

College Document # _____

UCC Document # 152

Review Type: ___ Edit ___ Exp ___ Full

CATALOG YEAR 2014-2015

COLLEGE/SCHOOL/SECTION: COAS Department of Psychology and Communication

Course: Add: X Delete: ___
(check all that apply) Change: Number ___ Title ___ SCH ___ Description ___ Prerequisite ___

Response Required: **New** course will be part of major ___ minor ___ as a required X or elective ___ course

Response Required: **New** course will introduce X, reinforce X, or apply X concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

JUSTIFICATION: This course will be part of the future Master in Arts in Communication.

COMM 5303 Qualitative Research Methods in Communication

Course description

This course introduces the humanistic approaches to communication research. It will examine the fundamental epistemologies, design, methods, and data analysis in communication research. The goal is for students to learn and apply course concepts by analyzing texts and conducting research projects.

Learning outcomes

1. Students will analyze and compare the philosophical underpinnings that inform qualitative research.
2. Students will analyze the rationale for selecting a humanistic approach within the communication discipline.
3. Students will examine and apply multiple qualitative methodological strategies for collecting, analyzing, and interpreting data.
4. Students will design a research project employing qualitative methods.

Course purpose

The purpose of this course is to introduce the humanistic approach to communication research and reinforce and apply course concepts in order for students to conduct independent research projects. This course will be a requirement for program completion.

Prerequisites: Graduate standing

Class format:

The class will be a combination of lecture, discussion, and in class activities. Students will read, analyze, and discuss academic journal articles as well other texts. Students will be required to

design a qualitative methods research project in the form of a written paper and oral presentation. The objective is for students to produce high quality academic work that can be submitted to academic conferences or academic journals.

Approvals:	Signature	Date
Chair Department Curriculum Committee	____Joquina Reed____	2/19/14
Chair Department	_____	_____
Chair College Curriculum Committee	_____	_____
Dean	_____	_____

02/2012