Administrative Approval Form

Committee on Instruction - ESF Faculty Governance
Office of Instruction & Graduate Studies

Date: February 5, 2013
Department: Environmental Studies
Course Number: CMN 493
Course Title: Environmental Communication Workshop
Name of Requestor: Valerie A. Luzadis, Chair, Environmental Studies

Include a copy of the detailed course description with this form. If making a change to an existing course, include “track changes” in the document. Once the changes are approved, you will be asked to send a soft copy of the updated detailed course description to OIGS (svandeburg@esf.edu).

Description of the Change: The proposed change to CMN 493 is a change in the prefix of the course from CMN 493 to EST 493. This course is taught as part of the Environmental Studies’ Environment, Communication, and Society option curriculum by an Environmental Studies faculty member. It is the only remaining course with a CMN prefix. Changing the prefix would make it consistent with all other Environmental Studies courses.

For OIGS Only

☐ Approve
☐ Deny (Explanation if denied):

S. Scott Shannon
Dean of the Graduate School

Date: 2.5.13
DETAILED COURSE DESCRIPTION

COURSE: CMN 493 – Environmental Communication Workshop
3 Credit Hours – Spring Semester
3 Hours Lecture/Discussion Per Week
Prerequisite(s): EST 245 and junior standing, or permission of the instructor

SCOPE:

1. Level of Instruction:
   a. CMN 493 is intended to fulfill an upper division requirement in the Environment, Communication, and Society Option in Environmental Studies. It is intended to be taken in the spring of Senior year.

2. Relation to curriculum or to other ESF or Syracuse University courses:
   a. CMN 493 is a required course offered by Environmental Studies Faculty. This course is open to all disciplines at ESF and SU if space allows and fulfills the SUNY General Education Requirement for “Social Sciences.”

STUDENT LEARNING OUTCOMES:

After completing this course the student should be able to:
1. Identify, classify, and evaluate communication styles, interpersonal group dynamics, and power dynamics in order to better engage stakeholders in environmental decision-making processes;
2. Demonstrate knowledge of basic communication skills including but not limited to listening, audience/stakeholder identification, summarization of content, public speaking, writing, and media applications;
3. Demonstrate an ability to apply knowledge and communication skills to an environmental situation to encourage effective and appropriate dialogue between stakeholders.

MAJOR CONCEPTS OR METHODOLOGIES:

The goal of this class is to educate students about how to effectively engage stakeholders in environmental and environmental justice issues and decision-making, be it as a facilitator, government official, consultant or any other communication and outreach position. This course focuses on the skills needed to engage a wide variety of self-defined stakeholders, each with their own “stake” in the issue. These skills include: (1) listening and observing; (2) audience/stakeholder characterization and identification; (3) content summarization for lay and expert publics; (4) risk communication to lay and expert publics; (5) public speaking and interacting with different stakeholder groups; (6) writing traditional texts versus using new media to engage stakeholder groups; (7) developing information campaigns; and (8) participating in or facilitating public participation efforts.
CATALOG DESCRIPTION:

CMN 493. Environmental Communication Workshop (3)

Three hours of lecture/discussion per week. A workshop format on a specified environmental program or issue(s) introduces the theories and skills of alternative dispute resolution approaches, public participation structures and dynamics, public policy decision making and implementation, risk communication, leadership styles, and small group dynamics. Spring.

Prerequisite(s): EST 245 and junior standing, or permission of the instructor

COURSE HISTORY:

This course is currently being taught at ESF.
Last approved: Prior to the appointment of Dr. Andrea Parker

Revised Draft: January 2, 2013 (form in protected format: 2/5/13)