

COMS 166: THEORIES OF PERSUASION AND ATTITUDE CHANGE

In Workflow

1. COMS Committee Chair (phillip.reese@csus.edu)
2. COMS Chair (mdludwig@csus.edu)
3. ALS College Committee Chair (irwin@csus.edu)
4. ALS Dean (mwilson@csus.edu)
5. Academic Services (curriculum@csus.edu)
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9. Catalog Editor (catalog@csus.edu)
10. Registrar's Office (wlindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Thu, 17 Feb 2022 17:17:15 GMT
Jacqueline Irwin (irwin): Approved for COMS Committee Chair
2. Thu, 17 Feb 2022 22:46:16 GMT
Mark Ludwig (mdludwig): Rollback to Initiator
3. Fri, 18 Feb 2022 01:57:49 GMT
Jacqueline Irwin (irwin): Approved for COMS Committee Chair
4. Thu, 24 Feb 2022 23:11:17 GMT
Mark Ludwig (mdludwig): Approved for COMS Chair
5. Fri, 18 Mar 2022 16:20:04 GMT
Alyson Buckman (abuckman): Rollback to Initiator
6. Mon, 28 Mar 2022 17:26:27 GMT
Jacqueline Irwin (irwin): Approved for COMS Committee Chair
7. Mon, 28 Mar 2022 17:41:26 GMT
Mark Ludwig (mdludwig): Approved for COMS Chair
8. Mon, 28 Mar 2022 18:01:23 GMT
Alyson Buckman (abuckman): Approved for ALS College Committee Chair
9. Wed, 20 Apr 2022 18:07:11 GMT
Melinda Wilson Ramey (mwilson): Approved for ALS Dean
10. Tue, 13 Sep 2022 21:57:37 GMT
Katie Hawke (katiedickson): Approved for Academic Services
11. Wed, 14 Sep 2022 02:20:41 GMT
Rachel Miller (rachel.miller): Approved for Senate Curriculum Subcommittee Chair
12. Fri, 30 Sep 2022 21:06:32 GMT
Lauren Cappiello (cappiello): Rollback to Initiator
13. Mon, 17 Oct 2022 23:50:31 GMT
Phillip Reese (phillip.reese): Approved for COMS Committee Chair
14. Tue, 18 Oct 2022 20:23:35 GMT
Mark Ludwig (mdludwig): Approved for COMS Chair
15. Wed, 16 Nov 2022 19:42:55 GMT
Jacqueline Irwin (irwin): Approved for ALS College Committee Chair
16. Fri, 18 Nov 2022 16:51:41 GMT
Melinda Wilson Ramey (mwilson): Approved for ALS Dean

Date Submitted: Mon, 17 Oct 2022 23:09:26 GMT

Viewing: COMS 166 : Theories of Persuasion and Attitude Change

Last edit: Mon, 17 Oct 2022 23:09:25 GMT

Changes proposed by: Jacqueline Irwin (102087620)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Jacqueline Irwin	irwin@csus.edu	916-278-6688

Catalog Title:

Theories of Persuasion and Attitude Change

Class Schedule Title:

Persuasion+Attitud Change

Academic Group: (College)

ALS - Arts & Letters

Academic Organization: (Department)

Communication Studies

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Fall 2023 (2023/2024 Catalog)

Subject Area: (prefix)

COMS - Communication Studies

Catalog Number: (course number)

166

Course ID: (For administrative use only.)

110056

Units:

3

Is the only purpose of this change to update the term typically offered or the enforcement of existing prerequisites at registration?

No

In what term(s) will this course typically be offered?

Fall, Spring

Does this course require a room for its final exam?

Yes, final exam requires a room

This course complies with the credit hour policy:

Yes

Justification for course proposal:

Update course description and learning outcomes.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

Various theories of persuasion and attitude change, both classical and empirical, in terms of their effectiveness and social impact. Includes units on production and consumption of persuasive messages.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Is this course designated as Curricular Community Engaged Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

No

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Discussion

Discussion Classification

CS#04 - Lecture /Recitation (K-factor=1 WTU per unit)

Discussion Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes and Assessment Strategies:

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Demonstrate competence in the cultural significance and variance of persuasion in the United States and around the world;	Hand-to-Hand Paper Article Summaries Discussion Participation
2	Evaluate the ethical role that persuasion plays in both modern and historical communication contexts.	Exams Article Summaries
3	Analyze and understand the structural and situational factors that influence persuasion-related discourse.	Exams Hand-to-Hand Paper Article Summaries Discussion Participation
4	Critically examine a variety of persuasion related approaches to media, speech, visual, sales, and other forms of human discourse.	Exams Hand-to-Hand Paper Discussion Participation

Attach a list of the required/recommended course readings and activities:

166 syllabus Spring 22 update.pdf

Is this course required in a degree program (major, minor, graduate degree, certificate?)

No

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Integrative learning
Personal and social responsibility
Intellectual and practical skills

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Reviewer Comments:

Jacqueline Irwin (irwin) (Thu, 17 Feb 2022 17:17:08 GMT): I'm the author of this, but have previously edited with comments from the full committee prior to entering the work flow. -J

Mark Ludwig (mdludwig) (Thu, 17 Feb 2022 22:46:16 GMT): Rollback: Sending you comments separately.

Torsa Ghosal (torsa.ghosal) (Wed, 16 Mar 2022 18:48:40 GMT): We suggest the following edits: 1. Please explain what GE Area D is in the justification. 2. Change "increase time to degree" to "decrease" in the justification. 3. Streamline the course ELOs. We suggest using one action verb (e.g.: Evaluate in place of "Describe and evaluate...".) Any changes to the ELOs in the form should be reflected in the syllabus as well. 4. Append statements on modality of course offering and CARES to syllabus.

Alyson Buckman (abuckman) (Fri, 18 Mar 2022 16:20:04 GMT): Rollback: Dear Jacqueline, Please see suggestions for revision from Torsa. Once your proposal has been revised as per Torsa's recommendations, please resubmit and send me an email so I know that your proposal is ready to move forward. Thank you, Alyson, ALS Curriculum Chair

302822325 (Wed, 15 Jun 2022 16:37:12 GMT): Edited to integrate new ELO and Assessment Strategies fields.

Lauren Cappiello (cappiello) (Fri, 30 Sep 2022 21:06:33 GMT): Rollback: The primary concern from GECRS was that it was unclear how the listed readings, topics, and assignments could fulfill the Area D learning outcomes. Based on the included syllabus, the committee believes that COMS 166 would be a better fit for GE area C2. It was also noted that increasing course enrollment and streamlining time to degree were not adequate justification for making the course a GE.

Key: 790