, 2210, 2310   Core Semester 2: 2410, 2610, 2510

Communication options: take one of 2220, 2230, 2240, 2250, 2260

Electives: any 3 electives

Total
6 core Comm.
1 Comm. Option
3 electives

YEAR 3

Core Semester 1: 3110, 3710, 3410 Core Semester 2: 3610, 3510, 3310/3320/3330

Communication options: take one of 3520, 3530,3420, 3720

Elective: any 3 electives

Total
6 core Comm.
1 Comm. Option
3 electives

YEAR 4

Core Semester 1: 4110, 4610, 4120   Core Semester 2: 4130, 4710

Communication: take two of 4140, 4210, 4720, 4510, 4520, 4539,4810, 3310

Electives: any 3 electives

Total
5 core Comm.
2 Comm. Options
3 electives

NOTE:
Students can take up to 3 electives/ year: in their minor (if it's IT, BUSINESS or COMP. SCI), or they can take more Communication Courses or Liberal Arts courses from UOIT or Trent to fill in their program to 120 credits.

Program Map # 2

BASIC COURSE GRID: BA IN COMMUNICATION - comprehensive

Yr/ Sem	Course	Course	Course	Course	Course
1.1	1100 Introduction	1110 Human Comm.	1310 Professional Writing	…… Elective	…….. Elective
1.2	1320 Oral Skills	1410 Computer	1220 Reading Our World	…….. Elective	…… Elective

2.1	2110 Theory	2210 Culture & Comm.	2310 Advanced Writing	Option or Elective	Option or Elective
2.2	2410 Technology	2610 Interpersonal Comm.	2510 Business Comm.	Option or Elective	Option or Elective

Take one option:
Options: 2220: Media, 2230: Film, 2240: TV, 2250: Mass Comm, 2260: Language & Society

3.1	3110 Ethics of Comm.	3710 Intercultural Comm.	3410 Web Design	Option or elective	Option Elective
3.2	3610 Persuasion	3510 Organizational	3310/ 3320/ 3330 Writing 3	Option or elective	Option Elective

Take one option:
Options: 3520: PR, 3530: Advertising, 3420: Human-Computer, 3720: Diversity

4.1	4110 Research	4610 Mediation & Conflict	4120 Senior Seminar	Option or Elective	Option or Elective
4.2	4130 Capstone Project	4710 International Comm.	Option or Elective	Option or Elective	Elective

Take two options:
Options: 4140: Rhetoric, 4210: Interpretive Practice, 4720: Social Change, 4510: Strategic Management, 4520: Business 2, 4530: Consulting, 4810: Special Topics, 3310/3320/3330: Writing

Note: **Bridging students** should use two of their electives during years 3 and 4 for extra Communication options

Communication experts should have competence in 6 core areas

Communication Theory& Research
Human & Group Communication
Writing
Interpersonal Interaction & Persuasion
Interpretation of Culture and Society

Computers & Information Technology

+ also knowledge of business, marketing and strategic management

This program is designed to build increasing competence in all 6 areas throughout the four years of study.

Theory	Human & Group	Writing	Interpersonal	Cultural	Computer & IT
1100 2110 3110 4110/ 4130	1110 2610/2220 3610/ 3510 4610	1310 2310 3310/20/30 4130	1320 2610 3520 / 3530 4140/4610	1220 2210/2250/2260 3710 /3720 4210/4710/4720	1410 2410 3410 4520/4520

SPECIALIZATIONS within the BA in COMMUNICATION

Note: The following specializations are available within the BA in Communication degree.

Students may also choose to use their electives to take a variety of courses offered at UOIT. These must be chosen from lists of courses that are available to all students.

Specializations within the Communication studies program are:

1. BA in Communication – Comprehensive Program – has been described in detail already
2. BA in Communication with a specialization in Digital Media
3. BA in Communication with a specialization in Health Sciences
4. BA in Communication with a specialization in Science and Technology
5. BA in Communication with a specialization in Commerce and Marketing

This proposal is based upon the strengths that UOIT has already developed in key areas which are closely related to Communication Studies. The availability of course groupings in these areas will greatly enhance the BA in Communication program at UOIT and will attract significantly larger numbers of students from Ontario to apply to the program. These lines will be developed over the first few years of the program, as resources and expert faculty become available.

2. BA in COMMUNICATION – Digital Media Specialization
digital courses highlighted/ related COMM courses
YEAR 1
COMM 1100 Introduction to Applied Communication
COMM 1110 Developments in Human Communication
COMM 1310 Fundamentals of Professional Writing
COMM 1320 Oral Communication & Public Speaking
COMM 1410 Computer-mediated Communication
COMM 1220 Reading Our World
CSCI xxxx Computing Tools
CSCI xxxx Introduction to Programming Part I
CSCI 1200 Computers and Media
1 free elective
YEAR 2
COMM 2110 Foundations of Communication Theory
COMM 2210 Communication and Culture
COMM 2310 Advanced Professional Writing and Editing
COMM 2410 Communication and Technology
COMM 2610 Interpersonal Communication
COMM 2510 Business Communication
INFR 1310 Imaging 1
CSCI 2200 Narrative Structure in the Digital Age
CSCI 2160 Digital Media
  At least one of:
COMM 2220 The Media and Communications in Canada
COMM 2230 Film and Video or INFR 3320 Filmaking
COMM 2240 Television
Free elective
YEAR 3
COMM 3110 Communication Ethics –can replace w. INFR 4550 Law & Ethics of IT
COMM 3710 Intercultural Communication
COMM 3610 Persuasion theory and practice/ Argumentation and Negotiation
COMM 3510 Organizational Communication
COMM 3330 Scientific &Technical Writing
CSCI 3210 Internet Based Media
CSCI 3220 Digital Media Production
  At least two of:
COMM 3520 Public Relations
COMM 3530 Advertising / Marketing Communication
COMM 3420 Human-Computer Interaction
Free elective
YEAR 4
COMM 4110 Communication Research in Practice
COMM 4610 Mediation & Conflict Management
COMM 4120 Senior Seminar: professional practice
COMM 4130 Capstone Project
COMM 4710 Globalization & International Communication
At least two of:
COMM 4140 Rhetoric
COMM 4510 Strategic Management Communication
COMM 4520 Advanced Business Communication
COMM 4530 Communications Consulting-
3 free electives
Future suggested new CSCI or INFR course: Interface Design, Navigation & Interaction
Future suggested new CSCI or INFR course: Advanced Web Design

3. **BA in COMMUNICATION - Health Sciences Specialization**
   <mark>health sciences courses highlighted</mark>

YEAR 1
   COMM 1100 Introduction to Applied Communication
   COMM 1110 Developments in Human Communication
   COMM 1310 Fundamentals of Professional Writing
   COMM 1320 Oral Communication & Public Speaking
   COMM 1410 Computer-mediated Communication
   COMM 1420 Computer Skills or CSCI 1000 Scientific Computing Tools
   COMM 1220 Reading Our World
   <mark>HLSC 1802 Introduction to Health Care Systems</mark>
   2 free electives

YEAR 2
   COMM 2110 Foundations of Communication Theory
   COMM 2210 Communication and Culture
   COMM 2310 Advanced Professional Writing and Editing
   COMM 2410 Communication and Technology
   COMM 2610 Interpersonal Communication
   COMM 2510 Business Communication
   <mark>HLSC 2800 Health and Wellness</mark>
   <mark>HLSC   2801 Health, Illness, and Therapeutics</mark>
   At least one of:
   COMM 2220 The Media and Communications in Canada
   COMM 2250 Mass Communication and Popular Culture
   <mark>HLSC   2601 Introduction to Health Management</mark>
   <mark>HLSC   2201 Introduction to Health Informatics</mark>
   1 free elective

YEAR 3
   COMM 3110 Communication Ethics or HLSC 3710 Ethics
   COMM 3710 Intercultural Communication
   COMM 3410 Web Design / Multimedia Authoring
   COMM 3610 Persuasion theory and practice/ Argumentation and Negotiation
   COMM 3510 Organizational Communication
   COMM 3330 Scientific &Technical Writing (or 3310, 3320)
   <mark>HLSC 3800 Critical Appraisal of Statistics in Health Sciences</mark>
   <mark>HLSC 3805 Epidemiology and Health Inquiry</mark>
   At least one of:
   COMM 3520 Public Relations
   COMM 3530 Advertising / Marketing Communication
   COMM 3720 Communicating Diversity: Race, Ethnicity and Gender
   <mark>HLSC 3630 Health Finance</mark>
   <mark>ANY 3000 or 4000 level HLSC Course</mark>
   1 free elective

YEAR 4
   COMM 4110 Communication Research in Practice
   COMM 4610 Mediation & Conflict Management
   COMM 4120 Senior Seminar: professional practice
   COMM 4130 Capstone Project
   COMM 4710 Globalization & International Communication
   <mark>HLSC 4850 Current Issues in Health Care</mark>
   At least two of:
   COMM 4720 Communication for Social Change
   COMM 4510 Strategic Management Communication
   COMM 4520 Advanced Business Communication
   COMM 4530 Communications Consulting-
   <mark>ANY 3000 or 4000 level HLSC course</mark>

1 free elective

4. **BA in COMMUNICATION Science and Technology Specialization**
   ==science and technology courses highlighted==

This specialization provides a broad science background for graduates intending to pursue communication employment opportunities in the science and technology sector. It provides students with a basis of understanding of current issues within science and a deeper understanding of the issues involved in the biological and life sciences. Upon completing this specialization, students will understand the culture of science and will be able to effectively communicate scientific issues to the general public.

It is assumed that students entering this specialization will have a strong interest in science and its importance in today's technology-oriented economy. Students will be expected to have taken science courses to the grade 11 level during their high school education. Students may pursue one of two pathways within the specialization.

YEAR 1
   COMM 1100 Introduction to Communication
   COMM 1110 Developments in Human Communication
   COMM 1310 Fundamentals of Professional Writing
   COMM 1320 Oral Communication & Public Speaking
   COMM 1410 Computer-mediated Communication or replace with CSCI course
   COMM 1220 Reading Our World
   ==Required Science Course:==
   ==SCIE 1910 Science in Context==
   ==BIOL 1010 Biology I Molecular and Cellular Systems==
   ==BIOL 1020 Biology II Diversity of Life and Principles of Ecology==
   1 free elective
YEAR 2
   COMM 2110 Foundations of Communication Theory
   COMM 2210 Communication and Culture
   COMM 2310 Advanced Professional Writing and Editing
   COMM 2410 Communication and Technology
   COMM 2610 Interpersonal Communication
   COMM 2510 Business Communication
   ==One of:==
   ==BIOL 2010 Introductory Physiology==
   ==BIOL 2020 Genetics and Molecular Biology==
   ==BIOL 2030 Cell Biology==
   At least one of:
   COMM 2220 The Media and Communications in Canada
   COMM 2230 Film and Video
   COMM 2240 Television
   2 free electives
YEAR 3
   COMM 3110 Communication Ethics – can be replaced by CSCI 4040 Ethics, Law,
   Social…
   COMM 3710 Intercultural Communication
   COMM 3410 Web Design / Multimedia Authoring or CSCI 3090 Scientific Visualization & Computer
   Graph.
   COMM 3610 Persuasion theory and practice/ Argumentation and Negotiation
   COMM 3510 Organizational Communication
   COMM 3330 Scientific &Technical Writing
   ==Required Science Course:==
   ==SCIE 3010 Philosophy of Science==
   At least one of:
   COMM 3520 Public Relations
   COMM 3530 Advertising / Marketing Communication

COMM 3420 Human-Computer Interaction
2 free electives
<u>YEAR 4</u>

COMM 4110 Communication Research in Practice
COMM 4610 Mediation & Conflict Management
COMM 4120 Senior Seminar: professional practice
COMM 4130 Capstone Project
COMM 4710 Globalization & International Communication
Required Science Course:
BIOL 4080 Bioethics (must be taken in fourth year)
At least two of:
COMM 4140 Rhetoric
COMM 4510 Strategic Management Communication
COMM 4520 Advanced Business Communication
COMM 4530 Communications Consulting-
1 free elective
One course from the S&T Course List below

S&T course list:
- CHEM 1010 Chemistry I
- CHEM 1020 Chemistry II (CHEM 1010U is prerequisite)
- ENVS 1000 Environmental Science
- FSCI 1010 Introduction to Forensic Science
- MATH 1010U Calculus I
- PHY 1010 Physics I or PHY 1030 Physics for Biosciences I (must take MATH1010U as corequisite)
- SCIE 1900 Astronomy

Please note that students may choose the following option by replacing BIOL 1010, 1020, and one of 2010, 2020, and 2030 with:
Option 2
- BIOL 1840 Introductory Biology
- BIOL 2840 Cell and Molecular Biology
- two courses from the S&T course list

4. **BA in COMMUNICATION - Commerce & Marketing Specialization**
==business courses highlighted==

YEAR 1

COMM 1100 Introduction to Applied Communication
COMM 1110 Developments in Human Communication
COMM 1310 Fundamentals of Professional Writing
COMM 1320 Oral Communication & Public Speaking
COMM 1410 Computer-mediated Communication or replace with BUSI 1520 Business Computer Appl.
COMM 1220 Reading Our World
==BUSI 1600 Management of the Enterprise==
==BUSI 1700 Intro to Entrepreneurship==
==BUSI 1101 Financial Accounting==
1 free elective

YEAR 2

COMM 2110 Foundations of Communication Theory
COMM 2210 Communication and Culture
COMM 2310 Advanced Professional Writing and Editing
COMM 2410 Communication and Technology
COMM 2610 Interpersonal Communication
COMM 2220 The Media and Communications in Canada
==BUSI 2311 Organizational Behaviour==
==BUSI 2312 Into to Human Resources Management==
==BUSI 2201 Marketing I==
==BUSI 2202 Marketing 2==

YEAR 3

COMM 3110 Communication Ethics
COMM 3710 Intercultural Communication
COMM 3410 Web Design / Multimedia Authoring
COMM 3610 Persuasion theory and practice/ Argumentation and Negotiation
COMM 3510 Organizational Communication
COMM 3320 Writing for Business & Government
COMM 3530 Advertising or ==BUSI 3200 Marketing Communication==
COMM 2510 Business Communication ==or BUSI 3200 Marketing Communications==
At least one of:
COMM 3520 Public Relations
COMM 3420 Human-Computer Interaction
==BUSI 3210 Consumer Behaviour==
==BUSI 3220 Sales Management==
==BUSI 3305 Recruiting and Selection==
==BUSI 3330 The Management of Change==
==BUSI 3340 Human Resource Planning==
1 free elective

YEAR 4

COMM 4110 Communication Research in Practice
COMM 4610 Mediation & Conflict Management
COMM 4120 Senior Seminar: professional practice
COMM 4130 Capstone Project
COMM 4710 Globalization & International Communication
At least three of:
COMM 4140 Rhetoric
COMM 4510 Strategic Management Communication or BUSI 3700 / 4710
COMM 4520 Advanced Business Communication or BUSI courses below
COMM 4530 Communications Consulting-
COMM 4810 Special Topics
COMM 3310 or 3320 or 3330 one more section of professional writing
==BUSI   4203 Advertising Management==

Two free electives

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MINOR IN COMMUNICATION

A Minor in Communication will be made available to students in other faculties and disciplines. They will be required to take six Communication courses, four of which are compulsory core courses.

Core courses:
COMM 1100 Introduction to Communication
COMM 1310 Professional Writing (or equivalent course)
COMM 2310 Advanced Professional Writing (1310 or equiv)
COMM 2610 Interpersonal Communication

Choose two of the following courses, one of which must be a third and/or fourth year course:
COMM 1320 Oral Communication and Public Speaking
COMM 2210 Communication and Culture (1110)
COMM 2510 Business Communication
COMM 3610 Persuasion and Argumentation (2610)
COMM 3710 Intercultural Communication (2610)
COMM 3510 Organizational Communication
COMM 3330 Scientific and Technical Writing (2310)
COMM 3320 Writing for Business and Government (2310)
COMM 3420 Human-Computer Interaction ((1410 or equivalent)
COMM 3520 Public Relations (2510)
COMM 3530 Advertising and Marketing (2510)
COMM 3610 Persuasion and Argumentation (2610)
COMM 3410 Web Design (1410 or equivalent)
COMM 4530 Communications Consulting
COMM 4610 Mediation and Conflict Analysis (3610)
COMM 4710 Globalization and International Communication (3710)

Please note: All of the available Minor in Communication courses have been listed here. Program directors and academic advisors will work with students to ensure that they have chosen the most useful courses for their particular needs / future careers.

Articulation and Bridging Program with Durham College

An *Articulation Agreement* between UOIT and Durham College will allow graduates of three College Diploma programs to ladder directly into the third year of the BA in Communication program. The Ontario College Advanced Diplomas offered by the School of Communication Arts are in Print & Broadcast Journalism, Public Relations, and Advertising. The terms of the agreement are still under final discussion but there is general agreement on the proposal that is outlined below. Final meetings will take place at the end of September and it is expected that the agreement should be signed by the end of the year.

Diploma students wishing to ladder into the BA in Communication program will take two (in one case three) bridging courses during their Diploma studies (embedded into their program) and will take two further bridging courses in place of other free Electives during their third and fourth year of BA studies.

The proposal under discussion is outlined below. There may be some slight changes made before it becomes active in 2009.

Journalism: Three-year Print and Broadcast program

Program has	Would need to take COMM courses…
- Many writing courses: enough to cover 1310, 2310, and possibly 3310 - History and Current Affairs courses - Computer skills might be lacking: check on this	1100 – intro to communication 1110 – human communication 2110 – communication theory 2210 – communication & culture ?1410 – computers?

Suggestion:
1. Embed 1100 and 1110 in years 2 and 3 of the diploma program and ask for B+ average in these courses.
2. Take 2110 and 2210 as Electives in year 3 of BA. Could possibly give credit for 3rd year writing course also and replace it with the 1410 computer course. 2510 would also be very useful.

Note: these students couldn't take the 3310 (writing for publication) course in year 3, but would take 3320 or 3330 or perhaps 1410 instead.

Public Relations: three year program

Program has	Would need to take COMM courses…
- One computer course - Public relations & management courses - Literature, pop culture - Some writing courses: enough to cover 1310, 2310	1100 – intro to communication 1110 – human communication 2110 – comm. theory 2210 – comm. & culture

Suggestion:
1. Embed 1100 and 1110 in years 2 and 3 of diploma program and ask for B+ average in these courses.
2. Take 2110 and 2210 as Electives in year 3 of BA.

Note: these students could not take 3520 (public relations) in year 3.

Advertising: three year program

Program has	Would need to take COMM courses…
Several computer and design courses	1100 – intro to communication
Advertising and marketing courses	1110 – human communication
Pop culture course	2310 – advanced professional writing
Some simple writing courses: enough to	2110 – comm. theory
cover 1310	2210 – comm. & culture

Suggestion:
1. Consider adding more writing and one more general humanities course to the diploma program.
2. Embed 1100, 1110, and 2310 in years 2 and 3 of diploma program and ask for B+ average in these courses. May need to ask for eg. 1220 (Reading Our World) too.
3. Take 2110 and 2210 as Electives in year 3 of BA.

Note: these students could not take 3530 (advertising) in year 3.

People who have already graduated from these three programs before the Articulation Agreement is in place could be considered for entry to the BA third year on an individual basis. If accepted, they would need to complete all the courses listed in the "would need to take" column before graduation, probably as electives during years 3 and 4.

Other Articulation Agreements
Other Colleges in Ontario and Canada may be included in the bridging program through specific articulation agreements later, once the program is up and running. Each of these must be worked out separately with the institution concerned. There should be flexibility built into this BA program from the beginning to allow new agreements to be negotiated in future and to shape them according to the programs and diplomas of each separate institution.

This proposal lists three bridging courses that could be mounted in future if there is demand for specific Communication-based courses for entrants from slightly peripheral areas of study at other institutions. They could be offered during the summer between years two and three. They are:
COMM 2810: Bridging: Communication theory and practice
COMM 2820 Bridging: Communication skills
COMM 2830 Bridging: Interpersonal Communication

SHORT COURSE DESCRIPTIONS: BA in COMMUNICATION (full course outlines can be found in Appendix 2)

<u>YEAR 1</u>
<u>Semester 1</u>

COMM 1100 Introduction to Applied Communication (3)
This course introduces the fundamental concepts of communication theory and practice and will provide an overview of the field as defined by the various communication courses included in this BA degree. It will examine how theoretical concepts, knowledge of how communication takes place, and good communication skills can all be applied to successful and efficient communication practice. It will include case studies, team projects, and communication workshops.

COMM 1110 Developments in Human Communication (3)
This course examines the origins and historical development of human communication from early civilization to the beginning of the Internet. It will provide a comprehensive overview of how communication has been shaped by social, political, and economic forces. It will also seek to put the development of communication forms and technologies in their proper historical context, using case studies to analyze how they were received and used.

COMM 1310 Fundamentals of Professional Writing (3)
This course introduces the elements of skillful professional writing: clarity, coherence, style, grammar and punctuation. It will cover the fundamental principles of business, scientific, technical, and scholarly writing. A series of writing projects will help students improve their writing skills.

<u>Semester 2</u>

COMM 1320 Oral Communication & Public Speaking (3)
This workshop-based course covers the fundamentals of oral communication, public speaking, successful debating, and speech writing. Students will learn to present their ideas effectively and professionally. They will learn to prepare and structure presentations, deliver written texts and impromptu speeches, use appropriate gestures and body language, develop a well-modulated voice, and eliminate distracting mannerisms. They will also learn how to chair meetings, debate ideas, and present opinions effectively. Finally, they will learn how to draft and edit informative, engaging, and persuasive speeches. The workshop will provide constructive analysis of both live and videotaped performance experiences. Listening and peer evaluation are an integral part of this course.

COMM 1410 Computer-mediated Communication (3)
This course will focus on how to use computers to gather, analyze, and present information. It explores issues related to presenting information on-line; introduce design principles for preparing online content, format, and layout; emphasize creative and critical thinking skills for developing the design process; and provide students with the theory and operational skills necessary for developing and publishing on-line information. Topics covered include an introduction to Web page construction, as well as advanced use of databases and electronic searches in public and commercial sources (including libraries, government agencies, institutions, and associations. (can be replaced by CSCI 1000U Scientific Computing Tools or INFR 1100U Introduction to Programming by computing and IT 'minors')

COMM 1220 Reading Our World
This course offers an introduction to the reading and analysis of various kinds of contemporary texts. It examines the links between language and contemporary social and political issues and emphasizes the

close relationship between critical thinking, critical reading and critical writing. The choice of texts is designed to promote close engagement with works that address issues of importance (e.g. cultural and ethnic diversity, ecology, politics, and terrorism) in our contemporary world.

Electives:

COMM 1420 Computer Skills (3) 1st semester
This course is designed for students with "average" computer skills, and should be taken before the Computer-mediated Communication course. It will consist of lab sessions designed to enhance skills in word processing, data manipulation, and basic graphics.

COMM 1320, COMM 1330, COMM 1340: a series of Communication skills electives for other programs. These electives from other programs could also be taken by our students if they need extra work on their writing skills: Engineering, Sciences, Business, Academic writing, etc. The course for engineers is already offered by the Faculty of Education.

YEAR 2
Semester 1

COMM 2110 Foundations of Communication Theory (3)
This course introduces the fundamentals of human communication: its physical, linguistic, psychological, and sociological bases, and examines some of the major perspectives in communication theory. It covers the main American and European schools of thought, from the technological (McLuhan prophesies) to the symbolic and socio-political dimensions (feminist & cultural studies). Case studies will illuminate how theory underpins real-life communication practice.

COMM 2210 Communication and Culture (3)
This course examines the interrelationships between communication and culture. It provides a brief introduction to some of the theories and methods we use to analyze/comprehend/'read' modern culture. These theories will then be applied in the analysis of various communication forms and genres, including text, photography, television, film, drama, and music. Students will do independent research and write critiques of several cultural products. The course will touch upon the commercialization of cultural production as well as issues of cultural hegemony and the globalization of culture.

COMM 2310 Advanced Professional Writing and Editing (3)
This course will build upon the Fundamentals of Professional Writing course (COMM 1310) to develop skills in efficient research, organization, composition and the development of persuasive, logical arguments. A series of writing projects will help students to develop a rhetorically grounded approach for analyzing communication situations and then designing and writing documents for various professional situations (resumes, letters of inquiry, proposals, press releases). A portion of course time will be given to developing and honing good editing skills.

Semester 2

COMM 2410 Communication and Technology (3)
This course builds upon the Developments in Human Communication course (COMM 1110) to consider the effects of recent technologies on communication and modern society. It will introduce the new technologies and will critically examine the impact they have on the way we communicate with others in interpersonal relationships, in organizational situations, in cross-cultural situations and in political situations. Case studies will be used to analyze and critique the spread of recent phenomena such as text messaging, MSN, blogging, You Tube, Facebook, My Space, Flicker, and others.

COMM 2610 Interpersonal Communication (3)
This course considers the nature and function of interpersonal communication. It is designed to foster an understanding of language, culture, and human behaviour that will contribute to improved communication skills in the students' personal and professional lives. Workshop exercises are designed to improve the interpersonal skills necessary for effective communication, management, listening, conflict resolution, negotiation, selling, and persuading.

COMM 2510 Business Communication (3)
This course explores some of the applications of good communication practice in advertising, marketing, and public relations. It reviews the importance of effective communication strategies in successful business ventures, and introduces the new field of e-commerce. Students are encouraged to put their knowledge to work through case studies and simulations.

Options: take at least one of:

COMM 2220 The Media and Communications in Canada
This course examines the history and political economy of the media industries, including publishing, film, radio, television and newer communication technologies. The effect of media on culture, society, politics and economics will be discussed. Special topics will include the ownership and control of media, the process of television information production, and the dynamics of media reception.

COMM 2230 Film and Video (could cross list with INFR 3320U Film-making)
This course provides a foundation in the creative, critical, and technical aspects of film and digital video production, including an introduction to non-linear editing software. Collaborative assignments allow students to discover the shared and distinct language of each medium. The course introduces the process of audiovisual production: directing, storyboarding, visual & audio recording, and editing.

COMM 2240 Television
The phenomenon of television is considered by many to be one of the defining social, political and cultural features of post-war mass consumer culture. Television has had a profound effect on domestic and public spheres as well as our sense of community. It has contributed in fundamental ways to experiences of ourselves and our society. In this course, students will explore the origins, use, development, characteristic genres, and critical reviews of television as a mass medium. By the end of the course, students will be familiar with the basic debates and critical frameworks that structure television studies.

COMM 2250 Mass Communication and Popular Culture
This course introduces the major theoretical, structural, economic, technological, and institutional dimensions of mass communication and popular culture systems. Students will learn to recognize that the meaning, form, and value of cultural products cannot be separated from the social context in which they are produced and received.

COMM 2260 (as ANTH 0231T) **Language, Culture, & Society** (or create our own version of this)

Bridging Courses for Diploma students
The bridging courses COMM 2810, COMM 2820, COMM 2830 will combine elements from key theory, skills and practice courses in years 1 & 2. These will be developed if and when needed.

COMM 3110 Communication Ethics (3)
This course examines ethical issues as they arise in interpersonal communication, mass communications media (TV, newspapers, Internet, etc.), and in the formation of public policy and law. The dominant moral theories and approaches to moral decision-making will be analyzed and put to use to help students understand and evaluate concrete examples and case studies. The course will include topics such as objectivity, freedom of expression, representations of sex, violence and other human behaviour, privacy, confidentiality and obligations to the public.

COMM 3710 Intercultural Communication (3)
This course examines communication in an intercultural context, where it is affected by divergent value systems, differing levels of technological adaptation, and unequal power configurations. The course will focus on relationships between people of diverse racial, ethnic, national, linguistic and religious backgrounds. Topics will include language and perception; emotions across cultures; culture and advertising; body language; and cultural stereotyping. Workshops focus on strategies for cross-cultural collaborative problem-solving techniques, giving students the skills necessary to act as intermediaries between cultures.

COMM 3410 Web Design / Multimedia Authoring (3) (can be replaced by other IT or computer courses by those pursuing a specialization in those areas)
This course will provide an introduction to the principles of web design as well as the basic technical skills for developing interactive multimedia. Students will learn about current multimedia tools used to create CD-ROM and web-based products, with ample opportunity for practice. They will also learn authoring tools and multimedia techniques while covering topics including non-text-based communication, integration of visuals, animation of text and graphics, and digital video editing and deployment

Semester 2

COMM 3610 Persuasion theory and practice/ Argumentation and Negotiation (3)
This course covers the fundamental issues involved in argumentation and persuasion, starting with the distinction between opinion, explanation, description, and narrative. Topics will include the principles of deductive and inductive reasoning, formal arguments (for example, syllogistic reasoning), informal arguments (for example, reasoning by analogy), and how to evaluate scientific explanation. Students are taught how to analyze and critique the reasoning and logic in written and spoken communication and how to use valid and sound arguments in presentations, letters, memos, reports, proposals, and news releases. Workshops will apply this learning to practical situations such as advertising and selling products, crisis management, and public opinion manipulation.

COMM 3510 Organizational Communication (3)
This course provides a framework for understanding communication in organizations. Communication teams in organizations today provide not only logistical support like writing and speaking, but also creative and strategic thinking and active participation in planning. The course will examine how various information technologies are used to manage knowledge in an organization: to streamline processes, to increase efficiency and competitiveness, and to enhance internal and external communication. The course also considers organizational structures and their effect on management styles; the role of managers in relation to information use; power and conflict within the organization; and the role of unions and politics in management.

COMM 3310 or 3320 or 3330: choose one of:

COMM 3310 Writing for Publication
This course introduces the basics of writing for newspapers, in-house newsletters, and general interest and consumer-specific magazines and journals, covering topics such as investigation, interviewing, reporting, and feature writing. Students develop interviewing techniques, note-taking methods, editing skills, and analyze the importance of accuracy, fairness, voice, precision, and style, as well as speed in writing. The course will teach students how to tighten writing, sharpen leads, apply Canadian Press style, write headlines, and apply the principles of layout.

or **COMM 3320 Writing for Business & Government**
This course develops the techniques of research, organization, and writing that produce professional material for business and government. Students practice writing based on real work situations, thus learning the practical skills required to write effectively in a variety of circumstances. Situation-based assignments will put theory into practice, giving students practice in writing resumes, proposals, instructions, and press releases for business and government; in preparing material for web pages and Power Point presentations; and in developing specialized information for non-expert audiences.

or **COMM 3330 Scientific &Technical Writing**
This course provides an overview of technical and scientific writing style and standards. It reviews the processes involved in research, writing, revision, and presentation of scientific and technical texts. Regular assignments will focus on information retrieval, data recording and organization, documentation, memos, short and long reports, and graphics – as well as special problems in scientific and technical writing, such as definitions, instructions, process explanations, abstracts, and descriptions of products.

+COMM 3340 Advanced Writing for Health Sciences –
This course is an advanced service course cross-listed for Faculty of Health Sciences. It will cover not only advanced writing, editing, and presentation skills, but also includes discussion of communication needs in the health sector: risk communication, crisis communication, press releases, media relations, etc

+ COMM 3350 Advanced Communication for Engineers? If needed, a service course in media management, technical writing and other such useful topics could be developed for engineering students.

Options: take at least one of:

COMM 3520 Public Relations (3)
This course includes the foundation theories of public relations, an exploration of publics, and an introduction to strategic planning. Topics to be covered include the principles and responsibilities of public relations, the analysis of public relations strategies, issues within public relations counseling, management of organizational issues, elements of crisis communication, and issues in leadership and management.

COMM 3530 Advertising / Market Communication
This course critically examines the place of advertising in contemporary consumer society. Topics to be covered include the construction of desire, the significance of advertising to the production and circulation of commodities, and the role of advertising and consumption in the construction of social identity. Theoretical principles will be applied to practice in a series of interactive and collaborative exercises. Some real-life advertising campaigns will be critiqued and re-worked.

COMM 3420 Human-Computer Interaction
This course introduces some theoretical, methodological, and practical issues in the study of human-

computer interaction. A discussion of prevalent theories and recent research in the field will be followed by case studies and practical assignments. Some of the topics to be covered include intelligent interface designs, usability assessment, user modeling and the accessibility of the technology for the disabled. Related behavioural investigations concerning the ease and efficiency of users' interactions with computerized environments will also be discussed.

COMM 3720 Communicating Diversity: Race, Ethnicity and Gender
This course addresses practical and theoretical issues of race, ethnicity, and gender that have become focal points for current debates in public cultural expression. Themes to be discussed are the implications of cultural, racial, and sexual differences; the (mis)representation of multicultural, multiracial, and sexual minorities in the media; the implications of employment equity, human rights, and other legislation; and a comparison of cross-cultural awareness programs versus anti-racist training. Theoretical readings which frame issues of cultural, racial, and gender representation will be followed by projects that develop successful strategies for communicating diversity

YEAR 4
Semester 1

COMM 4110 Communication Research in Practice (3)
This course introduces students to the major research approaches in Communication, and acquaints them with a variety of quantitative and qualitative methods used in the field. It familiarizes students with the formation of research questions, the choice of appropriate methodological tools, and the interpretation and reporting of research findings. Students will gain experience in using research findings to underpin communication reports, strategic plans, press releases, and research projects.

COMM 4610 Mediation & Conflict Management (3)
This course examines ways of preventing, resolving, and transforming conflicts in situations ranging from everyday family life through business situations to large-scale political conflicts. Various theories of conflict management will be applied to case studies and interactive exercises will hone mediation and negotiation skills learned in previous courses. Students will analyze the assets and liabilities of alternative forms of dispute resolution.

COMM 4120 Senior Seminar: professional practice (3)
This seminar will consist of lectures by faculty, workshops by professionals, discussions in seminars and individual meetings. The focus of this course is on reviewing and expanding the learning that has taken place during the program into a coherent whole. The students will listen to presentations on current research and professional practice in the field, will debate the code of ethics that underlies their profession, and will articulate a personal code of professional conduct. They will prepare a communication plan, a strategic management plan, and the research and design plan for their own capstone project in the second term.

Semester 2

COMM 4130 Capstone Project (3)
This project will be overseen by a faculty mentor and will be the equivalent of a 20-30 page university essay in scope. It can be a communication report, a strategic management plan, a cultural product (such as a video or publishable article), a research report, an essay, or a literature review.

COMM 4710 Globalization & International Communication (3)
This course considers the role and significance of globalization and information technologies on the

formulation of relationships between people of diverse racial, ethnic, national, linguistic, and religious backgrounds. Case studies will illuminate the challenges that globalization, new information and communication technologies present to traditional, culturally bound beliefs and values. It will analyze how the rapid growth of multinational communication industries has shaped the modern world. Global communication systems, the global economy, and global crises will be examined from a critical perspective. The role of new media in security, terrorism, foreign policy, and conflict resolution will be probed, with special consideration given to current issues and ongoing global event

Options: take at least two of:

COMM 4140 Rhetoric (3)
The concept of *rhetoric* will be introduced in its usual association with the power of language to liberate, emancipate, control, and deceive the public. It will then be explored further as a technique for the production of public knowledge, public argument, public action, public response, and public critique. To better understand the relationship between rhetoric, policy and ethics, learners will examine the consequences of particular rhetorical strategies in, for example, risk analysis, engineering policy, medical and scientific research, welfare reform, and nation building. We will use these findings to analyze discourse in government hearings, agency records, private documents, and public policy debates in Canada.

COMM 4210 Interpretive practices (3)
This course will expand upon the work done in *Communication and Culture* in the second year of study. It will focus on problems in cultural interpretation, analyzing the specific nature, systems, and processes of interpretation. It will study how written or spoken statements, gestures, and aesthetic objects have meanings; how we recognize or fail to recognize such meanings; and how we communicate meaning. It will explore the diverse field of cultural studies, examining some of the forms of contemporary theory that are applied to the interpretation of culture and communication: discourse analysis, feminism, Marxism, post-colonialism, post-structuralism, and their more recent offshoots. Students will apply these theories to the interpretation of films, literary texts, music, and art, focusing especially on how these cultural products communicate in the modern world.

COMM 4720 Communication for Social Change (3)

This course examines the theories, methods and practices of communication for social change. The principles of public communication and media analysis will be applied to the design, strategy and implementation of communication planning, programs and campaigns around social issues. Themes and issues addressed in this course include: communication as action and intervention; public participation and the media; communication and social change; the conflation of social and commercial advertising; corporate claims of social responsibility; sustained communication; advocacy; social marketing perspectives; and others. A wide range of case studies will be examined.

COMM 4510 Strategic Management Communication (3)
This course considers strategic management in areas such as risk communication, disaster mitigation communication, and reputation management. It builds upon earlier courses in public relations and advertising (COMM 3520 and COMM 3530), with a focus on learning how to prepare and implement effective strategic communication plans for a variety of situations. A wide range of examples and case studies will be examined.

COMM 4520 Advanced Business Communication – crosslisted from the School of Business and IT course lists.

COMM 4530 Communications Consulting- from the School of Business and IT course lists
This course examines the role and function of a consultant. It will cover methods and strategies of consulting: making contact, preparing a proposal, researching and diagnosing communication problems, preparing a report, making recommendations, and suggesting follow-up action. It will also cover the basics of setting up a consultancy, managing small business finances, and advertising ones services.

COMM 4810 Special Topics Will be developed later if and when needed. An **Internship Program** could be built into this course and expanded later depending upon our success in finding placements.

COMM 3310 or 3320 or 3330 one more section of professional writing

Learning Outcomes: Bachelor of Arts in Communication at UOIT

Competency Domains

The learning environment in this BA program consists of five core competency domains (a generic skill or ability). All the instructional content of the program falls within the five domains. For each of the five domains, there are articulated learning outcomes, each of which is captured in a simple statement that describes a measurable behaviour that will be evaluated in the program. For each competency there may be several criteria, which a specific instructor will use for assessment.

The domains are as follows:

1. **Skills and Techniques.** This domain captures the fundamental principles, processes, tools and techniques that are the underpinnings of effective communication.

2. **Theoretical Concepts and Models of Communication.** These learning outcomes foster the ability to describe, use, and critique the language, concepts, models and theories of communication. They emphasize the application of theory to practice.

3. **Human Interaction, Teamwork and Leadership.** This domain contains learning outcomes relating to positive interpersonal interaction, teamwork, and leadership.

4. **Critical Thinking and Problem Solving.** This domain refers to the use of reason to analyze, assess, and solve problems -- as well as to recommend and implement effective solutions to them.

5. **Perspectives: Global and Intercultural Awareness.** This domain embraces social responsibility and the code of ethics within which communications-related decisions are made. It also captures the broad international and intercultural framework within which the modern communicator functions.

Learning Outcomes

These describe what the learners should be able to do when they finish the program. They are as follows:

1. The skills and techniques needed for communication

1.1. Demonstrate professional writing skills. Produce communications that are based on sound and valid evidence; that demonstrate logic, coherence, and clarity; that are grounded in correct grammar; and that exhibit fluency and appropriate style.

1.2. Demonstrate skillful oral communication, including the ability to listen and speak effectively in formal and informal situations.

1.3. Explain how various communication strategies can be implemented to persuade, sell, and negotiate. Apply these strategies to practical situations.

1.4. Collect information and organize, edit, and produce publishable print copy
1.5. Demonstrate ability to use computer technology to retrieve, analyze and present information on-line.
1.6. Demonstrate the operational skills necessary for publishing interactive multimedia material on-line.
1.7. Apply the principles of good layout and design to various modes of communication.

2. Theoretical concepts and models of communication.
2.1. Describe the fundamentals of human communication: physical, linguistic, psychological, and sociological.
2.2. Explain how variations in language (dialects, accents) race, religion, and gender can affect communication.
2.3. Explain how various rhetorical strategies can be employed to solve communication problems across cultural and other differences.
2.4. Recount the historical development of communication and communication systems, especially the media.
2.5. Demonstrate an understanding of how media affects culture, society, and the economy.
2.6. Describe the evolution of communication technologies. Assess how various modern technologies affect communication.
2.7. Describe successful interpersonal communication techniques and demonstrate how these can be applied to practical situations.
2.8. Examine how different models of interpretation can be applied to various cultural products.
2.9. Describe organizational communication systems and explain how management strategies can be implemented to improve communication and decision making.
2.10. Critically evaluate current communication issues and problems.
2.11. Formulate and defend a code of communications ethics.

3. Human interaction, teamwork and leadership
3.1. Comprehend and process incoming messages: demonstrate effective listening and reading skills..
3.2. Produce spoken and written material that communicates mastered knowledge, skills, insights, and research findings to others.
3.3. Make effective presentations in a variety of situations.
3.4. Perform as a team member in a variety of situations and circumstances, and assume a leadership role when necessary.
3.5. Demonstrate a positive and effective style of interaction with colleagues. Cooperate with, encourage, and help others.
3.6. Demonstrate an ability to discuss, debate, negotiate, persuade, and solve conflicts.
3.7. Serve as a model in delivering or teaching professional development activities.

4. Critical thinking and problem solving
4.1. Select and use information and data to critically assess a situation or problem and identify possible actions.
4.2. Explain the principles of deductive and inductive reasoning and apply them to problem solving exercises.

4.3. Creatively analyze and interpret issues and scenarios and recommend effective communication strategies.
4.4. Demonstrate initiative, independence and flexibility when applying learned techniques and theory to practical situations.
4.5. Demonstrate independent research skills.

5.   Perspectives: Global and intercultural awareness

5.1. Recognize the interconnectedness of local and global issues.
5.2. Recognize how globalization has affected communication and industry.
5.3. Identify barriers to intercultural communication and propose ways to overcome them.
5.4. Apply the theoretical principles of intercultural communication to marketing, social change, international relations.
5.5. Demonstrate an understanding of and sensitivity to multiculturalism in the Canadian context.

Criteria

These refer to the course-specific criteria according to which learning outcomes are assessed. For each outcome there may be several criteria, which an instructor will use for assessment.

Environmental Scan of *BA in Communication* or related programs

Most Ontario and other Canadian university programs in Communication Studies focus on interdisciplinary and academic studies with a major focus on Media, Culture, Journalism, and Communication Theory. The Environmental Scan below shows that very few institutions offer professional programs of the kind that UOIT is proposing to deliver. Many Canadians looking for a professional Communication degree are forced to consider studies in the USA or UK, where many such programs are on offer.

Ontario

University	Program	Comments
York University	BA in Communication Studies	Not similar. Is heavily academic and focused on mass communications
	BA in Communication Arts (joint program with Centennial & Seneca Colleges)	Combines any BA with a practical diploma from a Community College.
	BA in Professional Writing	Not similar
	BA in ITEC	Some similarities: Includes a Communication stream
University of Toronto (with Sheridan College)	BA in Communication, Culture, and Information Technology	Some similarities: has IT content
	BA in Professional Writing and Communication	Some similarities: has writing content
	BA in Human Communication & Technology	Some similarities: has technology content
Carleton University	BA in Mass Communication	Not very similar. Concentrates on media studies.
	BA in Journalism	Not similar. Journalism focus
University of Ottawa	BA in Communication	Specializations possible: in Organizational (has many similarities to our proposal) and in Media (not very similar).
	Bachelor of Journalism	Not similar
McMaster University	BA in Communication Studies	Not similar. Streams include mass communication, cultural

		studies, performance studies.
Wilfrid Laurier University	BA in Communication Studies	Not similar. Focus on media and sociology
University of Guelph (with Humber College)	BA of Applied Arts w. diploma in Journalism, PR or creative photography	Not very similar. Combines BA with diploma. PR line may overlap a little.
Laurentian University	BA in Communication Studies	Fairly similar. Can specialize in advertising, journalism, or public relations.
	BA in Rhetoric and Media Studies	Not similar
University of Windsor	BA in Communication Studies	Not similar. Focus on Drama and Communication
Brock University	BA in Communication Studies	Not similar. Media focus.
University of Western Ontario	BA in Media and Information Technology	Not very similar. Focus on Media
University of Waterloo	BA in Rhetoric and Professional Writing	Not similar. Writing focus.
Ryerson University	BAA in Journalism	Not similar. Journalism focus

Rest of Canada: some major programs (combined college/university programs excluded)

University	Program	Comments
Royal Roads University	BA in Applied Communication	Quite similar, but covers only years 3 & 4 of BA.
University of Calgary	BA in Communication	Not similar: more academic in focus
	BCS (Bachelor of Communication Studies)	More professional in focus, and thus more similar to ours
	BSc in Communication and Culture	Multidisciplinary
Concordia University	BA in Communication Studies	Not similar. Focus on media
	BA in Communication and Cultural Studies	Not similar. Academic focus
	BA in Communication & Journalism	Not similar.
University of Alberta	BA in Film and Media Studies	Not similar. Film & Media.
University of Regina	BA in Journalism	Not similar. Journalism.
University of New Brunswick	BA in Multimedia Studies	Not similar. Multimedia.
Mount St. Vincent	BA in Public Relations	Not similar. Public Relations.

University		
Simon Fraser University	BA in Communication	Not similar. Has academic & theoretical focus
University of British Columbia	BA in journalism	Not similar. Journalism.
University of Winnipeg	BA in Rhetoric and Communications	Not similar. Focus on rhetoric.

Conclusions:

Communication Studies programs have proliferated rapidly throughout the university system in Ontario and Canada, attesting to the growing popularity of the discipline. Most programs are academic and theoretical in focus, however, and this leaves plenty of room for a professionally oriented program such as ours to compete successfully in this area.

UOIT proposes to launch a professionally oriented BA in Communication which will produce graduates who are fully prepared to work effectively and successfully in the marketplace today.

Market Survey

This section consists of a short summary of a brief survey of market conditions for Communication graduates. The survey gleaned some data on job titles, employment figures, incomes, and job prospects. Most of the materials were found on various university career web sites and on the Job Futures and other Canada Statistics sites:

It is difficult to glean definitive data on jobs in communications because of the wide variation of job titles and categories used in various combinations. For example, a short and partial list of jobs titles listed in university career pages included categories such as: communications officer, communications specialist, public information officer, communications educator, advertising executive, marketing manager, media manager or coordinator, public relations manager, communication researcher, e-commerce manager, web communications manager, web site editor, multimedia developer, copywriter, newsletter editor, editor, community affairs officer, publicity manager, program coordinator, communication research specialist, internal relations officer, external communications director, journalist, writer, technical writer, speech writer, news analyst, columnist, project coordinator, and many more (see University of Toronto and Wilfrid Laurier University web sites).

There is also a dearth of available statistics for recent years. However, here are a few numbers which help to establish the strong market for communication specialists today.

- In Ontario (2004) there were 13,000 people employed in Communication and PR, earning an average salary of $49,796.
- In Canada, there was a 47% increase in the number of people employed in this field from 1988 to 1998, with 27,000 people working as communication professionals across the country in 1998.

- In 2007 the unemployment rate for communications managers was only 1%, well below the national average.
- Income earned by Communication professionals was well above average in 2007, ranging from $28.89 per hour for PR & Communication managers to $21.18 for authors and writers. (average wage is $16.91/hr)

In April, 2007, *Career Builder* listed 8,475 jobs in Communication related fields across Canada. *Monster* listed over 1,000 jobs and *Workopolis* stated that there were over 500+ jobs available (the highest number they can list). There was a very large variety of jobs on offer: for example listings at *Workopolis*, ranged from marketing communications (41) to publishing (99) to public relations (46), to translation (80), to writing and reporting (121), to media (45), and so on.

Career opportunities

Here are just a few sub-categories for Communications specialists as they were listed on the *Job Futures Canada* website (April 2007). The comments extracted below clearly show that the market for communicators remains healthy even if it is no longer as strong as it was 5 years ago, when there was a worrisome dearth of trained people in the field. The categories used are good / fair / poor. The communications-related jobs prospects are mostly listed as 'fair', with a few 'good' prospects thrown in. None were listed as 'poor'.

Professional Occupations in Public Relations and Communications
The number of workers has increased at a significantly above-average rate because of a general increase in the demand for information. Companies requiring help in communicating information within the global community should create more job openings.
The retirement rate will likely be significantly above average, and the number of retiring workers should contribute to job openings.

Writing, Translating and Public Relations Professionals
Employment growth has been above average because of the growth of niche publications/Internet publishing, a general increase in demand for information, and the contracting-out of translation work by government. The employment growth rate will likely be significantly above average because improved government finances and public service renewal should result in job openings. Also, governments will likely continue to require workers capable of research/analysis.
The retirement rate will likely be significantly above average, and the number of retiring workers should contribute significantly to job openings.

Editors
The number of workers is growing at a significantly above-average rate because of the expansion of specialized publications and the development of e-publishing. For example, computer program manuals and Internet web site editors are needed. There is also more work for freelancers as the practice of outsourcing grows. Many more editors can work offsite, transferring materials via Internet.
Editors with strong research and computer skills have the best job prospects.

Authors and Writers
Employment prospects have grown due to the expansion of specialized publications and the growth of e-publishing. An aging population is interested in reading. There will be an expansion of specialized publications and further development of e-publishing.

Policy and Program Officers, Researchers and Consultants
Employment has grown at a significantly above-average rate because of increased government hiring and also because businesses are increasingly using consultants.
The employment growth rate will likely be significantly above average because improved government finances and public service renewal should result in job openings. Also, governments will likely continue to require workers capable of research/analysis.
The retirement rate will likely be above average, and the number of retiring workers should contribute to job openings.

Further material can be found at the *Job Futures* web site.

In conclusion, the number of jobs in this field has grown enormously during the past 10 years. The number of university programs preparing graduates for work as communication professionals has also grown quickly. Most Ontario universities now have some variation of communication-related education, ranging from journalism at Western and Carleton to professional writing at York and media studies at Brock. However, the market is far from saturated at this point. To the contrary, there is a real need for more communication programs with a focus on professional education. As pointed out earlier in this document, the combination of Communication plus Commerce or IT or Computer Science expertise seems to be where many new jobs are available.

Resource requirements

1. Faculty requirements:

Final decisions will of course be made by senior administration at UOIT but at this point it is strongly recommended that UOIT hire **one senior-level Director** and **one core faculty** for the Communication program in its first year. **Two more core faculty** should be hired in the second year, when the MA students arrive, and four more in 2010 and 2011.

Suggested Hiring Plan for the BA in Communication (begins 2008) and MA in Professional Communication (begins 2009)

Year 1: hire **1 Director** and **1 fulltime** core faculty (BA begins)
Year 2: hire **2 fulltime** core faculty and **1 admin. assistant** (MA begins)
Y*ear 3*: hire **4 fulltime** core faculty (to be adjusted later) + **1 student advisor**
Year 4: hire **4 fulltime** core faculty (to be adjusted later)

Areas of expertise, in the order they will be needed:
      Administration of a program,
      Theory & Media,
      Professional Writing
      Communication Technology,
      Interpersonal / PR / Public Speaking
      Culture & Society
      Intercultural and International Communication
      Organizational / Strategic comm. / Conflict Management
      Persuasion & argumentation / Ethics / Public Speaking
      Business Communication / PR / Advertising / Crisis & Risk management
      Theory and Media
      Communication Technology OR Business Communication OR both

2. Staff requirements:

It is recommended that one administrative assistant be hired in the second year and one student advisor in the third year of the program. A practicum assistant would be needed if a full internship program is launched.

3. Physical space requirements: normal UOIT classrooms and seminar rooms, equipped for laptop learning. First year intake is expected to be 60 students, rising to 125 students by 2010.

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4. Library Resource requirements: The Library has written a standard PEQUAB submission in response to a specific request that they do so. It has been included as *Appendix 1* in this proposal. In short, they will be able to continue their present good work at ensuring that all UOIY students and programs are adequately serviced by the library system. They will need prior notice of our intention to begin this program in 2008, of course. However, they have been informed of present plans and are preparing to work on this project as soon as it is approved. *See Appendix 1 for details.*

Business Plan

Intake of students will be 60 in the first year, 90 in the second year, and 125 every year thereafter. The total number of students by the sixth year will be 480. Grants and tuition fees are based on UOIT standard fees.

More details can be found in the official Business Plan prepared by the Provost's Office, which is attached as an appendix.

Appendix 1

Library Submission For:
The Bachelor of Arts in Communications
Faculty of Education
University of Ontario Institute of Technology (UOIT)

Introduction:

The Library as a shared service facility supporting Durham College and the University has been designed to respond to the teaching, learning and research needs of both institutions.   Over the last 5 years there has been an incredible expansion of library resources, both in numbers and in advanced academic caliber. While some materials in the collection are aimed at students in a two year college program such as an associate degree in Communications-Journalism, there are also library resources to support university level faculty and students. Common resources can be used by both college and university students – although often in varying ways. For example, DC Communications students have numerous assignments focusing on the content and the practical use of the information. UOIT students also consult these resources, but more often to find information to support theoretical arguments and ethical view points.

The Collections section of this document addresses both paper and electronic resources – books, indexes, periodicals (journals, magazines, newspapers), librarian recommended web sites, and data sets.   The Accessibility section discusses the physical presence of the Library, onsite reference assistance, the Library web page www.uoit.ca/library as a 24/7 portal, and interlibrary loan/ document delivery.

Collections:

The Library's acquisition plan is based on evolving pedagogical and research needs as determined by the academic faculties. Books are selected primarily by Subject Specialist Librarians, with recommendations from students and faculty welcome. Selection and acquisition of materials is based on the curriculum.

Books:

The Library offers a small but growing print book collection.   In 2002 when UOIT began, the Library had 53,000 volumes located in the former Durham College Library of less than 15,000 square feet. In August 2004, the Library took possession of its new building (described below). This additional space has allowed for the relatively quick expansion of the book collection to the current 80,000 volumes, with a full building capacity of 160,000 volumes.

Another integral part of the Library's collection is its 30,000 e-books. The current e-book collections include NetLibrary and packages from such publishers as Springer, Wiley, Gibson's Canadian Public Policy documents and others.

 Indexes and Periodicals:

The Library provides access to indexing and abstracting databases for close to 100,000 periodicals (journals, magazines, newspapers) through its electronic databases. Over 35,000 of these titles are available in full text electronically and 425 in paper. Nearly 10,300 of these are in the Social Sciences and Humanities. Given the interdisciplinary focus of this Communications curriculum, it is also relevant to note such categories as Political Science with 500 titles and Philosophy, Psychology and Religion with 720 titles, and the Sciences with nearly 20,000 titles.

The UOIT library digital resources which best support this undergraduate program are categorized and listed alphabetically below. The *Frequently Used Digital Resources and Databases* list includes those most commonly used by undergraduates for general interest and specific assignments. The *Primary legal* databases are those that present online statutes, regulations and cases. *Secondary databases* provide articles that tackle the social, political and ethical issues. Newspapers are included as a subset under "Secondary Databases" because they relay current events and offer differing interpretations of those occurrences. For a complete listing of UOIT library databases visit the library's website www.uoit.ca/library.

Frequently Used Digital Resources and Databases:

Academic OneFile (Thomson Gale)
Academic Search Premier (Ebsco)
Business source Complete (Ebsco)
Canadian Reference Centre
CBCA Complete (Proquest Micromedia)
Communications & Mass Media Complete (Ebsco)
CPIQ (Canadian Periodicals) (Thomson Gale)
Criminal Justice Abstracts (Sage)
Criminal Justice eCollection (Thomson Gale)
Criminal Justice Periodicals (Proquest)
Criminology: A Sage Full-Text Collection
Econlit
Education: Sage Full-Text Collection
Education Administration Abstracts
E-Journals @ Scholars Portal / Scholars Portal – (e.g. Springer, Berkeley, Kluwer, Cambridge, Sage, Wiley, Elsevier - see description below)
Environment Complete
ERIC
Factiva
JSTOR (Journal Storage – archival database)
Social Science Citation Index (ISI Web of Science)

Family Studies Abstracts (Sage)
Military & Government Collection (Ebsco)
Peace Research Abstracts (Sage)
Political Science: A Sage Full-Text Collection
PsycARTICLES (American Psychological Association)
Psychology: A Sage Full-Text Collection
PsycINFO (American Psychological Association)
Public Administration Abstracts (Sage)
Social Science Citation Index (Thomson ISI – Web of Science)
Social Services Abstracts (Sage)
Sociological Abstracts (Sage)
Sociology: A Sage Full-Text Collection
Urban Studies & Planning: A Sage Full-Text Collection
Urban Studies Abstracts (Sage)
Violence and Abuse Abstracts (Sage)
Wilson Education Index

Primary Source Legal Resource Databases:

Canadian Legal Information Institute (CanLII)
Criminal Source/Law Source (Westlaw/e-Carswell) – Full text Canadian criminal case law, criminal and related legislation, law reports and digests, annotated criminal codes (Tremeer's and Crankshaw's) and e-book selections
E-Laws   (Government of Ontario)
Justice Canada (Department of Justice, Canada)
Legal Trac (Thomson/Gale)
Lexis Nexis (Lexis Nexis)
Lexum (University of Montreal)

 Secondary Databases - Newspapers:

Canada's Heritage (*Globe & Mail* archives)
Canadian Newsstand (Ontario community newspapers including the *Toronto Star*)
Factiva (Local, national and international newspapers including the *Globe & Mail*)
Lexis Nexis (American and international newspapers)
Regional Business News (American regional newspapers)

There are several ways to access electronic journals at UOIT. The Library is a member of both OCUL (Ontario Council of University Libraries) and CRKN (Canadian Research Knowledge Network) - the provincial and national university library consortia, respectively. These provide for the effective group purchase and distribution of electronic resources. Scholars Portal and E-Journals at Scholars Portal are OCUL platforms that allow an individual to access a number of databases offered by various vendors (e.g. Elsevier, Springer, Kluwer, Oxford, Cambridge, Berkeley) simultaneously through a common interface. The UOIT Library also provides Subject Guides highlighting pertinent indexes and databases, a searchable alphabetical list of all indexes and databases, a searchable alphabetically list of all periodical (journal, magazine and

newspaper) titles, and a citation locator that checks for either journal or article availability. Further, cross-referencing amongst databases is provided by a federated search engine or linking software called "Find It @ UOIT". If a patron is searching one database, but the article is available in another, he/she will be redirected to this resource. If the article is not available at UOIT, the option to request it through ILL (Interlibrary loan) is displayed.

The Library also hosts Reworks, a software tool that allows citations to be "harvested" from various periodical databases or imported directly so bibliographies can be easily prepared. The user selects the appropriate bibliographic format (e.g. MLA, APA) and Refworks applies it to the references that have been assimilated. The complementary component is Refshare; it allows for bibliographies to be shared amongst colleagues and/or to be used as electronic reserve listings. Students are directed to an article by their professor and simply authenticate into the Library system.

Following the mandate of the University of Ontario Institute of Technology as a laptop university with "round the clock" accessibility to resources, whenever possible, the Library purchases significant holdings to a journal in electronic format. It is, however, realized that paper copies may sometimes be essential and must be purchased or acquired through donations.

Internet:

While the prevalence and importance of the Internet is recognized, it is realized that not all information on the Internet is of equal value and/or prominence, and that not all people have equal search skills. The Library, therefore, strives to make staff and students aware of quality web sites appropriate to their Program.

Data Sets:

While Communications students are not apt to consult data sets as much as those in some other subject areas, they do have access to selected surveys and statistical resources. The Library currently has subscriptions to *E-Stat*, the *Data Liberation Initiative (DLI)* and the *Inter-University Consortium for Political and Social Research (ICPSR)*. E-Stat is Statistics Canada's educational database including census data and CANSIM (Canadian Socio-economic Management System). While data can be manipulated through Beyond 20/20 software, individuals looking for "pre packaged" graphs, tables, and news releases find E-Stat to be particularly valuable. The DLI is an expansive collection of detailed statistical sets assimilated and maintained by Statistics Canada and offered through the IDLS (Internet Data Library System) hosted by the University of Western Ontario's Social Science Computing Laboratory. Students as directed by their professors make data set requests through UOIT's Social Sciences Librarian. They then use SPSS software for the required manipulations. Similarly, the ICPSR is an international archive of social science data for research and instruction that is maintained at the University of Michigan. Once passwords and user names are acquired, individuals can access ICPSR data directly.

Accessibility:

The Building:

The new state-of-the-art, 73,000 square foot Library was opened in August 2004. The intent of the design was to create a print/electronic library that accommodates new and emerging technologies without sacrificing the personal warmth of a traditional library. The building offers various types of study and activity spaces to accommodate different learning styles and user needs. Noteworthy features include:

- 500 seats
- 11 group study rooms
- 2 library orientation classrooms
- Silent study and special collections room
- 2 floor round reading room with fireplace
- 160 public computers – wired and wireless
- Photocopier and printer stations on each floor
- Special needs adaptive technology equipment

OVER THE 2005-2006 ACADEMIC YEAR, LIBRARY VISITS HAVE INCREASED BY APPROXIMATELY 35%. THERE ARE PLANS FOR A FOURTH FLOOR EXPANSION AND THE ARCHITECTS HAVE INCORPORATED A "FOOTPRINT" TO THE NORTH TO EVENTUALLY DOUBLE THE LIBRARY'S SIZE.

ON CAMPUS REFERENCE ASSISTANCE:

Reference services are provided by professional librarians for 68 hours of the 89 hours per week that the Library is physically open. Librarians work with professors so classes specific to student research topics can be offered, and general information literacy sessions are offered campus-wide throughout the year. Topics such as the research process, Internet site evaluation, and bibliographic citation are addressed. Individual or small group appointments with a librarian are encouraged too.

Library Web Page:

The Library web page is available at www.uoit.ca/library and is accessible 24 hours a day, seven days a week. Both a general Library e-mail address and a Reference Desk e-mail are provided as well as telephone information so individuals can leave messages at any time. The Library is also a participant in Knowledge Ontario, a province wide initiative aimed at delivering quality reference resources and services to all citizens. The Virtual Reference Desk component called Ask Ontario is scheduled for launch in 2008. Chat software is used to instantaneously ask and answer reference questions regardless of time and location; this technology promises to be more

effective than e-mail and telephone. Beginning with limited hours and an after-hours e-mail default, the ultimate goal is to make virtual reference a "round the clock" service.

General reference assistance is provided through Library web page sections that explain topics such as computer search techniques, article searching, internet evaluation, and bibliographic citation. Amongst the services outlined are circulation procedures, reserves, and interlibrary loan.

The web page's Subject Guides are both directional and informative. Prepared with each UOIT program in mind, each guide highlights discipline specific books, e-books, periodical indexes and additional electronic resources (e.g. websites). Depending on the subject, there may be links to statistics and data, government information, legislation and legal cases. A "Special Notes for this Subject" section also appears at the beginning of each guide, if the researcher needs to be aware of unique holdings (e.g. special collections), help sheets, facilities, loan periods, etc.

Interlibrary Loan / Document Delivery:

Interlibrary Loan / Document Delivery is currently provided free of charge to students, staff and faculty. Individuals have the option of making their requests online or in person. RACER (rapid access to collections by electronic requesting) is a VDX (Virtual Document Exchange) interlibrary loan system implemented in OCUL member libraries. Searches are performed throughout all Ontario university libraries and CISTI (Canada Institute for Scientific and Technical Information). As part of OCUL and the IUTS (Inter University Transit System), the Library now receives book loans in a very reasonable amount of time, and Ariel, an electronic transmission system for periodical articles, allows journal requests to be filled within a few days

With the exception of the University of Toronto Libraries that do not directly lend their materials to undergraduates from other institutions, UOIT faculty and students may also visit any of Canada's university libraries and may borrow books (Reciprocal Borrowing Agreement) directly from them upon presentation of their UOIT photo identification card. Materials may be returned directly to the lending library or may be left at the UOIT Library where they will be returned to the appropriate lending library.

The Library has indeed made strides in both collection development and accessibility since the submission of UOIT's first PEQAB document in early 2002. A new facility has encouraged both students and faculty to spend time in the Library and has allowed for the physical expansion of the collection. A constantly revised and updated Library website continually offering additional high quality resources and points for accessing information has greatly improved the teaching, learning and research experience. Assistance is offered in person through the Reference Desk, individualized appointments and instruction classes. Contact by e-mail is another option and help sheets and guides are also posted on the library's web site.

Appendix 2

Full course outlines of all 50 program courses

Please note: most of these full course outlines will be revised once a Director and sufficient faculty are hired.

Included in these outlines are notes on how the various courses are intended to fit into the overall program scheme. It is hoped that these comments will help new faculty understand the tightly-knit structure and comprehensive scope of the program.

M. Peepre