Digital Communication and Research Analytics Minor
2023-2024 UG Minor Program Revision Proposal

Read Before You Begin

**All proposals must be launched by March 20, 2023.

***Proposals not fully approved (all the way through to the Registrar’s Office) by May 1, 2023, will need to be restarted the following year with a new proposal.

All fully approved course and program proposals will become effective Fall 2023.

FILL IN all fields required marked with an *.

ATTACH supporting documentation, including assessment plan and catalog template. Program assessment plan and catalog template must be attached in order for proposals to be reviewed.

Complete the Acknowledgement section.

LAUNCH proposal by clicking Validate and Launch at the top. Once the proposal has been launched, approve the proposal to move the proposal forward in the workflow.

IMPORTANT: If you are adding new courses to this program, please ensure a Course New Proposal has previously been approved.

Select Program below as the Type of Program before completing and launching proposal.

If you have program requirements that appear in multiple catalog listings (i.e. BS and BA programs), some of the fields below may be unavailable for editing. In these cases, please be very descriptive in the rationale and justification boxes to ensure that changes are made accurately.

### Type of Program*

<table>
<thead>
<tr>
<th>Courtney Bosworth</th>
<th>Activity Log</th>
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<tbody>
<tr>
<td><strong>Program</strong></td>
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<td>Program</td>
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<tr>
<td>Shared Core</td>
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### Program Request*

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<th>Courtney Bosworth</th>
<th>Activity Log</th>
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<tr>
<td><strong>Minor</strong></td>
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### Proposed Implementation

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<th>Year*</th>
<th>Activity Log</th>
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<td>Courtney Bosworth</td>
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<td><strong>2023</strong></td>
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2023
## Catalog Entry

### Home Department

<table>
<thead>
<tr>
<th>Courtney Bosworth</th>
<th>Communication</th>
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### Name of Degree/Certificate Program

Digital Communication and Research Analytics Minor

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Degree Type</th>
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<tbody>
<tr>
<td>Academic Minor</td>
<td>Academic Minor</td>
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## Required Courses (18 credits)

- COMS 226-Digital Imaging
- COMS 326-Data-Driven Web Design
- COMS 383-Social Media Strategy
- COMS 427-Learning Management and Assessment
- COMS 484-Data Analytics and Visualization
- STAT 130-Understanding Statistics in Society (GE) OR
- STAT 200-Introduction to Statistics (GE)
Follow these steps to propose changes to the program curriculum:

**Step 1 - View Curriculum Courses**

To add new courses to the program curriculum...

There are two options for adding courses: "Add Course" and "Import Course."

For courses already in the catalog, click on "Import Course" and find the courses needed.

For new classes going through a Curriculog Approval Process click on "Add Course"– a box will open asking you for the Prefix, Course Number and Course Title.

**Step 2 - View Curriculum Schema**

Click on "View Curriculum Schema". Select the core where the new course(s) should be added. Next, click on “Add Courses” to access the list of courses from step 1. Then select the courses you wish to add.

You may click on Preview Curriculum to display the build of the program.

For removing courses click on the Delete and proceed.

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**Curriculum**

**Required Courses (18 credits)**

- COMS 226 Digital Imaging
- COMS 326 Data-Driven Web Design
- COMS 383 Social Media Strategy
- COMS 427 Learning Management and Assessment
- COMS 484 Data Analytics and Visualization
- STAT 130 Understanding Statistics in Society (GE)
- [Right] OR
- STAT 200 Introduction to Statistics (GE)

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**Background & Justification**

**Rationale Statement**

The Digital Communication and Research Analytics minor focuses on the application and evaluation of digital content and data using scientific and quantitative reasoning.

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**Participating Departments**

**Will program be utilizing courses from multiple departments/schools either as required or electives?**

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<tr>
<th>Courtney Bosworth</th>
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<td>Yes</td>
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<td>No</td>
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**If selected yes, please indicate all collaborating departments for those external course(s).**

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<thead>
<tr>
<th>Mathematics and Statistics</th>
<th>Activity Log</th>
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Courtney Bosworth
Indicate if the program will be offered face-to-face, even if some students are participating via videoconferencing technology (e.g., Zoom), Online, and/or Hybrid. More than one delivery method is possible.

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<th>Delivery*</th>
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<td>Courtney Bosworth</td>
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<td>Face-to-Face</td>
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<tr>
<td>Online</td>
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<tr>
<td>Hybrid (mix of face-to-face and online)</td>
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- Face-to-Face
- Online
- Hybrid (mix of face-to-face and online)

**Learning Outcomes**

1. **Learning Outcome 1:** Students apply scientific and quantitative information to test problems and draw conclusions.
2. **Learning Outcome 2:** Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.

### REAL Curriculum Program Alignment

**Does this program have a REAL designation or is REAL designation being requested?**

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<th>Activity Log</th>
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<td>Courtney Bosworth</td>
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<td>Yes</td>
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- Yes
- No

**If yes, please indicate type and complete documentation below.**

- Revising program, unchanged REAL alignment (same REAL areas fulfilled but courses may be changing)
- Revising program, change existing or new REAL alignment (revised or new REAL areas fulfilled)

**Please note:** Program curriculum proposals that include REAL alignment will not be reviewed until all included courses have been approved for the appropriate course designations. REAL designation proposals for existing courses and program alignment proposals may be submitted simultaneously.

### REAL Alignment Requirements

Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above.

- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.

- Degree program may cover up to two REAL areas using a single prefix.

- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.

- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.

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<th>REAL Area</th>
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- R
- E
- A
Scientific and Quantitative Reasoning (R Area)

Identify Course

Please indicate course and course information (i.e. course prefix, course number, title, hours, and projected student enrollment). Please see example on how to format below.

Course Prefix, Course Number, Course Title, Credit Hours, Required or Elective Course, New or Revised Course, Projected student enrollment per academic years:

NOTE: For New Course, a New course proposal must be submitted. For Course revisions, please be sure to have submitted the revision course proposal to ensure course was approved for REAL Curriculum Designation.

Course(s) COMS 326, COMS 427, COMS 484, STAT 130 or STAT 200

Required GE and R designated course STAT 130 or STAT 200.

Additional information for REAL Council consideration

Humanistic or Artistic Expression (E Area)

Identify Course

Please indicate course and course information (i.e. course prefix, course number, title, hours, and projected student enrollment). Please see example on how to format below.

Course Prefix, Course Number, Course Title, Credit Hours, Required or Elective Course, New or Revised Course, Projected student enrollment per academic years:

NOTE: For New Course, a New course proposal must be submitted. For Course revisions, please be sure to have submitted the revision course proposal to ensure course was approved for REAL Curriculum Designation.

Course(s)

Required GE and E designated course

Additional information for REAL Council consideration
Cultural or Behavioral Analysis (A Area)

Identify Course

Please indicate course and course information (i.e. course prefix, course number, title, hours, and projected student enrollment). Please see example on how to format below.

Course Prefix, Course Number, Course Title, Credit Hours, Required or Elective Course, New or Revised Course, Projected student enrollment per academic years:

NOTE: For New Course, a New course proposal must be submitted. For Course revisions, please be sure to have submitted the revision course proposal to ensure course was approved for REAL Curriculum Designation.

Course(s)

Required GE and A designated course

Additional information for REAL Council consideration

Applied Learning (L Area)

Identify Course

Please indicate course and course information (i.e. course prefix, course number, title, hours, and projected student enrollment). Please see example on how to format below.

Course Prefix, Course Number, Course Title, Credit Hours, Required or Elective Course, New or Revised Course, Projected student enrollment per academic years:

NOTE: For New Course, a New course proposal must be submitted. For Course revisions, please be sure to have submitted the revision course proposal to ensure course was approved for REAL Curriculum Designation.

Course(s)

Additional information for REAL Council consideration

Proposals seeking program REAL alignment must attach a completed REAL assessment proposal. Please acknowledge that you have attached the assessment proposal.

Consultation with the Office of Institutional Effectiveness and Quality Improvement is needed to ensure accreditation standards for general education are fulfilled. Information and proposal templates can be found on the REAL Assessment website: https://www.radford.edu/content/real/home/faculty/assessment.html

Acknowledgement of REAL Assessment Documentation

I have attached all required REAL assessment documentation.

Acknowledgement & Attachments

I acknowledge that existing material, space, and human resources are adequate to support this proposal.
**Detailed Catalog Description**

All new programs, and program revisions for minors, require a detailed catalog description. Please find the template for the catalog description on the left hand side of the [Curriculog home page](#).

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**Admin Section - Do Not Modify**

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<th>Acalog Parent Owner</th>
<th>Activity Log</th>
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<tbody>
<tr>
<td>Courtney Bosworth</td>
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<td>Radford University</td>
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<th>Acalog Program Status</th>
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<td>Courtney Bosworth</td>
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<td>8/10/2023</td>
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<td>Inactive-Hidden</td>
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Comments for Digital Communication and Research Analytics Minor

This proposal has been completed.

Michael Turner has approved this proposal on Registrar Office.

Matthew Brunner has approved this proposal on Registrar Office.

Amanda Kellogg has approved this proposal on Director of Undergraduate Curriculum - REAL.

System Administrator Debbie Fenderson has removed the hold from this proposal.

System Administrator Nicole Hendrix has placed this proposal on hold.

Holding until REAL Council meets again.

Amanda Kellogg has requested a hold on this proposal.

This proposal has passed its deadline and has been approved.

Matthew Smith has approved this proposal on College Dean.

Courtney Bosworth has approved this proposal on College Curriculum Committee Chair.

Courtney Bosworth has approved this proposal on College Curriculum Committee.

Neil Sigmon has approved this proposal on External Department Approval: Mathematics and Statistics.
Curriculog

Jennifer Walton has approved this proposal on Department Approval.

Curriculog

Courtney Bosworth has approved this proposal on Department Curriculum Committee.

Curriculog

Courtney Bosworth has approved this proposal on Originator.

Curriculog

Courtney Bosworth has launched this proposal.

Curriculog

Courtney Bosworth imported from the map WIP 2023-2024 Undergraduate Catalog into the following proposal fields:

1. Catalog Entry:
   - Name of Degree/Certificate Program
   - Program Type
   - Degree Type
   - Catalog Description
   - Curriculum

2. Admin Section - Do Not Modify:
   - Acalog Parent Owner
   - Acalog Program OID
   - Acalog Program Status