BOROUGH OF MANHATTAN COMMUNITY COLLEGE

OF
THE CITY UNIVERSITY OF NEW YORK

PROPOSAL TO ESTABLISH A PROGRAM IN COMMUNICATION STUDIES
LEADING TO THE
ASSOCIATE OF ARTS DEGREE

EFFECTIVE SPRING 2012

SPONSORED BY THE DEPARTMENT OF SPEECH COMMUNICATION AND
THEATRE ARTS

APPROVED BY
COLLEGE GOVERNANCE

May 28, 2008

College Representative: Dr. Sadie Chavis Bragg, Senior Vice President of Academic Affairs
Contact:
Telephone: (212) 220 - 8320
Fax: (212) 220 - 8319
Email: sbragg@bmcc.cuny.edu

Provost Signature: __________________________
Application for Registration of a New Program

This application is for New York degree-granting institutions seeking to register a new program that is below the doctoral level. Save this file, enter the requested information, and submit to the State Education Department.

- Proposals for new distance education, teacher certification, educational leadership certification, and professional licensure programs may require additional information, in addition to this core application.
- Certificate and advanced certificate proposals: use the certificate forms at www.highered.nysed.gov/ocue/. This expedited option is not available for teacher, educational leader, or professional certification/licensure programs.

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<td>_ Program to prepare certified teachers or certified educational leaders</td>
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<td>_ Program to prepare licensed professionals</td>
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<td>Institution name and address</td>
<td>Borough of Manhattan Community College</td>
</tr>
<tr>
<td></td>
<td>199 Chambers Street</td>
</tr>
<tr>
<td></td>
<td>New York, NY 10007</td>
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<td>Additional information:</td>
<td>Specify campus where program will be offered, if other than the main campus:</td>
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<td></td>
<td>If any courses will be offered off campus, indicate the location and number of courses and credits:</td>
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<td>Program title, award, credits, and proposed HEGIS code</td>
<td>Program title: Communication Studies</td>
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<td>i) Format: X Day X Evening X Weekend X Evening/Weekend</td>
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<td>_ Not Full-Time</td>
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<td>_ Mode: X Standard _ Independent Study _ External _ Accelerated</td>
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<td>_ Distance Education (submit distance education application with this proposal)</td>
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<td>iii) Other: _ Bilingual _ Language Other Than English _ Upper Division Program</td>
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<td>Diploma Programs</td>
<td>If the program is credit bearing and will lead to a Diploma or Advanced Diploma, indicate the registered degree program(s) to which the credits will apply:</td>
</tr>
<tr>
<td>Contact person for this proposal</td>
<td>Name and title: Dr. Sadie Chavis Bragg, Sr. Vice President of Academic Affairs</td>
</tr>
<tr>
<td></td>
<td>Telephone: (212)220-8320 Fax: (212)220-8319 E-mail:<a href="mailto:sbragg@bmcc.cuny.edu">sbragg@bmcc.cuny.edu</a></td>
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<td>CEO (or designee) approval</td>
<td>Name and title: Dr. Sadie Chavis Bragg, Sr. Vice President of Academic Affairs</td>
</tr>
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<td>Signature and date: August 4, 2011</td>
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If the program will be registered jointly with another institution, provide the following information:

- Partner institution’s name: John Jay College of Criminal Justice  |
- Name and title of partner institution’s CEO: Provost Jane Bowers, Office of Academic Affairs  |
- Signature of partner institution’s CEO:  |

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1 CUNY and SUNY institutions: contact System Administration for program registration guidance.
2 If the partner institution is non-degree-granting, see CEO Memo 94-04.
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ABSTRACT

The Department of Speech, Communications and Theatre Arts at Borough of Manhattan Community College (BMCC), the City University of New York, proposes the creation of a degree program in Communication Studies. The program will lead to the Associate in Arts (AA) degree and will be transferable to four-year colleges within the CUNY system and to private colleges and universities. The program is intended to be a transfer program for BMCC’s traditional students and will be attractive to working adults who want to advance their careers through an Associate’s Degree in Communication Studies.

A demand for communication professionals has been created by the pervasive adoption of new technologies, the world of global business, and the expectations of the service economy. Communication Studies addresses the foundations and practices of communication in a technological, multicultural context and focuses on how, why, and with what effect communication takes place. After completing the degree program, students will understand the dynamics of communication, will appreciate factors that contribute to or detract from communication and will be strategic in the application of various communication media and methods. BMCC’s degree program in Communication Studies prepares students for careers in Advertising, Corporate Communications, Counseling, Human Resources, Media Planning, Public Relations, to name but a few. An Associate in Arts degree in Communication Studies is rich in the Liberal Arts and prepares students for entry-level positions in career paths as noted above as well as well for transfer for a Bachelor’s Degree in academic programs including Advertising, Business, Pre-Law, Political Science, Psychology, Sales and Marketing, Social Service, Speech and others.

The program is well-suited to BMCC’s diverse student population. The communications-related industries are historically friendly to women and minorities who have achieved notable success, both as self-employed entrepreneurs as well as employees of corporations, organizations and agencies. Graduates with multicultural backgrounds and multi-lingual skills have a distinct advantage in today’s job market given the advent of worldwide telecommunications and the globalization of business. These factors are especially advantageous to the many BMCC students who meet these criteria.

The program provides a traditional Liberal Arts foundation enhanced by requirements in core courses in communication and electives that allow the student to explore specialization. The degree program in Communication Studies is founded in traditional communication coursework in Interpersonal

Communication Studies will help BMCC students model and promote effective communication in personal, civic, business and professional spheres. The program fosters strong writing, speaking and critical thinking skills, as well as active citizenry.

PURPOSE AND GOALS
Communication Studies addresses the foundations and practices of communication in a technological multicultural context. It prepares students for jobs in a variety of fields as referenced above. In addition to appealing to BMCC's traditional students, this program will be attractive to working adults who wish to change or advance their careers by adding an Associate's Degree in Communication Studies.

The curriculum for a Communication Studies degree program is founded extensively in existing courses from within the Speech, Communication, and Theatre Arts Department and will require creation of only three new courses, a considerable cost benefit for a new program. (See Appendix A for sample syllabi of proposed new courses.) The curriculum draws heavily on courses offered by other departments in the college, including Business, English, Mathematics, Social Science, Theatre Arts, and the Video Arts and Technology program. Basic Skills requirements have been addressed.

The program can be taught by the existing eleven qualified faculty and requires no new full-time faculty positions. Within the Speech, Communications and Theatre Arts Department, seven full-time faculty hold the doctoral degree in Communication Studies. Four hold Master's Degrees. In addition, the faculty represents many years of teaching experience and used their awareness of the needs, interests, and learning styles of BMCC students to inform the development of this proposal. (See Appendix B for faculty CVs.) The faculty is committed to offering an AA degree program in Communication Studies at BMCC and its members are qualified to do so. In addition, the creation of the program is an outgrowth of the department’s and the college’s planning process. In 1998, the Academic Program Planning review for the Department of Speech, Communications and Theatre Arts called for the creation of a Communication Studies degree program.
The program is consistent with the mission of the college to preserve academic excellence and extend educational opportunity to a diversified urban population. The Communication Studies degree program is responsive to several of the goals that describe the college’s general mission statement, especially “To provide for all students a general education that fosters personal development, intellectual curiosity and critical thinking to enhance informed and effective participation in society,” “To promote multicultural awareness and understanding in our college community and respect for pluralism and diversity in our society,” and “To prepare liberal arts and career students to transfer to four-year colleges.”

This program will be especially appealing to many BMCC students who are interested in a career in communications but have, until now, not found a major within BMCC. It is also attractive to the many Liberal Arts students at BMCC for whom a specific major has not been identified. This academic program will provide Communication Studies majors with focus and direction early in their academic career at BMCC. This will have a positive impact on retention and persistence rates among formerly undecided students. The cohort model of assigning students to specific faculty has been extremely successful in our recent Title V initiative. Students in this program persisted at a 10% higher rate than comparable non-participating students.

This program is not a restructuring of an existing program. The BMCC Video Arts and Technology degree program is a technical program that prepares students for hands-on work in the digital video industry. For students interested in the non-technical aspects of communication, the Communications Studies program will be most appealing. Communications Studies majors will have the opportunity to take elective courses in the VAT program to enhance their knowledge of the technical aspects of video production. However, technical production is not the focus of the Communication Studies program.

The Writing and Literature major offered by the BMCC English Department is "designed to nourish ... creativity in the literary arts, to introduce students to the joys of great literature, and to the thrill of turning their own thoughts into polished prose, poetry, plays and journalism." Communication Studies students are required to take three semesters of English courses and may choose further electives if they wish to focus on their writing skills. But it is not intended to be a writing major.

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1 BMCC Web site
2 BMCC Catalogue
Neither a video production nor a writing program, Communication Studies is unique in that it addresses the foundations and practices of communication in a technological multicultural context and focuses on how, why, and with what effect communication takes place.

The development of the program was informed by the academic requirements explicated by the National Communications Association\(^3\) and has been reviewed favorably by Baruch College and the CUNY On-Line BA program in Communication and Culture. In addition, New York University’s Department of Communication and Culture and Brooklyn College endorsed the program when detailed in the Letter of Intent.

A review of the Letter of Intent by all campuses of the University resulted in approval to develop a full proposal for this program.

**NEED AND JUSTIFICATION**

The proposal for a Communication Studies degree program responds to several factors that argue for its creation at this time at BMCC.

- The emerging global economy demands that people and organizations communicate effectively, internationally and inter-culturally.
- The dominance of the service economy places greater emphasis than ever on communication skills in the workplace.
- The explosion of technology used by businesses and organizations requires effective and varied communication skills.
- There is a demand for communication professionals who are multi-cultural and multi-lingual, qualities reflected in the student body of BMCC.
- Communication Studies has become a popular major nationally, but there are few associate-level programs in the New York City area that address this interest, as proposed here.
- BMCC’s location in Manhattan places it in the corporate and communication capital of the United States (many would say of the world) and provides more internship and job opportunities for Communication Studies students than anywhere else in the nation.\(^4\)

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4 Top Careers for Communication Graduates, 2004, checkmark Books, NYC.
BMCC’s Manhattan location will make this program attractive to people working in Manhattan who wish to go to school with easy access to where they work. LaGuardia Community College offers a similar program of study but is inaccessible to many students. BMCC’s program will pull from a different population.

The program, when described as a Letter of Intent, was endorsed by Brooklyn College, CUNY On-Line program in Communication and Culture, and New York University. New York University offers significant scholarships to qualified BMCC students through the CCTOP Program.

The Speech Department's 1998 APP report included a strong recommendation for the creation of a degree program in Communication Studies.

Jobs for students with Communication Studies degree are well paid and have the potential to lead to high-ranking positions in business, industry and not-for-profit organizations that address healthcare, education, political elections and community interests. According to "Workforce New York", a report prepared by the New York State Department of Labor, twenty-four job titles related to Communication Studies majors were rated as Very Favorable or Favorable for employment prospects through the year 2012. In 2009, the average wage for this occupation was $37,940 for entry-level workers and $74,120 for experienced workers. According to the US Department of Labor, "a Communication Arts Associate's Degree can lead to a wide variety of salaries, based upon industry. Students who go into the business world working in marketing communications or public relations can expect to earn about $87,640 per year." Students with an AA degree who go into a public relations career earn an annual income of $43,830. Entry-level earnings may begin around $25,750 and increase with experience.

The communication-related industries are historically friendly to women and minorities. Of ten careers where women earn more than men, two are directly related to Communication Studies and include Human Resources Assistants and Advertising and Production Managers. Many women and minorities

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5 TIPPS web site of Registered Academic Programs Offered at CUNY.
6 New York State Department of Labor “Workforce New York: Employment prospects to 2012.”
9 Ibid.
have achieved notable success in careers related to Communication Studies by following the traditional path of working for corporations, organizations and agencies as well as self-employed entrepreneurs. Students with bachelor-level degrees are in a decidedly better position to find more job opportunities at higher pay. Therefore, this program is intended to be a transfer program. Faculty in the program will encourage students to transfer to 4-year colleges to maximize their marketability. BMCC has secured an articulation agreement with the CUNY On-Line BA Program (See Appendix E). Additional transfer opportunities will be sought and heavily publicized.

Nonetheless, graduates of communication studies programs with an associate's degree do have job opportunities. "The career future for students with a Communication Arts Associate's Degree is extremely exciting." The Association of American Colleges and Universities recently asked employers who hire at least 25 percent of their workforce from two- or four-year colleges what they want institutions to teach. The answers did not suggest a narrow focus. Instead, 89 percent said they wanted more emphasis on "the ability to effectively communicate orally and in writing," 81 percent asked for better "critical thinking and analytical reasoning skills" and 70 percent were looking for "the ability to innovate and be creative."  

Job titles for graduates with degrees in Communication Studies are varied and include: advertising manager, communications specialist, community relations director, corporate communications director, counselor, event planner, executive coach, fund raiser, marketing communications specialists, media analyst, political campaign planners, publicist, speech writer, training and development specialist, and others. (See Appendix F for job advertisements.)

According to the TIPPS listing, only LaGuardia Community College offers an Associate’s degree in Communications. BMCC will offer the associate’s degree in Communication Studies in Manhattan, an attractive feature to students who wish to study at a campus convenient to their worksite. The program proposed here will serve as a magnet to a CUNY program that is affordable, convenient, and responsive to the new demands of the work world. Such a program strengthens CUNY’s to provide students with quality academic programs that foster ongoing learning and opportunities to be productive in the workforce. The

12 www.aacu.org
program takes full advantage of the college’s location in the heart of Manhattan, widely recognized as the corporate and communications capitol of the nation.

**STUDENTS**
The ethnic and gender demographics for the BMCC student body indicate a vibrant diversity. Students of African American ancestry constitute the largest segment of the population at 36.7 percent. Hispanics follow at 32.6 percent. Whites comprise 16.2 percent, Asian or Pacific Islanders are 14.3 percent and American Indian students are approximately one percent. Women constitute nearly two-thirds of the student body (59.2%), and men are just over 40 percent.

With the exception of one academic program, every student at BMCC must take Speech 100 to graduate. Most students take this course early in their academic career at BMCC, often in the first or second semester. Many students develop a keen interest in the field of communication based on their experience in this course. Although originally expressed anecdotally, student interest was documented by two surveys of Speech 100 students, one conducted in May 2007 and the other in December 2007. Three hundred students participated in the May 2007 survey. Over 800 students participated in the December survey. Of that group, over 90 per cent endorsed the creation of a Communication Studies program at BMCC. (See appendix C.)

Both surveys asked the following questions:

Please answer the following questions with a Y (yes) or an N (no):

1. Do you think BMCC should offer a major in Communication Studies?
2. Do you think students will be interested in majoring Communication Studies?
3. Would you be interested in majoring in Communication Studies?
4. Would you be interested in taking Communications Studies courses to enhance your current major?
5. What is your current major?

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13 BMCC Factbook: 2008-2009
14 BMCC Factbook: 2008-2009
15 The exception is the Respiratory Therapy Program.
The fall 2007 survey results were as follows:

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<td>Q. #5 major information</td>
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Question #5: Major Information

More than one-third of the students who indicated an interest in the program were self-identified as Liberal Arts students (n=268 students.) This is significant because many BMCC students, especially entry-level students, enter college uncertain of a field of major interest and are coded Liberal Arts. Many of these students lack a focus for their college studies and their low persistence rate reflects their uncertain academic goals. Providing a program for students that gives focus and direction to their studies will undoubtedly contribute to their success and be reflected positively in the college’s retention rates.

Students seeking admission to the Communication Studies Program must first satisfy the general admission requirements for entry to BMCC: completion of requirements for a high school diploma or a New York State General Equivalency Diploma. Upon acceptance, students must take the CUNY Placement Exams that measure proficiency in reading, writing, and mathematics. Each of the courses identified in the Communication Studies curriculum has a predetermined set of competencies that must be satisfied before enrollment in a course is granted. The definition of these levels appears in the college catalog under the heading Basic Skills Guide.

ARTICULATION OPPORTUNITIES

At this time, the following four-year CUNY colleges offer bachelor's degrees in communication studies and related fields:16

- Baruch College
- Brooklyn College

16. TIPPS Website of Registered Academic Programs Offered at CUNY
In anticipation of the program’s approval, BMCC has already secured two full program articulation agreements with CUNY senior institutions: one is with the School of Professional Studies’ On-Line BA Program in Communication and Culture and the other is with Brooklyn College’s BA in Communication. Upon completion of the AA in Communication Studies, BMCC graduates will need to complete 60 credits at the senior institution to earn their bachelor’s degree (See Appendix E).

ENROLLMENT PROJECTIONS
In order to prepare enrollment projections, the Committee consulted data from the National Communications Association. Research indicated that on campuses where Communication Studies is offered, on average approximately 10% of the students majored in the field. Given BMCC's enrollment of approximately 22,000 students, we estimate that ultimately as many as 2,300 students could major in Communication Studies if the degree program were offered. Based on the survey BMCC administered, we projected a more modest number. One factor that can influence enrollment is publicizing the program to Liberal Arts students, most of whom have not chosen a major field. Significantly, among the students surveyed who said they would be interested in a Communication Studies major, approximately 33 % percent self-identified as Liberal Arts Students. We calculate that in the first year, approximately 75% of the students will migrate from existing programs, most of whom will be Liberal Arts majors. In the second year, 50% of the population will be new to the college. By the third year, approximately three-fourths of the students will be new. By the fifth year, the population will be predominantly new majors (See Appendix G for Enrollment Projection Chart).

PREREQUISITES
There will be no special pre-requisites for entry to this program. The courses for this program will abide by the college's Basic Skills Guide.

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RECRUITMENT
Recruitment will take place through extant high school recruitment activities. Special recruitment efforts will be made to focus internally on the Liberal Arts students within BMCC, many of whom use the Liberal Arts designation to indicate an undeclared major. The recent student survey indicates that the greatest source of enrollment will come from Liberal Arts students who take Speech 100. Each year, over six thousand students are enrolled in Speech 100/102, a large pool from which to recruit.

ADVISEMENT
The Communication Studies faculty in the Department of Speech, Communications and Theatre Arts will serve as academic advisors to the students in the program. With eleven qualified faculty, there are ample resources for this function. BMCC faculty members are currently required to perform academic advisement to Liberal Arts students, so this activity will not be new. Rather, the faculty can bring a specialized focus to their efforts and serve as on-going resources to the students in the program.

CURRICULUM

The recommended curriculum was presented to the Department of Speech, Communications and Theatre Arts and was approved unanimously on March 12, 2008.

The strong foundation in the Liberal Arts was created in light of the demands of four-year degree programs in Communication Studies as well as with an understanding of the demands of the marketplace where excellent reading, writing and analytic reasoning are essential. The core required courses were developed to introduce students to the foundations of Communication Studies and to prepare them to transfer to senior colleges. For those who seek an AA degree, only, this program will provide a comprehensive introduction to the concepts and applications of Communication Studies. Electives are provided to allow a student to begin to explore an area of specialized interest while at the Associate’s level.

Courses will introduce students to foundational concepts regarding what communication is, the factors and features that contribute to effective communication or detract from it, and how to communicate effectively. Students will learn about the dynamics of the communication process and will learn specific skills that
foster effective communication on an individual basis, in small groups such as those found in business and community settings and how to communicate with vast audiences using specific media and technology. Students will gain an understanding of how culture features into the communication process. This is especially important given the multi-cultural nature of our society and the need to communicate effectively with people worldwide for business purposes and for the public good. Further, students will learn how to apply communication skills for problem solving, especially conflict resolution.

Majors in Communication Studies will master presentation skills, will receive extensive instruction in writing skills, and will learn about applications of new technologies to communication purposes. The concepts embedded in the required coursework will relate to elective courses linking communication concepts to their application in business, journalism, and other fields.

The following is the proposed BMCC Communication Studies curriculum leading to an AA:

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<tr>
<td>ENG 201 English Composition II.............3</td>
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<td>ENG 3xx English Elective'....................3</td>
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<td>MAT xxx Mathematics'.........................4</td>
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<td>SPE 100 Fundamentals of Speech'...........3</td>
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<td>COM250 Conflict Resolution..................3</td>
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<td>COM255 Intercultural Communication..........3</td>
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<td>SPE 240 Interpersonal Communication........3</td>
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<td>SPE 245 The Mass Media.......................3</td>
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<tr>
<td>VAT 152 Introduction to Contemporary Media Applications.........................3</td>
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<td>(Choose 1 course from the following)</td>
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<td>COM260 Small Group Communication...........3</td>
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<td>SPE 103 Voice and Diction....................3</td>
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<tr>
<td>SPE 220 Public Speaking......................3</td>
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<td>(Choose 3 courses from the following)</td>
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<td>BUS 150 Business Communication.............3</td>
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<td>BUS 200 Business Organization and Management..........................................3</td>
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<tr>
<td>CIS 100 Introduction to Computer Applications...........................................3</td>
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<td>MAR 100 Introduction to Marketing..........3</td>
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<td>THE 141 Theatre Management..................3</td>
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<td>Total Curriculum Credits......................27</td>
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## Electives

**XXX xxx** Liberal Arts Electives ......................... 5  
(Choose 1 from the following) 
CED 201  Career Planning  ......................... 2  
AND 
CED xxx  Communications Internship ............. 2  
OR 
XXX xxx  Social Science  ......................... 3  

Total Elective Credits .....................................8-9  
Total Program Credits .....................................60

### FOOTNOTES

1. Choose from ENG 303, ENG 304, ENG 311, ENG 314, ENG 321 or ENG 322. 
2. Choose from MAT 100, MAT 150, MAT 160, MAT 200 or higher. Please note that MAT 012 or MAT 051 or exemption from Elementary Algebra is a prerequisite for MAT 100, MAT 150 and MAT 160. Intermediate Algebra (MAT 056) is a prerequisite for MAT200 or higher. 
3. For students whose first language is not English, SPE 102 will also satisfy this requirement. 
4. Choose from AST110, BIO 110, CHE 110 or PHY 110. 
5. Note: Some Music courses are one credit. A total of two credits is required. 
6. Choose one course in anthropology, geography, history, philosophy, political science, psychology, sociology, or any ethnic studies

Students pursuing the AA in Communication Studies may complete the degree within two years as shown below:

### Fall — Year One

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<td>SPE 100 or 102</td>
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<tr>
<td>MUS or ART</td>
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<td>MAT</td>
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<tr>
<td>VAT 152</td>
<td>Intro to Contemporary Media Applications</td>
<td>3</td>
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<tr>
<td>SPE 240</td>
<td>Interpersonal Communication</td>
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<tr>
<td>Science 110</td>
<td>General Astronomy OR General Biology</td>
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<td>Social Science</td>
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### Fall - Year Two

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<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 3XX</td>
<td>English Elective</td>
<td>3</td>
</tr>
<tr>
<td>CED 201</td>
<td>Career Planning</td>
<td>2</td>
</tr>
<tr>
<td>COM 250</td>
<td>Conflict Resolution</td>
<td>3</td>
</tr>
<tr>
<td>SPE 245</td>
<td>Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>Social Science</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>XXX xxx</td>
<td>Open Elective</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>
### Spring — Year Two

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CED XXX Internship</td>
<td>2</td>
</tr>
<tr>
<td>COM 255 Conflict Resolution</td>
<td>3</td>
</tr>
<tr>
<td>Career Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Career Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Program Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>14</strong></td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

### ARTICULATION AGREEMENTS

As mentioned earlier, BMCC has already secured two full program articulation agreements with CUNY senior institutions. One is with the School of Professional Studies’ On-Line BA Program in Communication and Culture and the other is with Brooklyn College’s BA in Communication. BMCC graduates of the AA in Communication Studies will need to complete only 60 credits for the bachelor’s degree (see Appendix E for Articulation Agreements).

### COST ASSESSMENT

The proposed program in Communication Studies can be offered without requiring any major increase in expenditures in full-time faculty, facilities or equipment. Existing full-time faculty, facilities and equipment will be sufficient to meet program needs for at least 5 years. In addition, because a number of new faculty currently receive contractual reassigned time, it is assumed that as they complete its use they will available to teach additional sections of the courses in the program. Expenditures and revenue generated by the program can be found in Appendix H. Personnel expenditures reflect adjunct cost; as referenced above, full-time faculty will absorb most of the cost.

### FACULTY

Seven faculty in the Department of Speech, Communications and Theatre Arts hold the Ph.D. degree in Communications. Four additional faculty hold the Master’s Degree in Communications. The eleven full time faculty have taught relevant course work extensively. All have taught the foundation course, SPE 100, Fundamentals of Speech Communication. It is anticipated that adjuncts will be needed to replace the participating program faculty who now also teach SPE 100. So while some adjuncts may be needed, the program coursework can be taught by the existing eleven faculty.
Replacement costs for the Program Director will be in accordance with college and departmental policy.

**FACILITIES AND EQUIPMENT**

No additional facilities or equipment will be needed for this program (see Appendix K).

**LIBRARY AND INSTRUCTIONAL MATERIALS**

Thanks to universal student access to the CUNY-PLUS Library system, there are generally sufficient holdings appropriate to support the proposed program. In the subsequent years, the college will need to purchase additional holdings. Several staff from the BMCC Library have extensive experience guiding students in academic research in existing courses that are featured in the core of the Communication Studies program (see Appendix K).

**EVALUATION**

Institutionalized processes currently are in place at BMCC for evaluating the effectiveness of degree programs, processes that are appropriate for evaluating new degree programs as well. Like all other academic programs at BMCC, new degree programs will undergo self-study and external evaluation via containing indicators of program effectiveness that include, by degree program: enrollment by gender and race ethnicity; number of graduates by gender and race/ethnicity; two-year graduation, transfer, program persistence and college attrition rates; three and six-year graduation rates by gender by race/ethnicity; among BMCC transferees, first-term GPA and one-year retention rates in CUNY BA programs by gender and race/ethnicity. The enrollment data will be especially useful when evaluating the first few years in a program's existence.

Processes are also in place for direct and indirect assessment of student learning in new degree programs. At the course level, learning outcomes or objectives are clearly stated in each course syllabus. These objectives serve as the basis for college, departmental, program, course and section-level assessment of student learning. One way in which direct assessment of student learning is conducted is through the implementation of the college's General Education Assessment Plan. The
plan directs each academic department to assess student learning of the relevant stated general education outcomes. This kind of assessment is conducted in courses in which the course learning outcomes align with the College's General Education goals.

In addition, the college administers an annual Assessment of Student Learning survey of courses in which students are asked to rate their perceptions of what they have learned in the course. Instructors are provided results that allow them to compare their section results with the overall results for that course, all courses taught in the program/department and the college. Faculty may then revise their courses based on the assessment results.

These previously institutionalized processes ensure the framework for a thorough evaluation of programs as they are newly instituted at BMCC.
APPENDICES
Appendix A

Course Descriptions and Syllabi
Borough of Manhattan Community College
The City University of New York
Department of Speech Communication and Theatre Arts

SPE—220 Public Speaking
Prof. Hollis Glaser, Ph.D.

Instructor: Hollis F. Glaser, Ph.D.
Office: N667 (enter through N665);
Office Hours: W 11-2 and by appointment
Phone/E-mail: 212-220-8000 x7484; hglaser@bmcc.cuny.edu

Required Texts:

Course Overview: This is a 200-level public speaking class that builds on the skills students learned in SPE 100, Fundamentals of Speech. SPE 220 will further explore the rhetorical aspects of the public speaking situation, research, non-verbal aspects of public speaking, and the students’ personal strengths and challenges as a speaker. This class absolutely relies on the participation of the students in order for it to be successful. In other words, students cannot learn the lessons of this course simply from reading the texts; students must come to class and participate in order to pass this course. This class also relies on a significant amount of group work, interactive exercises, and mutual feedback. Students are expected, therefore, to respect each other’s processes and to help fellow students accomplish their goals. This is done by coming to class, listening, offering helpful feedback, and generally being supportive.

Student Learning Outcomes: At the end of this course, students will be able to:

| Use the vocabulary of rhetorical analysis. | Assessed by the speech analysis and the self-analysis |
| Deliver a variety of speeches with appropriate verbal and non-verbal skills. | Assessed by the three speech assignments |
| Use college-level research techniques to write a persuasive speech. | Assessed by the persuasive speech assignment |
| Write clear and organized outlines. | Assessed by the three speech outlines |
| Analyze your own presentational abilities. | Assessed by the self-analysis |

Policies:
Accommodations will be made for students with disabilities.

Attendance/tardiness: You are allowed to miss four hours (not days) of class. After missing four hours, 10 points will be deducted from your final grade for each hour you miss. Missing a day when your classmates are giving speeches (either major or mini-speeches) will result in 15 points being deducted from your final
grade. You should come to class on time. If you come to class after I have taken role, it will count as late attendance. Three instances of late attendance will count as one absence.

Late assignments: This class is extremely time-dependent and it is imperative that we all keep to the schedule as much as possible. Unless there is a dire emergence, you are not allowed to give a speech other than the day you sign up for it. It simply does not allow us to get all the work done and impacts your classmates. If there is an emergency, you must contact me ahead of time and we’ll try to work something out. If you do not show up to class on the day you are supposed to give a speech, you will receive an “F”.

YOU MUST COMPLETE ALL MAJOR ASSIGNMENTS TO PASS THE COURSE.

Plagiarism: The BMCC policy is as follows. “Plagiarism is the presentation of someone else’s ideas, words, or artistic/scientific/technical work as one's own creation. A student who copies or paraphrases published or on-line material, or another person's research, without properly identifying the source(s) is committing plagiarism. Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism, students should consult with their instructors about when and how to document their sources. The library also has both print and digital guides designed to help students cite sources correctly. Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.”

Below are the college’s general education earning outcomes, the outcomes that are check in the left-hand column indicate goals that will be covered and assessed in this course.

<table>
<thead>
<tr>
<th>General Education Learning Outcomes</th>
<th>Measurements (means of assessment)</th>
</tr>
</thead>
<tbody>
<tr>
<td>X Communication Skills—Students will be able to write, read, listen and speak critically and effectively</td>
<td>Oral presentations, outlines, and self-analyses.</td>
</tr>
<tr>
<td>Quantitative Reasoning—Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.</td>
<td></td>
</tr>
<tr>
<td>Scientific Reasoning—Students will be able to apply the concepts and methods of the social sciences.</td>
<td></td>
</tr>
<tr>
<td>Social and Behavioral Sciences—Students will be able to apply the concepts and methods of the social sciences.</td>
<td></td>
</tr>
<tr>
<td>Arts and Humanities—Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre or literature.</td>
<td></td>
</tr>
<tr>
<td>X Information and Technology Literacy—Students will be able to collect, evaluate and interpret information and effectively use information technologies.</td>
<td>Oral presentations and outlines</td>
</tr>
<tr>
<td>Values—Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.</td>
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</tbody>
</table>

Assignments
1) Motivational speech (100 points)—talk about a change you’ve made in your life or a good decision you’ve made, and how your life has changed for the better. What lesson did you learn? What
qualities do you have that helped you make this change? Who supported you in this positive change? End the speech with some words of encouragement for your listeners. (2-3 minutes)

2) Article report (100 points)—Choose a major article from The New Yorker or the Sunday New York Times from the last year. The article must be at least 6000 words. Outline it and explain it to the class. (4-5 minutes)

3) Persuasive speech (100 points)—Choose a political or social issue and explain your position on it. Tell the class why you’ve come to this conclusion and what your evidence is. Be sure to represent alternative viewpoints fairly. (6-8 minutes)

4) Speech analysis (100 points)—Choose one major speech from the website and using the vocabulary from the course, evaluate the content and delivery of that speech, keeping in mind the rhetorical aspects (context, audience, occasion, purpose, etc.).

5) Self-analysis (100 points). Each of your major speeches will be videotaped and you will receive a copy. Watch them and write an honest evaluation of how you did, both in terms of content and delivery, and what you would like to improve. I will comment on your analysis and return it to you without a grade. You will turn in your final analysis based on all three speeches at the end of the term. This final analysis should be typed, double-spaced, in Times New Roman 12-point.

A   465-500
A-  450-464
B+  435-449
B   415-434
B-  400-414
C+  385-399
C   365-384
C-  350-364
D+  335-349
D   315-334
D-  300-314
F   below 300

Schedule: On the following page is the intended schedule. It may change slightly as we move through the semester. It is your responsibility to be aware of those changes.

Tu 9/1 Introduction
Th 9/3 What makes a great speech?

Tu 9/8 Chapters 1 Intentions
Th 9/10 Chapter 2 Goals

Tu 9/15 First Speech
Th 9/17 First Speech

Tu 9/22 Chapters 3 The environment
Th 9/24 Chapter 4 The thesis statement

Th 10/1 Chapter 7 Beginning and Endings
Tu 10/6 Chapter 8 Connecting Ideas
Th 10/8 Chapter 9 Delivery

Tu 10/13 Second Speech
Th 10/15 Second Speech

Tu 10/20 Second Speech
Th 10/22 Second Speech

Tu 10/27 Chapter 5 Organizing
Th 10/29 Chapter 6 Elaborating

Tu 11/3 Speech analysis due
Th 11/5 Evaluating speeches

Tu 11/10 Class exercise
Th 11/12 Debate

Tu 11/17 Language
Th 11/19 Body Language

Tu 11/24 Workshop

Tu 12/1 Third Speech
Th 12/3 Third Speech

Tu 12/8 Third Speech
Th 12/10 Third Speech

Final Analysis: Due Tuesday, December 15th in class.
SYLLABUS

Course Title: Interpersonal Communication

Course Code: SPE 240 Section ________, Fall 2009

Credits/Hours: 3 credits

Instructor Information:
Professor: Sandra Sollod Poster, Ph.D.
Office: N 670
Desk Phone: (212) 220-8098
Speech Dept: (212) 220-8090
E-mail: sposter@bmcc.cuny.edu

Office Hours: Tuesday and Thursday
10 – 11; 3:30 – 4:30

You may stop by my office for a conference, confession, consolation or coffee whenever I have office hours. You do not need to make an appointment. If you want to meet with me at another time, let me know and I will make every effort to meet with you in person or through a telephone appointment. Take advantage of office hours to explore ideas, clear up questions, get help on assignments and review your progress in the course.

Required texts:

2. Every college student must own a writer’s manual (also known as a “style guide”) to use when writing college papers, specifically to check grammar, punctuation, English usage, footnoting and creating your bibliography. There are many different style manuals available in bookstores. They all contain pretty much the same information in different formats. Select one that you find helpful and use it when writing your term project paper.

3. The American Heritage Dictionary of the English Language OR any other standard English dictionary. Every college student must have a dictionary in addition to using Spell Check.
4. The New York Times. You are strongly urged to read The New York Times regularly to enhance your reading skills, your writing skills, your vocabulary and your general awareness of what is going on in the world. Discounted subscriptions are available for college students.

Course Description:
This course will examine how people communicate influences close relationships such as families, among friends, lovers and neighbors and in work environments. We will explore and discuss theories that help explain what communication is and how it works; and we will practice specific communication skills that promote more satisfying relationships.

The course will examine the role that gender and culture play in communication. How does culture figure into communication? Do people all over the world communicate in the same ways? Do men and women communicate the same way? What are some of the differences and how can they be understood and managed?

Learning Outcomes:
Specifically, the course will address understanding of and skill sets related to: What is communication? What are interpersonal relationships? How do we use communication to send messages about our identity? What is perception, how is perception different from reality and how do we know that what we are seeing is really happening before we take action on it? What is emotion, and how can we communicate our emotions so they enhance and do not impede relationships? What is language, what role does it play in interpersonal relationships and are there specific language styles that promote good relationships? What is non-verbal communication, what does it express and how does it influence us? What is listening and how can we become better listeners? What role does listening play in relationships? How do relationships change and how does communication influence the dynamics of change? What is a communication climate, how does each of us influence the climate and how can we improve communication climates? And, how can we manage and resolve personal conflicts using effective communication techniques?

Course Requirements:

1. A communications class requires the energetic participation of its students. The class will be as much fun and as interesting as you and your classmates help make it. You are encouraged to participate in a lively manner through comments, questions and the freewheeling exploration and discussion of ideas. Always stay current with your reading assignments. Your intelligent contributions to the class will depend on your being prepared. Class participation counts 20% of your grade, nearly as much as your mid-term and final exams.

2. Take home quizzes will test your reading of the assigned chapters. These will constitute 5% of your grade.

3. A 7–10 page term project. (25% of your grade)

4. A mid-term exam and a final exam are required. (Each counts 25% of your grade.)
5. There is no public speaking in this course. You will not be asked to stand and deliver a prepared presentation. You will speak often, but always through discussion, debate and comments on the material.

6. Required format for your term project:

- All written work is to be typed. There are computers on campus for student use in the Learning Resource Center, S500.
- Double space your written work and use standard margins.
- Use 12-point type.
- Papers are to be handed in on 8 ½ x 11 unlined paper. This is the format for college and professional work. Never hand in anything on notebook paper.
- Attach a cover sheet with your name, course title, section number and the date. You may title your paper if you like. Please do not use plastic covers or binders. Do not put your name on pages other than the cover sheet.
- If you would like to see samples of other students’ work, stop by my office.

7. Late work: If an emergency keeps you from fulfilling your assignment on time, call me and we will see if other arrangements can be made. Unfortunately, there is no guarantee that missed work can be made up. An assignment not met receives 0 credit. Late work receives a letter grade penalty for every day (not every class session) it is late.

8. College Attendance Policy

At BMCC, the maximum number of absences is limited to one hour more than the number of hours a class meets in one week. For example, if a class meets three hours per week, you are allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

9. Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

10. BMCC Policy on Plagiarism and Academic Integrity Statement:

Plagiarism is the presentation of someone else’s ideas, words or artistic, scientific, or technical work as one’s own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations require citations to the original
source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.
Students who are unsure how and when to provide documentation are advised to consult with their instructor. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC’s web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).
The Mass Media—Speech 245

Instructor: Hollis F. Glaser, Ph.D.
Contact: N665; 212-220-8000 x7484; hglaser@bmcc.cuny.edu
Office Hours: W 11-2 and by appointment


Student Learning Goals: This is an introductory course in mass media. It will make you a more informed consumer of the media and a more responsible producer of media, if your intention is to enter the industry. It is taught from a communication perspective, so the emphasis will be on critical ways to understand how the mass media operates in our society and how it interacts with individuals and cultures. At the end of this course, you will be able to:

<table>
<thead>
<tr>
<th>Use the vocabulary of mass communication studies</th>
<th>Assessed by text response papers, website report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explain the ways the mass media is shaped by politics, economics, and technology</td>
<td>Assessed by text response papers, artist analysis, group presentation</td>
</tr>
<tr>
<td>Apply concepts from this course to your own uses of the mass media</td>
<td>Assessed by: text response papers, cool-hunting report</td>
</tr>
<tr>
<td>Analyze a media text and its cultural implications</td>
<td>Assessed by website report, artist analysis</td>
</tr>
<tr>
<td>Create a model of a media system that supports democracy</td>
<td>Assessed by group presentation</td>
</tr>
</tbody>
</table>

Policies:
Accommodations will be made for students with disabilities.

Attendance/tardiness: You are allowed to miss four hours (not days) of class. After missing four hours, 10 points will be deducted from your final grade for each hour you miss. You should come to class on time. If you come to class after I have taken role, it will count as late attendance. Three instances of late attendance will count as one absence.

Late assignments: If you turn in an assignment late, you will automatically receive a full grade deduction.

Plagiarism: The BMCC policy is as follows. “Plagiarism is the presentation of someone else’s ideas, words, or artistic/scientific/technical work as one's own creation. A student who copies or paraphrases published or on-line material, or another person's research, without properly identifying the source(s) is committing plagiarism. Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism, students should consult with their instructors about when and how to document their sources. The library also has both print and digital guides designed to help students cite sources correctly. Plagiarism carries a range of penalties
commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.”

Below are the college’s general education learning outcomes. The outcomes that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

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<tr>
<th>General Education Learning Outcomes</th>
<th>Measurements (means of assessment)</th>
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</thead>
<tbody>
<tr>
<td>X <strong>Communication Skills</strong>—Students will be able to write, read,</td>
<td>Oral presentations and written</td>
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<tr>
<td>listen and speak critically and effectively</td>
<td>assignments.</td>
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<tr>
<td><strong>Quantitative Reasoning</strong>—Students will be able to use</td>
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<tr>
<td>quantitative skills and the concepts and methods of</td>
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<td>mathematics to solve problems.</td>
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<tr>
<td><strong>Scientific Reasoning</strong>—Students will be able to apply the</td>
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<tr>
<td>concepts and methods of the social sciences.</td>
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<tr>
<td><strong>Social and Behavioral Sciences</strong>—Students will be able to</td>
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<tr>
<td>apply the concepts and methods of the social sciences.</td>
<td></td>
</tr>
<tr>
<td>X <strong>Arts and Humanities</strong>—Students will be able to develop</td>
<td>Artist analysis, website report,</td>
</tr>
<tr>
<td>knowledge and understanding of the arts and literature</td>
<td>cool-hunting assignment</td>
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<tr>
<td>through critiques of works of art, music, theatre or</td>
<td></td>
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<tr>
<td>literature.</td>
<td></td>
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<tr>
<td><strong>Information and Technology Literacy</strong>—Students will be able</td>
<td>Group presentation, text</td>
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<tr>
<td>to collect, evaluate and interpret information and</td>
<td>response papers</td>
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<tr>
<td>effectively use information technologies.</td>
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<tr>
<td>X <strong>Values</strong>—Students will be able to make informed choices</td>
<td></td>
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<tr>
<td>based on an understanding of personal values, human</td>
<td></td>
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<tr>
<td>diversity, multicultural awareness and social responsibility.</td>
<td></td>
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</tbody>
</table>

Assignments:

Website report—100 points
Cool-hunting presentation—100 points
Artist analysis--100 points
Group presentation—100 points

**Text response papers—100 points**

Total = 500 points

A  465-500
A- 450-464
B+ 435-449
B  415-434
B- 400-414
C+ 385-399
C  365-384
C- 350-364
D+ 335-349
D  315-334
Website report In this report you will primarily describe the contents of ONE of the following websites: www.onthemedia.org, www.freepress.net, or www.pbs.org/wnet/expose/. Simply describe what this website is reporting on, who produces it, and what they hope to accomplish. Each website have a lot of content so you will have to spend time looking through it and summarizing it. Pretend you are writing to someone who has never seen the website but is curious about the media. (3-4 pages)

Cool-hunting presentation: (100 points) For this assignment you must find a real-life example of a person who is displaying a unique style that has not been taken from mass culture, celebrities, advertising, etc. You must take a picture of the style (clothes, hair, bodily accessories, etc.) and show it to the class. This may be a person you know or it may be a stranger you see on the subway or the street. Either way, we need a visual image of the style. Be sure you come to class the day we watch “Cool-hunting,” to fully understand this project. Your actual presentation will be pretty brief, a couple of minutes. Most of the work on this assignment will be done outside of class, searching for the example of a non-commercialized style.

Artist analysis: (100 points) This is a 4-5 page paper that asks you to choose a media text or artist and describe its economic position: who owns it, how much money it makes from which avenues (cd sales, downloads, promotions, clothing lines, advertising, dvds, etc.), demographics of its audience. Then explain the following: what people who enjoy this text or genre might think or say about it, what people who dislike this text or genre might say about it, and what you think the writer or artist or director or producer wants their audience to do with this text. Finally, conclude your paper by using some of the ideas from the cultural studies lectures to discuss race, class, and/or gender issues implicated in your media text.

Group presentation: (100 points) You will not have to write a paper for this assignment, but you will be required to present your ideas to the class and turn in an outline. You may work with 1 or 2 other students. In this presentation you will imagine a future media system that is democratic considering all of the ways we discuss democracy and power over the course of the semester. You will not need to do additional research for this presentation, but you will need to understand the basic content of the class and to fully engage in a critical analysis of the current media system. A strong creative mind that can envision possible realities will be helpful.

Text response papers: (100 points) There is a brief response paper due every day there is a chapter assignment. These papers do NOT need to be typed and I will not grade them on grammar or writing. I want you to write these papers as if you are writing to your friends, those people who share your values, are interested in the mass media, but don’t know the information that is in your textbook. You will answer the question: What is the most important information your friends should know from that chapter and why? Your answer must prove that you have read the chapter, understand the major concepts of that chapter, and have seriously thought about my question. Two-three paragraphs should be enough to answer this question. Please note: You must do these assignments in order to pass this course.

All paper assignments: I will grade all of your papers (except the response papers) on spelling, grammar, punctuation, sentence structure, paragraph coherence, and over-all argument. You will have the opportunity to re-write your papers for a higher grade, as long as you get the re-writes in within two weeks. All
assignments must be typed, double-spaced, in Times New Roman 12 point, 1-inch margins. Please keep a soft and hard copy.

**Fall 2010 schedule:** On the following page is the intended schedule for the semester. Please have the chapters read on the day they are listed. The schedule may change as we move through the material. I will inform you of any changes and list them on blackboard. It is your responsibility to keep track of those changes.

M 8/31 Introduction  
W 9/2 Chapter 1, a critical communication approach

W 9/9 Chapters 2 and 13, technology and economics

M 9/14 Chapter 11, Advertising and commercial culture  
W 9/16 Advertising and commercial culture  (Cool-hunting video)  
M 9/21 Chapter 16 Legal controls and freedom of expression  
W 9/23 The political economic approach

T 9/29 Chapter 15 Media effects and cultural approaches to research  
W 9/30 Introduction to cultural studies  **Website report due**

M 10/5 Chapters 3 and 4 Music and Radio  
W 10/7 Music and Radio

W 10/14 Chapters 5 and 6 Television and Cable

M 10/19 Chapter 7 Movies  
W 10/21 Representation of the Other

M 10/26 Chapters 8 and 9 Newspapers and magazines  
W 10/28 **Cool-hunting presentation**

M 11/2 Chapter 10 Books  
W 11/4 Postmodernism

M 11/9 Chapter 12 Public Relations  
W 11/11 The 2003 Uprising

M 11/16 Chapter 14 Journalism  
W 11/18 **Artist analysis paper due**

M 11/23 Special Issues in Mass Media/Group Time  
W 11/25 Special Issues in Mass Media/Group Time

M 11/30 Special Issues in Mass Media/Group Time
The emphasis of this course is on developing communication behaviors that productively manage conflict; it is structured to integrate communication theory with practical application. Through readings, lectures, sample conflict cases, and interviews, as well as through in-class discussion and exercises, this course will address both intra-personal and inter-personal conflicts that occur in diverse settings, examine the sources of these conflicts, and analyze the factors that influence how we identify, define, manage, and defuse these conflicts.

Prerequisites / Co-requisites

COM 250 is a required course for students majoring in Communication Studies. Non-major students may take this course to fulfill their Liberal Arts requirements. Before registering for COM 250, students must have completed, or are currently taking, SPE 100 and SPE 240.

Learning Outcomes

At the conclusion of this course, students will be able to:

1. Identify major categories of conflict and recognize its underlying causes.
2. Explain major conflict management principles and strategies.
3. Illustrate how various conflict management principle and strategies apply to different contexts.

4. Analyze cultural and cross-cultural dynamics in conflict and how these may inform differential experiences of or orientations toward conflict and conflict resolution.

5. Identify and analyze choices made, methods utilized, and communication styles selected in various conflict situations.

6. Demonstrate abilities to effectively manage conflict, mitigating dangers, and taking advantage of conflict solving opportunities.

**Required Text and Readings**


2. Additional articles distributed throughout the course.

**Required Assignments**

**Sample Conflict Cases**

For class meetings on XX/XX and XX/XX each student needs to prepare a sample conflict case (guidelines are provided below). For XX/XX, your sample case should focus on an intra-personal or inter-personal conflict in either a personal or professional setting; for XX/XX, your sample case should focus on a gender and/or intercultural conflict in either a personal or professional setting. These sample conflict cases can come you're your own experiences, or from the experiences of others (e.g., friends, relatives, or colleagues). All sample conflict cases should be 4 to 5 pages in length.

**Student Presentations**

Beginning on XX/XX, each class meeting will have a Students Presentation session during which assigned students are given the opportunity to orally present issues explored and discussed in their sample conflict cases or interview project. Your presentation should be 5 to 6 minutes long; please sign up at the beginning of the semester for the date and topic(s) on which you would like to give your presentation. Feel free to be creative with your presentation's format and style, or to incorporate visual aids. DO NOT simply read off from what you have written on your sample conflict cases!

**Interview Project**

T-1 additional to the above assignment, each student is required to interview an individual in a supervisory position (preferably in the filed you are planning to enter). You will need to:

- Describe the type of organization, the individual, his/her position, whom he/she supervises, and his/her attitude towards conflict;
- Ascertain the types of conflicts that are apt to occur (i.e., over what types of issues? between whom? how often?); and
- Analyze what communication strategies the supervisor employs to manage these conflict situations and assess their effectiveness (our textbook will provide background / guidelines).
After completing the interview, prepare a 6 to-8 page essay. DO NOT merely present your project in a question / answer format!

**Evaluation of Students**

Students will be graded as follows (1000 points total):

(a) Students will be graded as follows (1000 points total):

(b) Attendance and Punctuality — 100 points

(c) Class Participation and Attitudes towards Learning — 200 points

(d) Sample Conflict Cases (100 points each) — 200 points

(e) Student Presentation — 100 points

(f) Interview Project — 300 points

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<tr>
<th>Grade Definition Index</th>
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<td><strong>A</strong> 930-1000 points</td>
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<td><strong>A-</strong> 900-920 points</td>
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<td><strong>B+</strong> 870-890 points</td>
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<td><strong>D-</strong> 600-620 points</td>
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<td><strong>F</strong> Below 600 points</td>
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</table>

A grading sheet will be given to each student after each assignment. Postponements for the oral presentations, as well as written assignments and exams are generally **NOT** granted. In the event that an exception is made for a particular case, a **20% point loss** will be imposed. **PLEASE FOLLOW DEADLINES!**

**College Attendance Policy**

According to BMCC's attendance policy, you are only allowed **4 hours** (not four days) of absence; however, every absence and late arrival affects your grade. In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

**Academic Adjustments for Students with Disabilities**

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

**BMCC Policy on Plagiarism and Academic Integrity Statement**

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**Outline of Topics**

**TOPIC(S) TO BE DISCUSSED**

**WEEK 1**
Course Introduction

**WEEK 2**
The Nature of Conflict

**WEEK 3**
The Nature of Conflict

**WEEK 4**
Verbal Conflict Solving Strategies

**WEEK 5**
Verbal Conflict Solving Strategies

**WEEK 6**
Nonverbal Conflict Solving Strategies

**WEEK 7**
Nonverbal Conflict Solving Strategies

**WEEK 8**
Gender Conflict

**WEEK 9**
Intercultural Conflict

**WEEK 10**
Intercultural Conflict

**WEEK 11**
Intercultural Conflict

**WEEK 12**
Intercultural Conflict

**WEEK 13**
Writing Styles and Conflict

**WEEK 14**
Course Wrap-up and Evaluation
Title: Intercultural Communication  

Course Number: COM 255  
Semester:  
Credits: 3 Credits  

Course Description and Goals

This course is designed to provide an understanding of intercultural principles and perspectives when communicating with people from diverse cultures. Consideration will be given to both verbal and nonverbal communication processes in the "American" culture, co-cultures, contact cultures, and popular culture. Through readings, lectures, response papers, and interviews, as well as through in-class discussion and exercises, this course will explore how culture shapes communication, how situations are framed through cultural lenses, and how histories, perceptions, values, contexts, aspects of stereotypes, and ethnocentrism all contribute to the complexity of intercultural communication.

Prerequisites Co-requisites

COM 255 is a required course for students majoring in Communication Studies. Non-major students may take this course to fulfill their Liberal Arts requirements. Before registering for COM 255, students must have completed, or are currently taking, SPE 100 and SPE 240.

Learning Outcomes

At the conclusion of this course, students will be able to:

1. Explain the impact of culture on communication.
2. Demonstrate a global perspective through literary and media sources, as well as through personal interactions with individuals and groups from other cultures.
3. Define and illustrate important theories of intercultural communication.
4. Identify underlying causes of ethnocentrism, racism, sexism, and other biased attitudes within oneself and within American society.
5. Analyze one's personal and cultural communication style in order to communicate more effectively with individuals and groups from other cultures.
6. Assess intercultural communication differences and make appropriate adjustments in order to communicate more effectively.
7. Explain the typical stages of culture shock and strategies for dealing with it.
Required Text and Readings


2. Additional articles distributed throughout the course.

Required Assignments

Response Papers
For class meetings on XX/XX, XX/XX, and XX/XX, each student needs to turn in a paper in response to the reading assignments for the previous weeks, and/or in response to the in-class discussions and intercultural exercises of the previous class meetings. Your response papers should be 3 to 4 pages in length. It is expected that you will quote and connect the concepts and theories discussed in your textbook and assigned articles, as well as expand upon those concepts and theories with your own observations, opinions, experiences, and arguments. DO NOT just summarize the readings!

Student Presentations
Beginning on XX/XX, each class meeting will have a Students Presentation session during which assigned students are given the opportunity to orally present issues explored and discussed in their response papers or interview project that relate to the topic(s) of that particular class meeting. Your presentation should be 5 to 6 minutes long; please sign up at the beginning of the semester for the date and topic(s) on which you would like to give your presentation. Feel free to be creative with your presentation's format and style, or to incorporate visual aids. DO NOT simply read off from what you have written on your response papers!

Intercultural Interview Project
Each student is required to interview an individual from a culture different from one's own. The cultural difference may be based either on race, ethnicity, gender, sexual orientation, religion, socio-economic class, nationality, region, physical ability, profession, and/or age. To conduct this interview, you will need to design and develop a set of questions to explore the following intercultural issues as experienced by your informant:

- History / Histories
- Value Orientations
- Identity / Identity Development
- Verbal and Non-verbal Rules
- Stereotypes / Labels / Prejudices / Discrimination

After completing the interview, prepare a 4-to-5 page essay that includes interviewee information, interview highlights, text references, and your own reflective comments about the interview. Although this interview project should focus on your interviewee, you will also need to share some of your own perceptions including:

- How easy (or difficult) it was to talk about and discover cultural perspectives?
- How your participation in the in-class intercultural exercises influenced the way in which you developed and conducted your interview?
- What responses made you stop and think about your own cultural perspectives?
- How your cultural perspectives shifted as a result of this interview?
- S. Identify opportunities to improve intercultural communication in personal, academic, and professional contexts.

DO NOT merely present your project in a question / answer format!
Evaluation of Students

Students will be graded as follows (1000 points total):

- Attendance and Punctuality — 100 points
- Class Participation and Attitudes towards Learning — 200 points
- Response Papers (100 points each) — 300 points
- Student Presentation — 100 points
- Intercultural Interview Project — 300 points

Grade Definition Index

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<th>Grade</th>
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A grading sheet will be given to each student after each assignment. Postponements for the oral presentations, as well as written assignments and exams are generally NOT granted. In the event that an exception is made for a particular case, a **20% point loss** will be imposed. PLEASE FOLLOW DEADLINES!

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Outline of Topics

TOPIC(S) TO BE DISCUSSED

/WEEK 1
Course Introduction

/WEEK 2
Fundamentals of Intercultural Communication

/WEEK 3
Fundamentals of Intercultural Communication

/WEEK 4
History / Identities and intercultural Communication

/WEEK 5
History / Identities and intercultural Communication

/WEEK 6
Verbal Communication and Culture

/WEEK 7
Nonverbal Communication and Culture

/WEEK 8
Popular Culture and Intercultural Communication

/WEEK 9
Conflict and Intercultural Communication

/WEEK 10
Interpersonal Relationships and Intercultural Communication

/WEEK 11
Intercultural Communication in Context: Business

/WEEK 12
Intercultural Communication in Context: Education

/WEEK 13
Intercultural Communication in Context: Health Care

/WEEK 14
Course Wrap-up and Evaluation
Title of Course: Small Group Communication
Class hours

COM 260
Office Hours
Semester
Instructor

Credits: 3
Information (e.g.
phone numbers,
office number, email
address)

Course Description: This is a class in small group communication. It covers communication dynamics such as group development, decision-making, discussion, leadership, roles, norms, and conflict. Text and lectures focus on small group communication theory, concepts, and processes. A significant part of the class consists of learning the material through class exercises, participation in a variety of small groups, and reflecting on those experiences.

Prerequisites/Co-requisites: SPE 100

Student Learning Outcomes
At the end of the semester, students will be able to:
Analyze a small group interaction;
Take an appropriate role in a decision-making group;
Participate positively in a group conflict
Explain the different phases and roles in a group;
Explain the significance of group norms and how power is negotiated in a group.

Required Text & Readings

Other Resources
Various articles from established communication journals
Various videos from television, movies, and industry explicating small group dynamics

Evaluation & Requirements of Students
Grades will be determined in the following manner:

1st hourly examination: 100 points
2nd hourly examination: 100 points
3rd hourly examination: 100 points
Group presentation: 100 points
Twelve Angry Men paper: 100 points
Final Essay: 100 points
Total: 600 points
### Final Grades

Final grades will be assigned according to the following scale:

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<tr>
<th>Score Range</th>
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<tbody>
<tr>
<td>590-600</td>
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<td>360-419</td>
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Below are the general descriptions of the assignments. More detailed instructions will be posted on blackboard as the due dates approach.

**Exams:** The hourly examinations will be ½ cooperative and ½ individual. Each group will take the first half of the test together without benefit of notes or text. Each group member will be given a copy of the exam, but only one copy will serve as the group’s answer sheet. When your group has completed the first half of the test you will continue the second half of the test individually. All members of the group will receive the same score from the first part of the test and will receive additional individual points from the second half.

**Twelve Angry Men paper:** We will watch this movie in class and discuss different aspects of how it presented small group decision-making. You will then be required to write a paper analyzing in more depth any one of the aspects. This paper will be 2-3 pages, typed and double-spaced. I will also grade on punctuation, grammar, and spelling.

**Group Presentation:** Your group will be required to read one book from the bibliography of the textbook. You must receive my approval for the book. Everyone in the group must read it. At the end of the semester you will present the information in the book to the rest of the class in as interesting and educational manner as you can.

**Final Essay:** In this essay you will reflect on what you have learned about yourself as a group member in this class. By the time you will be writing this paper, you have gone through a number of group exercises, completed a group project, and learned about group communication theory. You should have a better understanding of yourself and how you relate to others. Write about yourself as clearly and honestly as you can. In addition, discuss what you think are the most useful theories and information this course has to offer and how they helped you gain a different perspective on yourself. You must write this paper from a communication systems perspective. This paper should be 3-4 page, typed and double-spaced. As always, I will also grade on punctuation, grammar, and spelling.

**Homework:** I will periodically assign short (1-2 paragraphs) homework assignments. You should have them written (they do not have to be typed) and ready to talk about them on the day I indicate in class. Failure to turn in a homework assignment will result in a deduction of 5 points from your final grade. Because the point of these short assignments is to prepare you for class discussion and exercise, I will not accept late homework.

### Outline of Topics

- **Week 1:** Introduction and Overview
- **Week 2:** Systems Theory
- **Week 3:** Group Development
- **Week 4:** Group Climate
- **Week 5:** Roles and Norms
- **Week 6:** Leadership
- **Week 7:** Teams
- **Week 8:** Group Decision Errors
- **Week 9:** MOVIE—12 Angry Men
- **Week 10:** Group Decision Making
Week 11: Power in Groups
Week 12: Conflict
Week 13: Culmination Exercise--Power Carnival
Week 14: Test and preparation for presentations
Week 15: Class Presentations

FINAL ESSAY: Due during finals week.

**College Attendance Policy**
At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

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APPENDIX B

Faculty Curriculum Vitae
**VINCENT (TZU-WEN) CHENG**  
760 Riverside Drive #4H  
New York, NY 10031  
(212) 926-1221  
(646) 732-3155  
twc201@nyu.edu

**EDUCATION**

**NEW YORK UNIVERSITY STEINHARDT SCHOOL OF CULTURE, EDUCATION, AND HUMAN DEVELOPMENT**  
*New York, NY*

*Ph.D. in International Education*  
January 2011  

*NEW YORK UNIVERSITY STEINHARDT SCHOOL OF CULTURE, EDUCATION, AND HUMAN DEVELOPMENT*  
*New York, NY*

*M.A. in Speech and Interpersonal Communication*  
May 1999  
Thesis: “Non-Verbal Communication in the Courtroom”

**NEW YORK UNIVERSITY SCHOOL OF LAW**  
*New York, NY*

*Master of Comparative Jurisprudence*  
May 1997  

**NATIONAL CHUNG HSING UNIVERSITY**  
*Taipei, Taiwan*

*LL.B.* June 1993

**TEACHING EXPERIENCE**

**CITY UNIVERSITY OF NEW YORK/BMCC**  
*New York City*

*Full-time Instructor / Academic Adviser / Faculty Mentor* Spring 2005 – Summer 2010  
Designed and taught Fundamentals of Speech in the Speech, Communications, & Theatre Arts Dept.  
Advised Liberal Arts students on their academic progress and mentored faculty advisors

**NEW YORK UNIVERSITY SCHOOL OF EDUCATION**  
*New York City*

*Teaching Fellow / Adjunct Instructor* Fall 1999 – Fall 2007
Designed and taught undergraduate courses including Cross-Cultural Communication, Speech Communication, Conflict Solving, and Introduction to Human Communication

HONORS / FELLOWSHIPS

Professors of the Year awarded by Phi Theta Kappa at BMCC, 2008
Teaching Fellowship NYU School of Education, 1999 - 2001
Valedictorian and Student Speaker NYU School of Education, 1999

SCHOLARLY ACTIVITIES / CERTIFICATIONS

Presenter, International Symposium on Urban Culture in Shanghai and New York June 2008
Presenter, 2008 CLASP (CUNY League of Active Speech Professors) Colloquium April 2008
Presenter, 20th Annual Asian Heritage Month Panel April 2008
Presenter, NJCEA (New Jersey College English Association) Conference March 2008
Presenter, BMCC Teaching Learning Center “Reflection for Salzburg Seminar” March 2008
Presenter, BMCC Title V “Mentoring on the Run” November 2007
Certificate, CLASP Scholarship of Teaching and Learning Retreat September 2007
Participant, Salzburg Global Seminar Summer 2007
Presenter, 2007 CLASP Colloquium April 2007
Presenter, CLASP “Speaking Freely in the Speech Classroom” Seminar March 2007
Member, AAARI (Asian American/Asian Research Institute) since Spring 2007
Faculty Mentor / Certificate, BMCC Title V Advisement Program Spring 2007 – Summer 2010
Presenter, BMCC SPE100 Gateway Workshops Summer 2006
Presenter, International Conference for Intercultural Communication Studies Summer 2006
Participant, Network Summer Program (“Reacting to the Past” Seminar) Summer 2006
Planning Committee, CLASP Seminar Series Summer 2006 – Fall 2007
Presenter, 18th Annual Asian Heritage Month Panel April 2006
Participant, 2006 CLASP Colloquium March 2006
Member, BMCC Comm. Studies Program Development Committee Spring 2006 – Summer 2010
Advisor / Certificate, BMCC Title V Advisement Program Summer 2006 – Summer 2010
Chair, Academic Improvement Committee for SPE 100 at BMCC Summer 2005 – Fall 2008

Certificate, Medical Interpretation Workshop Spring 2004
Participant, Steindhardt Graduate Study Abroad Program in Shanghai Summer 2002

Certificate, Inside the U.S. Workplace Program Spring 1999

PUBLICATIONS


ADMINISTRATIVE EXPERIENCE

TRANSPERFECT TRANSLATION, INC. New York City
Project Manager / Cultural Consultant October 2004 – March 2005
Managed the full-cycle of translation and cultural consulting projects for a leading international translation company.

OFFICE OF SPECIAL PROGRAMS New York University School of Education
Program Coordinator Fall 2001 – Summer 2002
Worked under direct supervision of program director handling the planning, organization, and execution of summer study abroad programs and special educational workshops.

OFFICE FOR AFRICAN, LATINO, AND ASIAN-AMERICAN STUDENT SERVICES New York University
Diversity Education Internship Spring 1999
Implemented diversity programs throughout the University
Developed *Diversity Resource Guide* for NYU students

FORMOSA TRANSNATIONAL ATTORNEYS AT LAW Taipei, Taiwan
Legal Assistant June 1995 - March 1996
Conducted client interviews to collect relevant data
Reviewed clients’ cases and reported to attorneys on their progress

INTERPRETING / TRANSLATING EXPERIENCE
ASIAN ART ARCHIVE  Hong Kong
Freelance Translator / Interpreter since 2010
Serve as an interpreter and translator for its book launch events and its Chinese contemporary art archival projects.

CLOUD GATE DANCE THEATRE OF TAIWAN  Taipei
Freelance Translator since 2010
Serve as a translator for its promotional materials.

AW ASIA  New York City
Freelance Translator / Interpreter since 2008
Serve as an interpreter for Chinese contemporary artist Yue Ming-Jun and as a translator for its web content, press releases, and published books.

PACE WILDENSTEIN GALLERY  New York City
Freelance Interpreter since 2008
Serve as an interpreter for its exhibitions of Chinese Contemporary artists such as Zhang Huan.

ASIA SOCIETY  New York City
Freelance Interpreter since 2007
Serve as an interpreter for its public programs showcasing Chinese directors such as Tsai Ming-Liang, Pema Tseden, and Jia Zhang-Ke, as well as contemporary artists such as Zhang Huan and Xu Bing.

FILM SOCIETY OF LINCOLN CENTER  New York City
Freelance Interpreter since 2007
Serve as an Interpreter for Chinese directors such as Jia Zhang-Ke, Zhao Da-Yong, and Ying Liang in the New York Film Festival and in its New Directors/New Films series.

ACOUSTIGUIDE, INC.  New York City
Freelance Translator / Voiceover / Monitor since 2006
Serve as a translator/voiceover/monitor for various audio-tour assignments including MoMA permanent collection, Wells Fargo History Museum, and “Chicago Blues” for the city of Chicago.

CHINA INSTITUTE  New York City
Freelance Translator / Interpreter since 2005
Serve as a translator/interpreter for its Executive Summit, for its public programs showcasing Chinese contemporary artists and directors such as Ai Weiwei, Lin Yilin, Xu Bing, Sun Xun, Zhao Liang, and Ying Liang, as well as for assignments with various corporations and non-profit organizations.

MUSEUM OF MODERN ART  New York City


**Freelance Reviewer / Translator** since 2004  
Serve as an interpreter for its film program Jia Zhang-Ke: A Retrospective in March 2010 and public program Contemporary Chinese Art: Primary Documents in October 2010  
Served as co-reviewer/translator of Chinese version of *MoMA Highlights*, a catalogue published in November 2004

**ASSOCIATED PRESS**  
*New York City*  
**Freelance Interpreter** May 2010  
Served as an interpreter for its reception of the Xinhua Press delegation from China

**ALDRICH CONTEMPORARY ART MUSEUM**  
*Ridgefield, CT*  
**Freelance Interpreter** May 2010  
Served as an interpreter for Chinese contemporary artist Xu Bing in its annual fundraising event

**MUSEUM OF MODERN DESIGN**  
*New York City*  
**Freelance Interpreter** May 2010  
Served as an interpreter for its public program showcasing Chinese contemporary artist Xu Bing

**CANNES FILM FESTIVAL**  
*Cannes*  
**Freelance Interpreter** May 2010  
Served as an interpreter for Chinese director Jia Zhang-Ke whose film was in competition

**SARAJEVO FILM FESTIVAL**  
*Sarajevo*  
**Freelance Interpreter** August 2009  
Served as an interpreter for its film retrospective program of Chinese director Jia Zhang-Ke

**SOLOMON R. GUGGENHEIM MUSEUM**  
*New York City*  
**Freelance Interpreter** March 2008  
Served as an interpreter for its public educational program “Re-imagining Cultural Revolution”

**FILM ANTHOLOGY ARCHIVES**  
*New York City*  
**Freelance Interpreter** February 2008  
Served as an interpreter for Taiwanese film director Lin Cheng-Sheng

**CHINASQUARE**  
*New York City*  
**Freelance Interpreter** February 2008  
Served as an interpreter for its “Qi Yun” exhibition and discussion led by Robert C. Morgan with artists Lin Yan, Qiu Shihua, Shen Chen, Wang Chuan and Chihung Yang

**QUEENS MUSEUM OF ART**  
*New York City*  
**Freelance Interpreter** October 2007  
Served as an interpreter for its forum on Museum Education and Immigrant Communities and for Chinese contemporary artist Yue Minjun
CDM SOUND STUDIOS  New York City
Freelance Translator / Voiceover / Monitor 2007
Served as a translator/voiceover/monitor for New York City Department of Health’s lead poisoning awareness campaign

WNYC STUDIO 360 RADIO SHOW  New York City
Interpreter Summer 2007
Interpreted for its interview with Chinese art critic Nanming Wang

WALKER ART CENTER  Minneapolis
Translator Summer 2005
Served as translator for its First Retrospective of Chinese Artist Huang Yong Ping

NATIONAL GALLERY OF ART  Washington, D.C.
Freelance Reviewer / Translator Spring 2005
Served as reviewer/translator of the Gallery’s map and visitor’s guide

CP LANGUAGE INSTITUTE  New York City
Freelance Translator / Interpreter Fall 2003 – Spring 2005
Serve as a translator/interpreter for assignments with Administration for Children’s Services, Family Court, and Columbia Presbyterian Hospital

CUI ZI DV STUDIO  Beijing, China
Interpreter Fall 2003
Interpreted for China’s leading underground independent filmmaker, Cui Zi-En

THE AMERICAN RED CROSS  New York City
Volunteer Case Worker / Mandarin Interpreter Winter 2001 – Spring 2002
Assisted Chinese community with applying for 9/11 disaster relief

LANGUAGES

Fluent in Mandarin, Taiwanese, and English
HOLLIS GLASER, Ph.D.
35 E. 4th St., #3
Brooklyn, New York 11218
917/721-1965
hollisglaser@yahoo.com

Education:
Ph.D. Speech Communication, University of Illinois at Urbana-Champaign, June, 1994.
M.A. Speech Communication, University of Illinois at Urbana-Champaign, 1988.
B.A. English Literature, Washington University, St. Louis, MO 1982.

Dissertation: "Structure and Struggle in Egalitarian Groups: Reframing the Problems of Time, Emotion, and Inequality as Defining Characteristics," a qualitative study that observes the communication patterns in groups attempting a non-hierarchical structure.

Employment:
2010 – present Professor, Department of Speech, Communications and Theatre arts, borough of Manhattan Community Collee, CUNY
2006-2010 Associate Professor, Department of Speech, Communications, and Theatre Arts, Borough of Manhattan Community College, CUNY.
1992-2006 Associate Professor, Department of Communication, University of Nebraska, Omaha.
1986-1992 Graduate Teaching Assistant, Department of Speech Communication, University of Illinois at Urbana-Champaign
1984-1986 Editor, Secretary of State's Office, State of Texas, Austin, Texas.
1983 Administrative Assistant, Jasculca-Terman and Associates, Public Relations Firm, Chicago, IL.

Specialized Training:
Prejudice reduction training—National Coalition Building Institute
Certified mediator—State of Nebraska, Office of Dispute Resolution.
Certified group facilitator—State of Nebraska, Office of Dispute Resolution.
Program Assessment—Middle States Commission on Higher Education
Courses Taught:
Borough of Manhattan Community College, CUNY:
Fundamentals of Speech
The Mass Media

University of Nebraska at Omaha:
Public Speaking Fundamentals
Small Group Communication and Leadership
Interviewing
Communication, Power, and Leadership
Persuasion
Introduction to Women’s Studies in the Humanities
Introduction to Humanities: The Power of Images
Senior Seminar Capstone for Communication majors
Graduate Seminar: Introduction to Qualitative Methodology

Pace University, New York City (2001-2002):
Public Speaking Fundamentals I—voice and diction.
Public Speaking Fundamentals II—public speaking.
Persuasive Speaking
Introduction to Mass Media
Propaganda

NYC College of Technology/CUNY (2003):
Pronunciation skills for advanced non-native students—a basic diction class.
Voice and Diction—a basic class in voice and diction.
Effective Speaking—a basic communication course in public speaking.

University of Illinois:
Verbal Communication
Small Group Communication
Business and Professional Speaking
Communication and Conflict
Ecofeminism and Society

Course Development:
Humanities 2100. Introduction to Humanities: The Power of Images. (UNO)

Communication capstone course. A senior-level service-learning seminar (UNO)

Public-speaking for non-native speakers of English. (UNO)
SPE 220 Public Speaking (BMCC)

**Grants/Fellowships:**
“Instructor’s Perceptions of Their Students’ Relationships in the Basic Speech Course,” BMCC Faculty Development Grant. Summer, 2009.

Ford Foundation—Creating Difficult Dialogues on Campus. $100,000, awarded December, 2005.

“Leadership training for immigrant leaders in Omaha,” awarded by the American Democracy Project, Spring 2005.


University of Nebraska at Omaha Teaching and Retention Summer Fellowship, awarded to develop a section of public-speaking with a section of the academic and career development course, Summer 1996.

**Research:**

Publications


Papers Presented (Selected):

“Instructors’ perceptions of their students’ relationship in the Basic Speech Course,” submitted to the annual meeting of the National Communication Association, Chicago, 2009.

Chair of panel entitled, “Problems and solutions: Assessment in the dynamic environment of community colleges,” submitted to the annual meeting of the National Communication Association, Chicago, 2009.

“Students’ perceptions of their connectedness in the Community College Basic Public Speaking Course,” presented at the annual meeting of the National Communication Association, San Diego, 2008.

“Teaching the Basic Course to Unconventional Students at an Urban Community College: Focusing them on Their Relationships,” presented at the annual meeting of the National Communication Association, San Diego, 2008.


“Closing the cultural divide: American Democracy Project and Service-Learning at the University of Nebraska at Omaha” for the 11th Annual International Conference of the Coalition of Urban and Metropolitan Universities, Oct. 1-4, 2005.


**Administrative responsibilities:**

**Executive Committees:**
- Faculty Senate President (UNO, 2005-2006)
- Member, Governance Committee to form a new college (2003-2004)
- Chair, Advisory Committee, Department of Communication (2003-2004)
- Member, Women's Studies Program Committee. (1994-2000)
- Member, Advisory Committee, Department of Communication. (1992-1993)
- Member, Development Committee, Department of Communication (2004-2005)

**Program and Procedural Review Committees**
- Ad Hoc Academic Senate Committee for Governance (2008-2009)
- Academic Planning Council (2004-2005)
- Academic and Curricular Affairs Committee, Faculty Senate (2004-2005)
- Member, Educational Policy Committee, College of Arts and Sciences. (1998-2001; 2004-2005)
- Member, Academic, Freedom, and Tenure Committee (UNO, 1999)
- Graduate student representative, Subcommittee on Graduate Students, Student Disciplinary Committee (at the University of Illinois).

**Curriculum Development and Assessment Committees:**
- Secretary, Curriculum Committee, BMCC Academic Senate (2008-2009)
- Chair, Department Assessment Committee (BMCC current)
- Member, General Education Assessment Committee (BMCC current)
- Member, Department Communication Major Development Committee (BMCC current)
- Member, Department Media Committee (BMCC current)
- Member, Curriculum Committee, Department of Communication. UNO (1997-2006)
- Member, Speech Communication Curriculum Committee (2003-2006)
- Member, University Life Course Committee (1994-1995).
- Chair, Curriculum Committee, Department of Communication. (1998-1999)
- Member, Student Assessment Committee, Department of Communication. (1995-1997).
- Member, Organizational Communication Sequence Revision Committee, Department of Communication. (1993-1994).
Chair, Course Rotation Sub-Committee, Women's Studies Program. (1993-1994)

Faculty Recruitment and Development:
BMCC Teaching Learning Center training seminars—“Writing Learning Outcomes,” and “Evaluating Learning Outcomes,” with Kim Gargiulo (Fall 2008).

Department representative, BMCC chapter of the Professional Staff Congress (2006-present)
Member, Faculty Development Committee, BMCC Academic Senate (2007-2008)
Member, Mentoring Committee for junior faculty (2003-2006)
Chair, Search Committee, Department of Communication (2000-2001)
Member, Speech Communication Search Committee, Department of Communication. (1994-1997).
Member, search committee for speech center coordinator and first-year-experience instructor (2005)

Student Advisement and Development
Co-coordinator, Sister Colleges Scholarship Committee (BMCC current)
Title V advisor—BMCC (2006-present)
Title V mentor—BMCC (2008-present)
Accelerated Study in Associate Programs training and teaching—BMCC (2007-2008)
“Hip-Not Generation” advisor—BMCC (current)
CUNY League of Active Speech Professors (current)
Member, Elton S. Carter Award Committee. (2003)
Member, UNO Scholarship/Fellowship Committee (1996-1998).
Member, Scholarship Committee, Department of Communication. (1992-1993)

Service Activities:

Academic Journal Reviewer
*The Journal of Business Communication*
*Communication Theory*
*SIMILE*

Communication Training and Workshops


Public speaking bureau and media relations coordinator and trainer: Nebraskans against 416 (political organization), Fall 2000.


Prejudice reduction training: University of Nebraska at Omaha using the National Coalition Building Institute model, 1993-1998.

Community Service:
Member, survey committee, Kolot Chayeinu synagogue, Brooklyn, 2006-2008
Coordinator, author series, Kolot Chayeinu synagogue, Brooklyn, 2009-2010
Board Member, Citizens for Equal Protection (political advocacy group--2006)
Board Member, Concord Center (community mediation center), 2003-2004
Member, Social Justice Committee, Temple Israel, Omaha 2000-2001.

Consulting:
Meeting facilitation, management coaching, and communication consultation on various issues: Advanced Office Interiors, Omaha, Nebraska, Fall 1999-present.

Mediator for dispute, presentation training: God’s Love We Deliver, New York City, December, 2002.


Listening and focusing workshops: Union Pacific Railroad, Harriman Dispatching Center, Omaha, Nebraska, Summer 2000.


Gender and Communication workshops: Lucent Technologies, Omaha, Nebraska, Spring, 1998.
Conflict-resolution mediation: The Blue Barn Theater, Omaha, Nebraska, Spring, 1993;

Feedback workshop: The Blue Barn Theater, Omaha, Nebraska, Spring, 1993


Consultant for decision-making procedures: Students for Environmental Concerns, Urbana, Illinois, Fall, 1990.

Professional Associations:

Member, National Communication Association.

Member, Professional Staff Congress

Member, CUNY League of Active Speech Professors

References

Susana Powell, Chair, Department of Speech, Communications, and Theatre Arts, Borough of Manhattan Community College, 199 Chambers St., New York, NY, 212/220-8000, spowell@bmcc.cuny.edu

Jeremy Lipschultz, Director, School of Communication, University of Nebraska at Omaha, 60th and Dodge Sts. ASH 108, 402/203-7247, jlipschultz@mail.unomaha.edu.

Deborah Smith-Howell, Assistant Vice-Chancellor of Academic Affairs, University of Nebraska at Omaha, 60th and Dodge Sts., Arts and Sciences Hall 150B, 402/554-4849, smhowell@unomaha.edu.
**Eva Kolbusz-Kijne**

Borough of Manhattan Community College  
Department of Speech, Communication, and Theatre Arts  
199 Chambers Street, Room N 669. (212) 220 8000 ext. 5215; ekolbusz@bmcc.cuny.edu

718 Bloomfield St. Hoboken, NJ 07030  (201) 653-6072; ekolbusz@hotmail.com

**Education**


M.A. Cum Laude, Warsaw University, Poland, School of Journalism. Thesis: *Ethnographic Documentary Film in Poland: A Monograph.*

**Teaching Experience**

*Associate Professor: Department of Speech, Communication and Theatre Arts, Borough of Manhattan Community College, CUNY.* 199 Chambers St. New York, NY 10007. (Hired in January 2005.) Has taught Fundamentals of Speech (SPE 100).


*Instructor and Coordinator: Stevens Institute of Technology, Hoboken, NJ.* Developed and purchased course materials. Designed and implemented an ESL program for various levels of proficiency and intercultural communication skills. Instructed graduate students. Evaluated language proficiency and essay writing skills.

*Adjunct Faculty: Adelphi University (1986-88), New York University (1989-93).* Instructed courses in communication, media environments, media and popular culture, media history, the social impact of mass media, propaganda, and communication theory.

**Service and Committee Work**

*Department-wide*
Student Evaluations Ad Hoc Committee; Department Liaison to the BMCC Teaching and Learning Center; Communication Program Development Committee, Junior Faculty Member of the Department of Speech P&B; Department Deputy Chair.

**College-wide**
Co-Chair of Grants Committee and Board Member of the Teaching and Learning Center, BMCC Women’s Studies Committee; BMCC Committee for Internationalization of the Curriculum (a Salzburg Seminar charge); Intercultural Committee, Secretary; Balancing the Curriculum Committee, member.

**University-wide**
CUNY League of Active Speech Professors (CLASP): founding and Board member. Co-Chair of *Speech Across Cultures and Ages* Committee.

Participates in organization of CLASP Speech Seminars: *The Indispensible Discipline, Dealing with a Disruptive and Reticent Student, Speaking Across Curriculum, Bringing the e-Revolution into the Classroom, Innovative Solutions to Language Problems, Speaking Freely in the Speech Classroom.*


**Professional Development**


English as a Second Language Across the Curriculum (ESLAC) Workshop, BMCC, Fall 2006.

2007-2009 Scholarship of Teaching and Learning (SoTL) Workshops.

2006-2009, Participated in *Faculty Resource Network, Summer Enrichment Program at New York University:*
2007 (June 11-15) seminar on The Origins of Political Values in Ancient Greece and their Continuation into Modern Political Thought.
2008 (June 09-13) Critical and Creative Thinking Across the Media.
2009 (June 08-12) Changing Places, Changing Faces: Recent Immigrant Settlement in the United States and Its Consequences.

2009-2010 University Associates program of the Faculty Research Network (at NYU).

Recent conference presentations


Popular Culture Association: Albuquerque, NM, February 12-16, 2008. 29th Annual Meeting of the Southwest/Texas Popular Culture and American Culture Associations. Film Adaptation session: “When an Author Has a Say: Key Aspects of a Successful Adaptation of Katherine Paterson’s Bridge to Terabithia.


2009 Consultant for General Semantics Society on a translation of Alfred Korzybski’s Science and Sanity into Polish.

2009 Media Literacy Conference, New York, NY, June 04-06, Fordham University, panel discussion.

Publications

Scholarly:
“Ethical Aspects of Public Speaking”: a chapter for the department generated textbook Stand and Deliver: High Impact Presentations. Susana Powell (ed.) Pearson. (for the second edition, to be printed for the Fall 2006 semester.)


Creative:
“Interview with Lindsey Donovan” Une Revue de Photo. (4) Fall, 2008.

Membership in professional organizations
Media Ecology Association (MEA), National Communication Association (NCA), New York State Communication Association (NYSCA), CUNY League of Active Speech Professors (CLASP).
Community involvement
Curriculum Vitae
Elena Oumano, Ph.D.

A. Degrees

<table>
<thead>
<tr>
<th>Institution</th>
<th>Dates Attended</th>
<th>Degree and Major</th>
<th>Date Conferred</th>
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<tr>
<td>New York University</td>
<td>1972-8</td>
<td>Ph.D., Language and Communications</td>
<td>1978</td>
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EXPERIENCE

A. Teaching

<table>
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<tr>
<th>Institutions</th>
<th>Dates</th>
<th>Rank</th>
<th>Department</th>
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<tr>
<td>BMCC of the CUNY</td>
<td>9/1/02 to present</td>
<td>Associate Professor of Speech</td>
<td>Speech, Communications, &amp; Theatre Arts</td>
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<tr>
<td>Baruch College of the CUNY</td>
<td>2000-2002</td>
<td>Adjunct Assistant Professor of Speech</td>
<td>Communication Studies</td>
</tr>
<tr>
<td>Polytechnic University</td>
<td>1999-2000</td>
<td>Adjunct Assistant Professor of Speech</td>
<td>Humanities</td>
</tr>
<tr>
<td>N.Y.C. Technical College of the CUNY</td>
<td>1995-1998</td>
<td>Adjunct Assistant Professor of Speech</td>
<td>Speech</td>
</tr>
<tr>
<td>Baruch College of the CUNY</td>
<td>2000-2002</td>
<td>Fulltime substitute and adjunct Assistant Professor Speech; Director of Speech Lab</td>
<td>Communications</td>
</tr>
<tr>
<td>John Jay College of the CUNY</td>
<td>1990</td>
<td>Adjunct Assistant Professor of Speech</td>
<td>English</td>
</tr>
<tr>
<td>Hostos Community College of the CUNY</td>
<td>1982-1988</td>
<td>Adjunct Assistant Professor of Speech</td>
<td>English and Communications</td>
</tr>
<tr>
<td>Brooklyn College of the CUNY</td>
<td>1979-1983</td>
<td>Assistant Professor of Communications</td>
<td>Developmental Education</td>
</tr>
<tr>
<td>Hunter College of the CUNY</td>
<td>Spring 1978</td>
<td>Adjunct Assistant Professor of Interpersonal Communications</td>
<td>Communications</td>
</tr>
<tr>
<td>Medgar Evers College of the CUNY</td>
<td>1972-1977</td>
<td>Instructor of Writing Skills</td>
<td>English</td>
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B. Other

EXPERIENCE
<table>
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<tr>
<th>Institution</th>
<th>Date</th>
<th>Title</th>
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<tr>
<td>Billboard magazine</td>
<td>1995-2002</td>
<td>Caribbean Music Correspondent</td>
</tr>
</tbody>
</table>

She is also the author, co-author, or ghost for over twenty books published by HarperCollins, Avon, Dutton, St. Martin’s Press, and other major publishing companies. These include *Paul Newman* (St. Martin's Press; April, 1989; also published in Japan and England), *Sam Shepard: The Life and Work of an American Dreamer* (St. Martin's Press; 1986-hardcover; 1987-paperback; also published in England), and *Film Forum: Thirty Five Top Filmmakers Discuss Their Craft*.

ACADEMIC AND PROFESSIONAL HONORS

1966-8: Graduate Assistantship, Graduate English Department, Queens College of the CUNY

Upcoming PUBLICATIONS
Upcoming:
3 entries totaling 6000 words in Encyclopedia of the Caribbean, compiled by John D. Garrigus, Assoc. Prof. at University of Texas, Arlington, published by Facts On File

Cinema Today: A Conversation with 38 International Filmmakers), a book on film, communication, and culture to be published Fall 2010, by Rutgers University Press

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Eastern Communication Association

National Communication Association

Author’s Guild

Writing Across the Curriculum

Title V
Sandra Sollod Poster has specialized in speech communications for over 45 years. As a consultant and communications coach, Dr. Poster conducts presentation and communications skills seminars and training programs and provides one-on-one executive coaching.

Recent projects include work for: Accessor Capital Management; Avis Rent-A-Car; The Community College of Philadelphia; Deloitte & Touche, LLP; Deutsche Bank, Fashion Institute of Technology (SUNY); Hudson Valley Community College; Lehman Brothers; Loeb and Troper; The Mayor's Office of the City of New York; Moody's Investors Services; NYC Human Resources Administration; New York University; The Police Department of the City of New York; Russell Reynolds Associates; Silver Lining Productions; UBS; and, TD Waterhouse among others.

Administratively, Sandra served as Associate Dean of Academic Affairs and Associate Dean for Institutional Advancement at the BMCC campus of The City University of New York. She established its nationally-recognized media center, supervising a large staff of technicians and creative talent while managing a multi-million dollar budget; and founded its videoconferencing center, working with corporate and not-for-profit clients.

Dr. Poster was responsible for over $13 million in grants and donations to the college, served as administrative liaison to the college’s foundation board and supervised contracts and relations with commercial clients for the college. Most recently, she served as PI for the National Science Foundation $ 1 million award for the project, “Creating Pathways for Women and Minorities in Digital Video Technology.”

She served as Executive Producer for the college’s public events including its annual commencement exercises held at Carnegie Hall, Avery Fisher Hall and the Theatre at Madison Square Garden, as well as its annual fundraising dinner dance and college-wide recognition events.

She has had extensive experience as executive producer/writer for live events and video productions and was recently awarded an Emmy for outstanding writing for the television series, “We Are New York,” a co-production of the Office of the Mayor of the city of New York and the City University of New York.

Sandra Poster holds the rank of Full Professor at the City University of New York where her areas of expertise include Interpersonal Communication and Presentation Skills. She has been on faculty since 1967 and has served as Deputy Chairperson of the Department of Speech Communication and Theatre Arts and has been on the departmental Personnel and Budget Committee for over fifteen years. She created
the Video Arts and Technology degree program which recently merged with the Multi-Media Program to became the Media Arts Department,

Dr. Poster has served on boards and commissions including the New York Advisory Council to the Chancellor of the University of Maryland, founder and President of the NYC Distance Learning Collaborative and Co-chair of the NYU Steinhardt School of Education Alumni Council. She is a member of the Professional Staff Congress and the CUNY League of Active Speech Professionals (CLASP.)

Sandra Sollod Poster received her BA in Speech with honors from the University of Maryland at College Park, her MA in Communications from the Annenberg School of Communications at the University of Pennsylvania, and her Ph.D. in Communication and Culture from New York University. In addition, she has been the recipient of several post-doctoral fellowships in communication studies. She is a co-author and co-editor of “Stand and Deliver 4th ed.,” (Pearson Publishing.)
Kerry Ruff
200 West 108th
Suite 6b
New York, NY 10025
212-961-9797 (h)
212-220-8090 (w)
646-894-3207 (cell)
kruff@aol.com

Subjects: Communicating In Business
And Professional Settings
The Art of Selling
Mass Media Studies
Acting (theatre/TV/soaps)
Directing (theatre/TV/studio)
Interpersonal Communications

Project Management
Public Speaking
The Art of Leadership
Customer Service
The Art of Hiring
Art of the Interview

Kerry Ruff is an author, lecturer, and expert in the subject of physical communication technology. His pioneering research spans more than two decades establishing the link between mobilizing physical energy and achievement. Kerry’s workshops, “Move Your Way To Success,” have attracted national audiences and his curriculum, “Millionaire Carnival,” teaching young people the “physical reality,” of financial literacy is used by numerous community organizations. He’s the founder and director of the New York City-based BMCC Success Conference, a program featuring today’s leading speakers on development attracting more than 500 attendees.
He has worked as a professional actor for over 15 years, performing in feature films, national TV shows, soap operas, 200 national commercials and Peak Achievement Coaching on the subject of Physical Communications. Worked as a television sales producer with such companies as The Global TV in New York, and has taught speech, drama, communications and English at Brandeis University, Bloomsburg University, St. John’s University and John Jay School of Criminal Justice in New York City.

Writings: STAND AND DELIVER TEXTBOOK
High-Impact Presentations
Contributing Author for Teaching Public Speaking (Relaxation)
Pearson Custom Publishing

INTERPERSONAL COMMUNICATION FOR MIDDLE MANAGERS
Co-Developed Curriculum for Adult Education BMCC / CUNY
HOW TO EARN $20,000 FROM ONE TV COMMERCIAL
Developed for workshops in Los Angeles, Philadelphia and New York City.

SEYMOR – THE PENGUIN WHO LEARNED ABOUT MONEY
Developed for The Millionaire Carnival Classroom Curriculum (Teaching kids about finance)

Professional Experience

Sept. 2002- Present Lecturer Borough of Manhattan Community College, New York City
Teaching Public Speaking in Communication Department

Sept. 2005 – Adjunct Teacher St. John’s University, Queens, NY
Teaching Public Speaking in Communication Department

Sept. 2006 – Adjunct Teacher St. Francis College, Brooklyn, NY
Teaching Public Speaking in Communication Department

Sept. 2002 – Full-Time Teacher Borough of Manhattan Community College, New York City
Teaching Public Speaking in the Speech Department

Sept. 2002 – Adjunct Teacher Fashion Institute of Technology, New York City
Teaching Public Speaking in the English and Speech Department
Teaching Communication in Business and Professional Settings

Sept. 2000- Present Teacher of Finance The money/math interactive curriculum called The Millionaire Carnival is designed to provide kids with the skills to pro-actively become financially responsible participants in our economic conscious society. They have taught over 600 kids and young adults at elementary, middle and high schools throughout the five boroughs. Goodwill Industries, The Bell Foundation, Graham-Windham, I.S. 10 School, EL Faro, Beacon 45, Gear Up Program, Upward Bound Program and Citizen Advice Bureau.

January 1999 Social Studies Teacher Joseph C. Lanzetta School, Harlem, New York

March 1997- Consulting Representative Shareholder Communications. Employed at a stock affiliated company on Wall Street. My team and I were working on a project related to the stock split of Home Depot.

June 1996- Producer on-line live sales
GLOBAL NETWORK TELEVISION, New York, NY
Direct Response Programming for 8 hours of live broadcasting
Consulting buyers as to the most effective ways of presenting merchandise

February 1994- Sales Producer
Q2 TELEVISION, Long Island City, New York
Assisted producers in the launching of cable-broadcast operations
Acted as liaison between studio floor and control room during live
Broadcast of direct response programming

July 1993- Production Coordinator/ Feature Film
PEGASUS PRODUCTIONS, Los Angeles, California
Acted as liaison between producer/director
Coordinated talent and helped setting up shot layouts

May 1992- Scheduling Manager
AMERICAN FILM INSTITUTE, West Hollywood, California
“The Education of Children in Africa: (shot entirely in Senegal, Africa)
Scheduling, budgeting and camera operator (35mm film)

October 1991- Writer/Director
WCTV CABLE TELEVISION, Los Angeles, California
Midnight/Weekly News Show
Responsible for programming of live to video weekly show
Wrote interviews/booked guests

October 1990- Studio Writer WCTV CABLE TELEVISION,
Los Angeles, California
Scheduling, budgeting and story boarding

April 1985- Co-owner of Real Estate Company  Stamford, Connecticut.
Buying and selling of multi-family homes and condos.

May 1977- Transitional Year Program Teacher  Brandeis University,
Waltham, Mass.
Assisted students ages 18-25 in basic writing, reading and speaking skills.

May 1973- Assistant Teacher  Bloomsburg University, Bloomsburg,
Pennsylvania
Preparation of teaching plans and assisted in classroom training.

Taught drama & public speaking/junior and senior levels
January 1972- Drama Instructor Southern Area High School, Levitown, Pennsylvania Organizing and directing dramatic productions while incorporating strong communication fundamentals.

Affiliations: Screen Actors Guild/Equity
American Federation of Television and Radio
Alpha Psi Omega Fraternity
Who’s Who in American Colleges and Universities?
President’s Advisory Board / Bloomsburg University

Education: MFA, BRANDEIS UNIVERSITY, Waltham, Mass.
Speech Communication and Theatre 1977

BA, BLOOMSBURG UNIVERSITY, Bloomsburg, Pa.

COMMUNICATIONS – NEW YORK UNIVERSITY


References, Acting, Voiceover, Teaching Reel upon Request
Suzanne C. Schick

1993-Present  Borough of Manhattan Community College  199 Chambers Street, NY 10007

**Associate Professor, Department of Speech, Communications, and Theatre**

- **Teach courses in Speech, Mass Communications, and Multimedia Design**
- **Departmental Service**
  - Coordinator, Corporate and Cable Communications Program 1995-2003
  - Liaison to MMP Program, 1999-Present
  - Member, Departmental Personnel and Budget Committee, 2000-Present
  - Secretary, Departmental Personnel and Budget Committee, 2003-Present
  - Member, VAT Committee and MMP Committee 2000-Present
  - Wrote a section of the Department APP Report
  - Mentored new VAT and Speech Faculty
  - Fall 2000 CCC Colloquium
  - Fall 2001 CCC Colloquium
  - Fall 2002 CCC Colloquium: “The BMCC Experience at the CBS Boot Camp”
  - Spring 2003 CCC Colloquia: “Women in Media Technology Seminars” (2)
  - Fall 2004 VAT Colloquium: “Careers in Audio,” December 3, 2004
  - With Professor Mekonen, changed CCC 155 to VAT 151, *Script to Screen*
  - Helped write VAT Program APP Report, 2003-2004
  - Judge, Speech Contest, November 19, 2003
  - Helped organize IS 90 Teleconferences and Visit, March 31, 2004
  - Named to Advisory Board for NSF-ATE VAT Grant.
  - Developed online version of SPE 100 *Fundamentals of Speech*, which was deployed for the Fall 2006 semester.
  - Member, Department Assessment Committee, 2006-Present

- **Service to College**
  - Departmental Representative to Faculty Council, 1998-2001
  - Substitute At-Large Faculty Council Representative, Spring 2004
  - Secretary, Instruction Committee, 2000-2001
  - Chair, Admissions Committee, 1999-2000
  - Co-Chair, Faculty Development Committee, 1998-1999
  - Ad Hoc Faculty Council Committee on Governance, 1999-Present
  - Ad Hoc Faculty Council Committee on Governance, Substitute Chair, Fall 2004.
  - Attended Cooperative Education Function at CBS as CCC Representative, Spring 2004
  - Chair, Middle State Subcommittee on Leadership and Governance
CURRICULUM VITAE

NAME: Naida Zukic, Ph.D.                                                October
15 2009

TITLE: Assistant Professor
DEPARTMENT: Speech, Communication & Theatre Arts

HIGHER EDUCATION

Degrees:

Institution: University of Minnesota
Dates Attended: August 2001 - July 2005
Degree and Major: Ph.D. Communication Studies
Date Conferred: July 2005.

Additional Higher Education and/or Education in Progress

Institution: Arizona State University
Dates Attended: August 1999 - May 2001
Degree and Major: M.A. Communication Studies
Date Conferred: May 2001.

Institution: Arizona State University
Dates Attended: August 1997 - May 1999
Degree and Major: B.A. Communication Studies
Date Conferred: May 1999.

EXPERIENCE

Teaching

Institutions:

BMCC: 2008 to present - Assistant Professor - Speech Communication & Theatre Arts
Southern Illinois University: 2005 to 2008 - Assistant Professor - Speech Communication
University of Minnesota: 2001 to 2005 - Teaching Assistant - Communication Studies
Arizona State University: 1999 to 2001 - Teaching Assistant - Communication Studies

EXPERIENCE

Other

National Reviewer Activities and Editorial Work:

Books & Journals:

Manuscript Reviewer: Text and Performance Quarterly
Manuscript Reviewer: Kaleidoscope
Manuscript Reviewer: Making Connections: Interdisciplinary Approaches to Cultural Diversity
Manuscript Reviewer: Western States Communication Journal
Manuscript Reviewer: Performance Studies Division, WSCA
Manuscript Reviewer: International and Intercultural Communication Division, NCA
Manuscript Reviewer: Critical and Cultural Studies Division, NCA
Manuscript Reviewer: Rhetorical and Communication Theory Division, NCA
Outstanding Article Award Reviewer for Critical and Cultural Studies Division, NCA 2007.

ACADEMIC AND PROFESSIONAL HONORS

A. University Awards:

2007 Department of Speech Communication Outstanding Teacher Award – Speech Communication Department, Southern Illinois University, 2007.


Doctoral Dissertation Fellowship Award (Department of Communication Studies – Fall 2004).

Old Buffalo Award for the pursuit of excellence in Communication Studies. This award recognizes outstanding graduate students and independent scholars; Communication Studies Department, University of Minnesota, May 2004.

Arle and Billie Haeberle Award for the pursuit of excellence in electronic media
research Communication Studies Department, University of Minnesota, April 2003.

Graduate Research Award – Communication Studies Department, University of Minnesota, May 2002.


B. NCA Awards:


C. General Awards:


PUBLICATIONS:

In Print:


**In Review/Revision:**


**Book Reviews:**


**In Preparation:**


**CREATIVE ACTIVITY:**

**Digital Performance:**


Photography (Solo Exhibition):

Performance & Acting Engagements:


MEMBERSHIP IN PROFESSIONAL SOCIETIES:

National Communication Association
Western States Communication Association
Central States Communication Association
Association of Internet Researchers

VOLUNTEER WORK:

Big Brother Big Sister NYC 2008

REFERENCES:

Ronald Walter Greene, Associate Professor, University of Minnesota
Craig Gingrich-Philbrook, Associate Professor, Southern Illinois University
Appendix C

Survey Instruments and Results
December 1, 2007

Dear Student,

The Department of Speech Communication and Theatre Arts is considering offering a new degree program in Communication Studies. The program will address how, why and with what effect people communicate in business settings, personal relationships and through the use of media.

Courses will include Interpersonal Communication, Intercultural Communication, Conflict Resolution, Small Group Communication, Mass Media and courses currently offered through other departments such as Journalism, Psychology and Business Communication.

The program will be transferable to four-year colleges and universities. It will prepare students for jobs in public relations, corporate communications, non-technical positions in media and communications organizations, event planning, human resources and training and professional development.

Please answer the following questions with a **Y** (yes) or an **N** (no):

1. _____ Do you think BMCC should offer a major in Communication Studies?
2. _____ Do you think students will be interested in majoring Communication Studies?
3. _____ Would you be interested in majoring in Communication Studies?
4. _____ Would you be interested in taking Communications Studies courses to enhance your current major?
5. What is your current major? ____________________________
6. _____ Would you be interested in taking a course in Advanced Public Speaking if it were offered in the near future?
Thank you for your participation.

Dear members of the Communication Studies Planning Committee,

These are the numbers:

N = 855

<table>
<thead>
<tr>
<th>Question #</th>
<th>YES</th>
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<td>Q. #2</td>
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<td>Q. #6</td>
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Question #5: Major Information

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<td>Liberal Arts</td>
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<tr>
<td>Business Administration</td>
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<td>Business Management</td>
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<tr>
<td>Science</td>
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<tr>
<td>Nursing</td>
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<td>Accounting</td>
<td>53</td>
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<td>Computer Science</td>
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<td>Early Childhood Education</td>
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<td>Education</td>
<td>6</td>
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<tr>
<td>EMT</td>
<td>7</td>
</tr>
<tr>
<td>English</td>
<td>11</td>
</tr>
<tr>
<td>Theatre</td>
<td>12</td>
</tr>
<tr>
<td>Human Services</td>
<td>28</td>
</tr>
<tr>
<td>MMP</td>
<td>24</td>
</tr>
<tr>
<td>VAT</td>
<td>2</td>
</tr>
<tr>
<td>Health Information technology</td>
<td>4</td>
</tr>
<tr>
<td>Did not specify</td>
<td>28</td>
</tr>
</tbody>
</table>
Appendix D

Letters of Support
November 17, 2009

Dr. Antonio Perez
President
Borough of Manhattan Community College
The City University of New York
199 Chambers Street
New York, New York 10007

Dear Dr. Perez:

It is a pleasure to speak on behalf of the new degree program in Communication Studies, proposed by Borough of Manhattan Community College. As SVP of Worldwide Travel & Partnership for Avis Budget Group, I can attest to the need for bright, talented people who are well versed in communications as an academic background to the demands of the marketplace. In areas such as sales and marketing, this preparation is particularly important.

Whether the students choose to enter the world of work at once, continue their studies at a 4-year institution, or use this program to upgrade the skills they already have, they will prove a valuable asset to the talent pool from which all companies seek new employees. As the world of business becomes more global and more competitive, those with an understanding of how to effectively communicate bring an awareness of key success factors that are essential to any business.

I applaud BMCC for its forward thinking efforts and support the creation of this program wholeheartedly. If I can be of further assistance, I hope you will reach out to me.

Sincerely,

[Signature]

Kaye Ceille
SVP, Worldwide Travel & Partnerships
Avis Budget Group
973-496-3711
Kaye.ceille@avisbudget.com
November 10, 2009

Dr. Antonio Perez
President
Borough of Manhattan Community College
The City University of New York
199 Chambers Street
New York, New York 10007

Dear Dr. Perez:

I recently learned of the proposed degree program in Communication Studies at the Borough of Manhattan Community College.

I’m writing to let you know how important I think this program will be to the City and its many diverse communities. We in government are always looking for people who can effectively communicate important messages to an extremely diverse constituency using traditional and non-traditional media. I’m sure the City’s business community and the not-for-profit sector share this need for talented communications staff who reflect the communities they serve.

Our office has for many years enjoyed a good working relationship with BMCC. We value your mission and your dedication to academic excellence. The City as a whole has benefited enormously from your leadership in providing so many immigrant and low-income New Yorkers a crucial first step on the road to mainstream success. I believe the Communications Studies degree program will complement your already impressive resources.

I support the proposed degree program enthusiastically and look forward to meeting the first graduates. If there is anything I can do to support you in this effort, please do not hesitate to call upon me.

Sincerely,

Anthony Tassi
Anne Miller  
Chiron Associates, Inc.  
Box 624  
New York, NY 10163  
January 10, 2010

Dr. Antonio Perez  
President  
Borough of Manhattan Community College  
The City University of New York 199 Chambers Street  
New York, New York 10007

Dear Dr. Perez,

It is a pleasure to write to you in support of the proposed degree program for BMCC in Communication Studies. This is a forward-thinking and well-timed effort on the part of the college that I wholeheartedly endorse.

As a communication trainer, consultant and author with over 30 years of experience, I can attest to the high value that corporations and organizations place on effective communication. My career has focused on communication skills training that teaches people how to increase their business capabilities, helps CEOs and senior management to communicate successfully to key constituencies, and enables technical people to transform complex information into simple, meaningful messages. These are the very concepts your program addresses and will help prepare graduates to serve the communication needs of both local and international businesses.

The program you are preparing will provide graduates with the foundation to work within organizations as well as to be self-employed entrepreneurs. Your students will attain a solid background that will enable them to make meaningful career choices and to be flexible in our ever-changing business climate. The college’s strategic location in New York City further argues for the merits of this program at this time and in this place.

I enthusiastically support the creation of a degree program in Communication Studies at Borough of Manhattan Community College and I will be eager to provide further assistance.

Sincerely,

Anne Miller  
President  
Chiron Associates, Inc.
March 31, 2008

Dr. Antonio Perez  
President  
Borough of Manhattan Community College, CUNY  
199 Chambers Street  
New York, New York 10007  

Dear President Perez,

I am delighted to express strong support for the establishment of an Associate in Arts degree program in Communication Studies at Borough of Manhattan Community College. New York City’s role as the communications capital of the world remains strong, and we congratulate you on bringing a variety of student talents into the communications marketplace through the creation of this program.

The CUNY ON-Line program in Communication and Culture will be an ideal next step for your students as they continue their studies toward the BA degree. We believe this arrangement will benefit all of our students and provide a model of cooperation between our campuses (real and electronic) within the CUNY system. We look forward to welcoming the graduates of your Communication Studies program and we are confident that this proposed program will be of great benefit to our students. We salute your intentions and wholeheartedly support your efforts.

If there is anything we can do to promote and support you in this effort, please do not hesitate to call upon me.

Sincerely,

John Mogulescu
10 March 2008

Dr. Antonio Perez
President
Borough of Manhattan Community College, CUNY
198 Chambers Street
New York, New York 10007

Dear President Perez,

I am delighted to express strong support for the establishment of an Associate in Arts degree program in Communication Studies at Borough of Manhattan Community College. Career opportunities in the communication and media industries continue to be a mainstay of the New York City economy and demand for programs that serve this sector is strong and growing. I am delighted that BMCC will move forward with a program that will contribute to the student pool that serves the greater New York City market for pre-professional and professional careers in the communication and media industries.

New York University’s undergraduate program in Media, Culture, and Communication has welcomed many students from Borough of Manhattan Community College over the years. I am confident that the degree program in Communication Studies at BMCC will serve to strengthen the relationship between our two institutions.

Please let me know if there is anything I can do to further your efforts in this matter. The proposal for a degree program in Communication Studies at BMCC has my full and enthusiastic support.

Sincerely,

[Signature]
Appendix E

Articulation Agreements
THE BOROUGH OF MANHATTAN COMMUNITY COLLEGE OF THE CITY UNIVERSITY OF NEW YORK
ARTICULATION AGREEMENT FORM

A. SENDING AND RECEIVING INSTITUTIONS

Sending College: Borough of Manhattan Community College
Department: Speech, Communication and Theatre Arts
Program: Communication Studies
Degree: A.A.

Receiving College: CUNY School of Professional Studies
Department: Online Baccalaureate Program, SPS
Program: Communication and Culture
Degree: B.A.

B. ADMISSION REQUIREMENTS FOR SENIOR COLLEGE PROGRAM
(e.g., minimum GPA, audition/portfolio)

- 2.5 overall GPA – per A.A.S./A.S./A.A. graduation requirement.
- Grade of C or better in a credit-bearing mathematics course worth three or more credits*
- Grade of C or better in freshman composition, its equivalent, or a higher-level English course*

*(Effective 10/1/08, per University policy)

Total transfer credits granted toward the baccalaureate degree: 60

Total additional credits required at the senior college to complete baccalaureate degree: 60
### General Requirements

**BMCC Degree Requirements**

<table>
<thead>
<tr>
<th>BMCC - Sending College</th>
<th>CUNY Online BA Program - Receiving College</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>ENG 101</td>
<td>English Composition I</td>
</tr>
<tr>
<td>ENG 201</td>
<td>English Composition II</td>
</tr>
<tr>
<td>ENG 3XXX</td>
<td>English Elective</td>
</tr>
<tr>
<td>MAT 100/150/ MAT 160</td>
<td>Fundamentals of Mathematics OR Introduction to Statistics OR Quantitative Reasoning</td>
</tr>
<tr>
<td>AST 110/BIO 110</td>
<td>General Astronomy OR General Biology</td>
</tr>
<tr>
<td>XXX xxx</td>
<td>Art or Music</td>
</tr>
<tr>
<td>SOC 100/PSY 100/ECO 201</td>
<td>Introduction to Sociology OR Introduction to General Psychology OR Microeconomics</td>
</tr>
<tr>
<td>HIS 101/PHI 100</td>
<td>Western Civilization OR Philosophy</td>
</tr>
<tr>
<td>CIS 100</td>
<td>Introduction to Computer Applications</td>
</tr>
<tr>
<td><strong>GENERAL REQUIREMENTS</strong></td>
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</tbody>
</table>

### Electives

**BMCC Degree, Career & Program Requirements**

<table>
<thead>
<tr>
<th>BMCC</th>
<th>CUNY Online BA Program</th>
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</thead>
<tbody>
<tr>
<td><strong>Course</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>SPE 100/SPE 102</td>
<td>Fundamentals of Speech</td>
</tr>
<tr>
<td>VAT 152</td>
<td>Introduction to Contemporary Media Applications</td>
</tr>
<tr>
<td>SPE 240</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COM 255</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COM 250</td>
<td>Conflict Resolution</td>
</tr>
<tr>
<td>SPE 103/SPE 220/COM 260</td>
<td>Voice and Diction OR Advanced Public Speaking OR Small Group Communication</td>
</tr>
<tr>
<td>CED 201 &amp; Internship</td>
<td>Career Planning and Internship</td>
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<td>XXX xxx</td>
<td>Electives</td>
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Please select two courses/six credits from the list of Career Requirements 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
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<td>Business Organization and Management</td>
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<tr>
<td>MAR 100</td>
<td>Introduction to Marketing</td>
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<tr>
<td>BUS 150</td>
<td>Business Communication</td>
<td>3</td>
<td>3</td>
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<td>BUS 311</td>
<td>Human Resources</td>
<td>3</td>
<td>3</td>
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<tr>
<td>THE 141</td>
<td>Management</td>
<td>3</td>
<td>XXX xX</td>
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<td>------------</td>
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<tr>
<td>ELECTIVES</td>
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**CONCENTRATION**

**BMCC PROGRAM REQUIREMENTS**

<table>
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<th>BMCC Course</th>
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<th>CUNY ONLINE BA PROGRAM Course</th>
<th>Description</th>
<th>Cr</th>
<th>Cr Granted</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPE 245</td>
<td>Mass Media</td>
<td>3</td>
<td>CC403</td>
<td>Communication and Media</td>
<td>3</td>
<td>3</td>
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<tr>
<td>TOTAL CONCENTRATION</td>
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<td>3</td>
<td>TOTAL CONCENTRATION</td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Footnote:

1. Students must take 6 credits in career requirements.

**BMCC Credits Transferred to CUNY Online BA Program**

| General Education Courses | 28 |
| Communication & Culture Courses | 3 |
| Electives | 29 |
| Total Credits | 60 |

**Remaining Credits for Baccalaureate Degree**

<table>
<thead>
<tr>
<th>Online BA Program</th>
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</thead>
<tbody>
<tr>
<td>General Education Courses</td>
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<tr>
<td>Communication &amp; Culture Courses</td>
</tr>
<tr>
<td>Electives</td>
</tr>
<tr>
<td>Total Credits</td>
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</table>
D. SENIOR COLLEGE UPPER DIVISION COURSES REMAINING FOR BACCALAUREATE DEGREE

<table>
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<tr>
<th>Course and Title</th>
<th>Credits</th>
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<tr>
<td>Research Methods I (CC401)</td>
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<tr>
<td>Global Culture &amp; Diversity (CC404)</td>
<td>3</td>
</tr>
<tr>
<td>Analyzing Org. Struct. &amp; Change (CC405)</td>
<td>3</td>
</tr>
<tr>
<td>Mass Communication (CC406)</td>
<td>3</td>
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<tr>
<td>Personality &amp; Culture (CC407)</td>
<td>3</td>
</tr>
<tr>
<td>Studies in Urbanization (CC408)</td>
<td>3</td>
</tr>
<tr>
<td>Communication &amp; Cultural Change (CC409)</td>
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</tr>
<tr>
<td>Advanced Research Methods (CC411) Formerly CC402</td>
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<tr>
<td>Capstone Senior Research Project (CC499)</td>
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<td>General Education Requirements (^1)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>60</strong></td>
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</table>

**Footnote:**

1. a) Course selection, to fulfill the General Education requirement, will be made in joint consultation with a faculty member and an academic advisor.

b) The 32 general education credits will be determined, based on the student’s academic needs, in joint consultation with a faculty member and an academic advisor.
E. ARTICULATION AGREEMENT FOLLOW-UP PROCEDURES

1. Procedures for reviewing, updating, modifying or terminating agreement:

When either of the degree programs involved in this agreement undergoes a change, the agreement will be reviewed and revised accordingly by faculty from each institution’s respective departments, selected by their chairpersons.

2. Procedures for evaluating agreement, i.e., tracking the number of students who transfer under the articulation agreement and their success:

Each semester the CUNY School of Professional Studies will provide the Borough of Manhattan Community College the following information: a) the number of BMCC students who applied to the program; b) the number of BMCC students who were accepted into the program; and c) the number of BMCC students who enrolled. d) a progress report of the academic standing of each student.

3. Sending and receiving college procedures for publicizing agreement, e.g., college catalogs, transfer advisers, Websites, etc.:

This articulation agreement will be publicized on the Borough of Manhattan Community College’s website, and on the CUNY School of Professional Studies website.

Transfer advisors at BMCC will promote this agreement with eligible students.

F. Advisor Recommendations

Borough of Manhattan Community College (BMCC) students who plan to transfer into the Communication and Culture program at the CUNY School of Professional Studies are advised to choose the Program Requirements and Program Electives listed below in order to satisfy the requirements for the Communication Studies degree at BMCC and to ensure that the maximum number of credits are transferred to satisfy the Communication and Culture major requirements at CUNY School of Professional Studies. Refer to the CUNY School of Professional Studies website for a list of the general requirements for the Communication and Culture degree program.
<table>
<thead>
<tr>
<th>Fall — Year One</th>
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<th></th>
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<tbody>
<tr>
<td>ENG 101</td>
<td>English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>SPE 100 or 102</td>
<td>Fundamentals of Speech Communication</td>
<td>3</td>
</tr>
<tr>
<td>MUS or ART</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>MAT</td>
<td>Math 100, 150,160 or higher</td>
<td>4</td>
</tr>
<tr>
<td>CIS 100</td>
<td>Computer Applications</td>
<td>3</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Spring — Year One               |                  |          |
| ENG 201                         | English Composition II | 3        |
| VAT 152                         | Intro to Contemporary Media Applications | 3        |
| SPE 240                         | Interpersonal Communication | 3        |
| Science 110                     | General Astronomy OR General Biology | 4        |
| Social Science                  |                  | 3        |
| **Subtotal**                    |                  | **16**   |

| Fall — Year Two                 |                  |          |
| ENG 3XX                         | English Elective | 3        |
| CED 201                         | Career Planning  | 2        |
| COM 250                         | Conflict Resolution | 3        |
| SPE 245                         | Mass Media       | 3        |
| Social Science                  |                  | 3        |
| XXX xxx                         | Open Elective    | 1        |
| **Subtotal**                    |                  | **15**   |

| Spring — Year Two               |                  |          |
| CED XXX                         | Internship       | 2        |
| COM 255                         | Conflict Resolution | 3        |
| Career Requirement              |                  | 3        |
| Career Requirement              |                  | 3        |
| Program Elective                |                  | 3        |
| **Subtotal**                    |                  | **14**   |

**Total Credits**: 60

**EFFECTIVE DATE**: SPRING 2011
Effective Date: SPRING 2011

Sadie Bragg  
Senior Vice President for Academic Affairs  
Borough of Manhattan Community College

Date

Erwin Wong  
Dean  
Borough of Manhattan Community College

Date

George Orte  
Associate Dean of Academic Affairs, SPS  
CUNY School of Professional Studies

Date

Ellen Smiley  
Academic Director, Communication & Culture  
Online Baccalaureate Programs, SPS  
CUNY School of Professional Studies

Date

Susana Powell  
Chairperson  
Speech, Communications & Theatre Arts  
Borough of Manhattan Community College

Date
A. SENDING AND RECEIVING INSTITUTIONS

Sending College: Borough of Manhattan Community College  
Department: Speech, Communication and Theatre Arts  
Program: Communication Studies  
Degree: Associate of Arts (A.A.)

Receiving College: Brooklyn College  
Department: Interdisciplinary  
Program: Communication  
Degree: Bachelor of Arts (B.A.)

B. ADMISSION REQUIREMENTS FOR SENIOR COLLEGE PROGRAM  
(e.g., minimum GPA, audition/portfolio)

- The A.A. degree and a minimum GPA of 2.0 (C)
- Grade of C or better in a credit-bearing mathematics course worth three or more credits*
- Grade of C or better in freshman composition, its equivalent, or a higher-level English course*

*(Effective 10/1/08, per University policy)

Completion of the A.A. degree: Pursuant to University policy, students who have earned a City University Associate in Arts (A.A.) degree will be deemed to have automatically fulfilled the lower division liberal arts and science distribution requirements for a baccalaureate degree (Core Curriculum lower-tier courses plus English composition and Speech, if necessary, at Brooklyn College). Students will be required to complete two upper division (upper-tier) Core Curriculum courses from two (2) of the three (3) groups of courses approved effective September 2006.

Also, graduates of the A.A. degree program who have not completed at least one year of foreign language study (or established an equivalent proficiency) may be asked to complete up to nine (9) credits of foreign language coursework (or established an equivalent proficiency) in addition to their normal degree requirements. Proficiency may be established based upon high school coursework, native language abilities, or examination.

Total transfer credits granted toward the baccalaureate degree: 60

Total additional credits required at the senior college to complete baccalaureate degree: 60
## C. COURSE TO COURSE EQUIVALENCIES AND TRANSFER CREDIT AWARDED

### General Education (Liberal Arts, Core, Distribution) Courses:

<table>
<thead>
<tr>
<th>BMCC - Sending College</th>
<th>Brooklyn College – Receiving College</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course</strong></td>
<td><strong>Description</strong></td>
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<td>ENG 101</td>
<td>English Composition I</td>
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<td>ENG 201</td>
<td>English Composition II</td>
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<tr>
<td>ENG 3XX</td>
<td>English Elective</td>
</tr>
<tr>
<td>MAT XXX</td>
<td>Mathematics</td>
</tr>
<tr>
<td>SPE 100</td>
<td>Fundamentals of Speech</td>
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<td>XXX xxx</td>
<td>Science</td>
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<td>Social Science Elective</td>
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<td><strong>Subtotal</strong></td>
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</table>

### Curriculum Requirements

<table>
<thead>
<tr>
<th><strong>Course</strong></th>
<th><strong>Description</strong></th>
<th><strong>Cr</strong></th>
<th><strong>Course</strong></th>
<th><strong>Description</strong></th>
<th><strong>Cr</strong></th>
<th><strong>Cr Granted</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 250</td>
<td>Conflict Resolution</td>
<td>3</td>
<td>Blanket Credit</td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SPE 255</td>
<td>Intercultural Communication <strong>2</strong></td>
<td>3</td>
<td>SPEC 1619</td>
<td>Intercultural Communication: Speech Community Perspectives</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SPE 240</td>
<td>Interpersonal Communication <strong>2</strong></td>
<td>3</td>
<td>SPEC 1608</td>
<td>Fundamentals of Interpersonal Communication</td>
<td>3</td>
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</tr>
<tr>
<td>SPE 245</td>
<td>The Mass Media</td>
<td>3</td>
<td>Blanket Credit</td>
<td></td>
<td>3</td>
<td>3</td>
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<tr>
<td>VAT 152</td>
<td>Introduction to Contemporary Media Application</td>
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<td>Blanket Credit</td>
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(Choose 3 courses from the following = 9 Credits)

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<tr>
<th><strong>Course</strong></th>
<th><strong>Description</strong></th>
<th><strong>Cr</strong></th>
<th><strong>Course</strong></th>
<th><strong>Description</strong></th>
<th><strong>Cr</strong></th>
<th><strong>Cr Granted</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 150</td>
<td>Business Communication</td>
<td>3</td>
<td>Blanket Credit</td>
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<td>3</td>
<td>3</td>
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<tr>
<td>BUS 200</td>
<td>Business Organization and Management</td>
<td>3</td>
<td>BUSN 3200</td>
<td>Introduction to Management = Blanket Credit</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>CIS 100</td>
<td>Introduction to Computer Applications</td>
<td>3</td>
<td>CISC 1050</td>
<td>Introduction to Computer Applications = Blanket Credit</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>MAR 100</td>
<td>Introduction to Marketing</td>
<td>3</td>
<td>BUSN 3100</td>
<td>Principles of Marketing Management = Blanket Credit</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>MAR 220</td>
<td>Essentials of Advertising <strong>2</strong></td>
<td>3</td>
<td>TVRA 2517</td>
<td>Television and Radio Advertising = Culture (Track A)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>THE 141</td>
<td>Theatre Management</td>
<td>3</td>
<td>Blanket Credit</td>
<td></td>
<td>3</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>24</strong></td>
<td><strong>Subtotal</strong></td>
<td><strong>24</strong></td>
<td><strong>24</strong></td>
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</table>

### Curriculum Electives

- Liberal Arts Electives: 4-5

### Choose one course from the following = 3 Credits

<table>
<thead>
<tr>
<th><strong>Course</strong></th>
<th><strong>Description</strong></th>
<th><strong>Cr</strong></th>
<th><strong>Course</strong></th>
<th><strong>Description</strong></th>
<th><strong>Cr</strong></th>
<th><strong>Cr Granted</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 260</td>
<td>Small Group Communication</td>
<td>3</td>
<td>Blanket Credit</td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SPE 103</td>
<td>Voice and Diction</td>
<td>3</td>
<td>SPEC 1110</td>
<td>Professional Speech = Blanket Credit</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Course</td>
<td>Credits</td>
<td>Course</td>
<td>Credits</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPE 220</td>
<td>3</td>
<td>SPEC 1707</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Choose one course from the following = 3-4 Credits</strong></td>
<td></td>
<td><strong>Public Speaking = Blanket Credit</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CED 201</td>
<td>2</td>
<td>Blanket Credit</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>(AND) CED XXX</strong></td>
<td></td>
<td>Blanket Credit</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Science</td>
<td>3</td>
<td>Block Credit= Lower Tier Core Courses</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>11-12</strong></td>
<td><strong>Subtotal</strong></td>
<td><strong>11-12</strong></td>
<td></td>
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</table>

Total BMCC Credits Transferred = 60
D. SENIOR COLLEGE UPPER DIVISION COURSES REMAINING FOR BACCALAUREATE DEGREE

<table>
<thead>
<tr>
<th>Course and Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tier One (18-Credits)</strong></td>
<td></td>
</tr>
<tr>
<td>SPEC 1205 Modern Communication Theories</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 3196 Orality, Literacy, and Computer Technology</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 3120 Cultural Psychology</td>
<td>3</td>
</tr>
<tr>
<td>TRVA 2222W Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>Communication 3200</td>
<td>3</td>
</tr>
<tr>
<td>TVRA 3535 Communication Law &amp; Policy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Tier Two (12-Credits)** Students choose either Track A or Track B and then select four additional courses, one from each area:

**Track A. Visual and Media Studies Track**

<table>
<thead>
<tr>
<th>Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 3180 Visual Anthropology</td>
</tr>
<tr>
<td>FILM 2117 Cultural Perspectives in Film</td>
</tr>
<tr>
<td>FILM 3122 Women in Film</td>
</tr>
<tr>
<td>3335 Puerto Rican and Latino Studies</td>
</tr>
<tr>
<td>TVRA 2517 Television and Radio Advertising **1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILM 2120 The Nonfiction Film</td>
</tr>
<tr>
<td>FILM 2129 Film Genres</td>
</tr>
<tr>
<td>TVRA 2726 Television &amp; Radio Journalism</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 3462 American Popular Culture</td>
</tr>
<tr>
<td>ENGL 2402 The Press in America</td>
</tr>
<tr>
<td>FILM 2116 History of Film II</td>
</tr>
<tr>
<td>TVRA 2265 Industry, Institutions, &amp; Audiences in Television &amp; Radio</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILM 3130 Theory, Aesthetics, &amp; Criticism</td>
</tr>
<tr>
<td>Philosophy 3501</td>
</tr>
<tr>
<td>SOCY 2800 Mass Communications &amp; Mass Media</td>
</tr>
<tr>
<td>TVRA 4430W Television &amp; Radio Criticism</td>
</tr>
</tbody>
</table>

**Track B: Interpersonal and Intercultural Communication Track**

<table>
<thead>
<tr>
<th>Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFST 3230 African American Folklore</td>
</tr>
<tr>
<td>AMST 3406 American Popular Culture</td>
</tr>
<tr>
<td>ANTH 3395 Anthropological on Intercultural Communication</td>
</tr>
<tr>
<td>AMST 3402 American Folklore</td>
</tr>
<tr>
<td>Film 2117</td>
</tr>
<tr>
<td>Film 2131</td>
</tr>
<tr>
<td>Course</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Puerto Rican and Latino Studies 3105</td>
</tr>
<tr>
<td><strong>Society</strong></td>
</tr>
<tr>
<td>POLS 3106 Political Opinion &amp; Behavior</td>
</tr>
<tr>
<td>POLS 3160 Politics &amp; the Media</td>
</tr>
<tr>
<td>SOCY 2602 Social Class</td>
</tr>
<tr>
<td>Sociology 53</td>
</tr>
<tr>
<td>SOCY 2604 Social Change</td>
</tr>
<tr>
<td><strong>Small Groups</strong></td>
</tr>
<tr>
<td>PSYC 3140 Small Groups</td>
</tr>
<tr>
<td>SPEC 1608 Fundamentals of Interpersonal Communication</td>
</tr>
<tr>
<td>SPEC 1618 Group Discussion of Social Problems</td>
</tr>
<tr>
<td>SPEC 1619 Intercultural Communication: Speech Community Perspectives</td>
</tr>
<tr>
<td><strong>Tier Three: One of the following off-campus internship courses</strong></td>
</tr>
<tr>
<td>(2 or 3 credits)</td>
</tr>
<tr>
<td>Communication 4000 (14 or more field hours per week)</td>
</tr>
<tr>
<td>Communication 4100 (21 or more field hours per week)</td>
</tr>
<tr>
<td><strong>Communications Program Requirements</strong></td>
</tr>
<tr>
<td>Two Core Curriculum Upper-Tier Courses</td>
</tr>
<tr>
<td><em>(To be determined)</em></td>
</tr>
<tr>
<td>General Education - Lower Tier</td>
</tr>
<tr>
<td><em>(Liberal Arts, Core, Distribution) and other required courses</em></td>
</tr>
<tr>
<td>Electives – Blanket Credits</td>
</tr>
<tr>
<td>Foreign Language (to be determined)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

Footnote:

1. Students who plan to pursue track A (Visual and Media Studies) are advised to take Essentials of Advertising (MAR 220) at BMCC. They will receive three (3) credits in Television and Radio Advertising (TVRA 2517) towards the program requirements at Brooklyn College.

2. Students who plan to pursue track B (Interpersonal and Intercultural Communication) will receive three (3) credits for Intercultural Communication (SPE 255) applied to Intercultural Communication: Speech Community Perspectives (SPEC 1619) and three (3) credits for Interpersonal Communication (SPE 240) applied to Fundamentals of Interpersonal Communication (SPEC 1608) at Brooklyn College.
E. ARTICULATION AGREEMENT FOLLOW-UP PROCEDURES

1. Procedures for reviewing, updating, modifying or terminating agreement:

When either of the degree programs involved in this agreement undergoes a change, the agreement will be reviewed and revised accordingly by faculty from each institution’s respective departments, selected by their Chairpersons.

2. Procedures for evaluating agreement, i.e., tracking the number of students who transfer under the articulation agreement and their success:

Each semester Brooklyn College will provide the Borough of Manhattan Community College the following information: a) the number of BMCC students who applied to the program; b) the number of BMCC students who were accepted into the program; c) and the number of BMCC students who enrolled; d) the aggregate GPA of these enrolled students.

3. Sending and receiving college procedures for publicizing agreement, e.g., college catalogs, transfer advisers, Websites, etc.:

This articulation agreement will be publicizing on the Borough of Manhattan Community College’s website, and Brooklyn College website. Transfer advisors at BMCC will promote this agreement with eligible students.
Effective Date: Fall 2011

Borough of Manhattan Community College (CUNY)

Sadie Bragg
Senior Vice President for Academic Affairs
Borough of Manhattan Community College

Susana Powell
Chairperson of Speech, Communication and Theatre Arts
Borough of Manhattan Community College

Brooklyn College (CUNY)

William Tramontano
Senior Vice President for Academic Affairs
Brooklyn College

Katherine Fry
Director of Communication
Brooklyn College

10/3/11 Date

10/3/11 Date

9/29/11 Date

10/3/11 Date
Appendix F

Job Descriptions and Opportunities
Katz Media Group, Inc.

Sales Assistant

Company: Katz Media Group, Inc.  Location: New York, NY 10019
Salary/Wage: 24,000.00 - 25,000.00 USD/year  Status: Full Time, Employee
Job Category: Sales/Retail/Business Development  Relevant Work Experience: Less than 1 Year
Career Level: Entry Level  Education Level: Associate Degree

Monster recommends using Apply Now. Learn more
Save to job file

Job Description

Katz Media Group is the largest and most successful media representation company in the USA. We sell advertising time on radio and television stations. By representing these stations, our clients, we serve as a liaison between ad agencies and media outlets. Katz represents approximately 400 television stations and 2500 radio stations. None of our competitors has such a strong presence in both television and radio representation.

The Katz Media Group is a leader in the fast-paced world of media sales due to our market dominance and dynamic workforce. We believe our 1300 employees, spanning 19 national offices, to be the finest in the industry. Katz Media Group's longstanding success is credited to the strength of our workforce, our most valuable asset. We are a dynamic company, committed to
diversity in the workplace and always being an employer of choice.

The Katz Media Group is full of opportunities. Come grow with us.

Sales Assistant

Terrific opportunity to foster your career in radio or television sales.

OBJECTIVE: Assisting an Account Executive with support duties for handling high volume of television or radio airtime sales of represented stations to advertising agencies. Tremendous opportunity for learning and growth.

RESPONSIBILITIES:

- Maintains sales agreements between the advertising agencies and stations. This includes receiving orders, transmitting to stations, confirming, generating contracts, and resolving discrepancies.
- Handles all airtime scheduling problems (revisions, cancellations, preemptions makegoods, etc.).
- Services and assists clients (advertising agencies, media buyers and station managers) when needed. Heavy phone contact with them on a daily basis.
- Assists Account Executive with preparing presentations; use of rating and research information.
- Performs other responsibilities as directed by supervisor.

SPECIFICATIONS:

- Strong interest in media/advertising sales.
- Related bachelors degree preferred. Would accept applicants with an associates degree along with strong work experience.
- Exemplary communication skills are required.
- Ability to multitask and prioritize workload.
- Must be detail oriented with strong organizational skills.
- Being a team player is important to being successful in this position.
- Computer literate.
- Willingness to learn and advance.

Only responses with cover letters will be considered. Please send required materials to:

Anne Strafaci
Vice President, Recruitment
Katz Media Group Inc.
125 W. 55th Street
New York, NY 10019
mailto:jobs@katz-media.com?subject=Sales%20Assistant

Katz Media Group is an equal opportunity employer.
No Phone Calls Please.

Contact:
About Kumon

Kumon was founded 60 years ago in Japan by Mr. Toru Kumon, a teacher and parent who wanted to help his son do better in school. The unique instructional method that he created was so successful that his son was able to do calculus by the time he was in the sixth grade.

Today, Kumon has grown into a global force in education with operations in 48 countries and serving more than 4 million students worldwide.

Kumon North America, Inc., with over 1700 locations in the U.S., Canada, and Mexico, is headquartered in Teaneck, New Jersey. Our math, reading and pre-school programs stress an individualized approach to self-learning that inspires children to acquire outstanding academic proficiency and character-building life skills.

Ours is a corporate culture that values people more than profits; that recognizes and encourages the importance of teamwork. We respect our associates because, without their efforts and dedication, we would not be the global force in education we are today. At Kumon, "People are everything!"

We are looking for outstanding, dedicated individuals who share our goals and vision. We are fully committed to providing opportunities for growth, achievement, and advancement. If you have the talent, the desire, and the passion to make the world a better place by improving a child's ability to learn, then you may have a place at Kumon.

Human Resources Intern

The Corporate HR Team supports Kumon's North American approximately 400 associates. The Human Resources Intern will assist the members of the team in the execution of daily projects and tasks. The candidate should be able to work approximately 28 hours per week (Mon-Thur).

Job responsibilities include:

- Maintain Applicant Tracking system and job board postings
- Manage candidate interview scheduling process
- Manage background check process
- Source and research recruiting sources and job boards
- Create and submit to external search criteria
- Create and maintain personnel files
- Prepare New Hire Orientation materials; assist with onboarding activities
- General administrative support including data entry, filing, faxing, photocopying, scheduling meetings and handling correspondence
- Additional projects may be assigned

Requirements:

- Minimum Education Required: Associates Degree
- Interest in Human Resources field
- Proficient in Word, Excel and Outlook
- Excellent interpersonal communication skills and attention to detail
- Results oriented with the ability to multitask and prioritize
- Capable of handling confidential information with sensitivity
- Current enrollment in an accredited Bachelor's degree program in Business Administration, Human Resources Administration, or related field

Apply Now

Apply Online

Back to Job Search Results
Customer Service Associate

Company: Quest Industries, LLC
Location: Hillside, NJ 07205
Salary/Wage: Based upon Experience
Status: Full Time, Employee
Job Category: Customer Support/Client Care
Relevant Work Experience: 2+ to 5 Years
Career Level: Experienced (Non-Manager)
Education Level: Associate Degree

Job Description

Container Decorating Company located in Hillside, NJ is seeking a motivated and experienced Customer Service Associate with opportunity for advancement.

Experience and Education Requirements:

1. Associate's degree (A.A.) or equivalent from two-year college or technical school.

Requires good verbal communication skills and pleasant telephone manner. Ability to read, analyze, and write reports and business correspondence. Ability to effectively present information and respond to questions from groups of managers, vendors and customers. Basic arithmetic and statistical skills are required. Ability to compute rate, ratio, and percent. Exposure to an automated order entry system and MS Office environment is necessary.
Primary Responsibilities:

Communicate daily with customers, using telephone, e-mail, and/or fax. Build and maintain positive customer relations. Coordinate a wide variety of functions within the company during order processing, sampling, production and shipment. Insure accuracy of orders, quality control and on time delivery.

Please visit our website at www.questllc.com to learn more about Quest, an equal opportunity employer.

Email your resume to ayeshadabholkar@questllc.com or fax resume to (908) 851-9060.

Contact:

Company: Quest Industries, LLC
Contact: Ayesha Dabholkar
Address: 480 Munder Place
Hillside, NJ 07205
Fax: 908-851-9060

View all "Quest industries" jobs

You are Applying to: Customer Service Associate, Quest Industries, Hillside, NJ 07205

Step 1:

* = Required Information

First name *

Last name *

Email address *
Administrative Sales Associate

New York, NY
Location: 10019

Status: Full Time, Employee

Salary/Wage: Bonuses based on individual & company's performance

Job Category: Sales/Retail/Business Development

Career Level: Experienced (Non-Manager)

Relevant Work Experience: 2+ to 5 Years

Education Level: Associate Degree

Apply Now

Job Description

FULL-TIME Admin Sales Associate - Broadcast & Professional Video

visit our website: www.ecпровideo.com

New York City-Based Company located in Mid-Town looking for individual to help with all aspects of sales in the Broadcast and Professional Video Field. Working atmosphere is comfortable but professional. All employees have strong work-ethics and close co-worker relations, friendly environment.

E.C. Professional Video Inc. is located on 51st Street between 8th Avenue and Broadway in Manhattan and has assisted people from around the world for over twenty years. We offer our
customers an array of services from Sales, Rentals and Equipment Repairs to Video Design Solutions and Installation Services for their workplace.

We are one of the few Authorized Apple and Sony Broadcast Dealers in New York City. In addition, we are Authorized Dealers for Professional products from Panasonic, Canon, Fujinon and many more! We offer a friendly and knowledgeable sales staff, who can give competitive pricing and great deals for all of your Professional and Broadcast needs.

Ideal Candidate:

- Excellent Customer Service
- Excellent Writing Skills
- Telephone and Communication Skills
- Multi-task and work well with others
- Resourceful and Internet Savvy: must be able to navigate the web and pay attention to details.
- Proficient Computer Skills: Microsoft Word, Excel, Outlook, Office tools. Windows Platform and/or Mac.
- Associates or Bachelor’s Degree.

Main Responsibilities:

Candidate will assist existing clients with finding suitable equipment for their needs, preparing Price Quotes, processing and filling Purchase Orders, overseeing shipping details and inventory, ordering equipment and supplies from distributors and finding new clients. Building customer relationship and communications skills are important.

Work Directly with the sales department, and assist the marketing/advertising team.

PLUSES

- Experience in Sales and/or Customer Service, Great Personality.
ABOUT THE COMPANY

LOCATION:
US-NY-New York City

STATUS:
Full Time, Exempt

AD CATEGORY:
Member Services/Outreach Rep

DEGREE LEVEL:
High school

EDUCATION:
Associate's Degree

LEARN MORE ABOUT AMERIGROUP | CLICK HERE TO SEE ALL AMERIGROUP OPPORTUNITIES

ABOUT AMERIGROUP

AMERIGROUP Corporation (Nasdaq: AMIG) headquartered in Virginia Beach, Virginia, in a multi-state managed health care company. Founded in 1976, the company offers health and benefit programs through state-sponsored programs. From Medicaid, Medicare, and Children's Health Insurance Programs (CHIP) to Long-Term Care and Medicare Advantage, Amerigroup cares for those who depend on them. They are committed to providing quality care to their customers.

POSITION DESCRIPTION

Member Services/Outreach Rep

SUMMARY: The Member Outreach and Advocacy Representatives are a member advocate who advises and provides information to members and consumers. This position is responsible for the quality of member services provided by the Outreach Department.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Triage and triage calls and provide information to members and consumers.

2. Provide information and assistance to members and consumers.

3. Attend meetings and conferences to provide information and assistance to members and consumers.

4. Respond to inquiries from members and consumers.

5. Participate in quality improvement activities.

QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

Required:
- High School Diploma
- Preferred: Associate or Bachelor's Degree

Year and Type of Experience:
- Required: At least one year of experience in healthcare industry
- Preferred:
  - Specific Technical Skills
  - Knowledge of HIPAA
  - Knowledge of Medicare
  - Knowledge of Medicaid
  - Knowledge of Managed Care

PHYSICAL REQUIREMENTS:

- Must be able to work independently while maintaining quality standards.
- Must be able to effectively communicate with members and consumers.
- Must be able to work in a fast-paced environment.
- Must be able to travel to various locations.

SOMETHING TO CONSIDER:

Amerigroup is committed to providing a diverse and inclusive workplace. We value the contributions of our employees and strive to create an environment where everyone can thrive. We offer competitive salaries, comprehensive benefits, and opportunities for personal and professional growth. At Amerigroup, we believe in making a difference and we're looking for people who share our commitment to excellence.
help more than 1.7 million low-income Americans throughout the nation. The company operates in Florida, Georgia, Kentucky, New Jersey, New York, Ohio, South Carolina, Tennessee, Texas, Virginia and the District of Columbia.

In 1994, AMERIGROUP was founded in response to the growing need for private-sector partners in the managed health care industry to serve the unique needs of low-income and underserved populations. Since its inception, AMERIGROUP has been focused on meeting the “dual objectives” of providing accountability and improving access to health care while still maintaining open markets. Today, AMERIGROUP is the largest corporation focused exclusively in the health care needs of low-income residents and the uninsured.

Our mission is to operate a community-focused managed care company with an emphasis on the public sector health care market. We will coordinate our financial resources and behavioral health care, offering a continuum of services, access, care and solutions, resulting in lower costs, improved quality and better health status for Americans.

If you share our commitment to improving people’s health, AMERIGROUP may have a place for you. In a growing organization and would like to consider working for a leader in the managed health care industry. AMERIGROUP is committed to providing career development and growth, providing career opportunities in a culturally diverse, inclusive environment.

APPLY NOW
Administrative Associate

Company: Harris Publications, Inc. Location: NYC, NY 10010
Salary/Wage: 35,000.00 - 40,000.00 USD / year Status: Full Time, Employee
Job Category: Administrative/Clerical Relevant Work Experience: 2+ to 5 Years
Career Level: Experienced (Non-Manager) Education Level: Associate Degree

Job Description

Administrative Associate

Individual/Position Description/Responsibilities:
Fast-paced advertising department of newstand magazine publishing company seeks a self-motivated, high-energy, positive attitude, organized individual with an intuitive sense of urgency who can multi-task projects and work well under pressure. Individual will support advertising department/publisher and interact with art directors, editors, web site team, contributors and production department.

Duties:
* Daily data entry, filing, research on Internet, mailings, billings and correspondence.
* Coordinate and manage major annual trade show. Position requires travel and work trade show. Individual will interact with expo company, suppliers, order various material/labor for show, organize dinners, travel and party coordination.
* Resolve administrative problems by coordinating preparation of reports, analyzing data, and identifying solutions.
* Interaction with clients, PR, ad agencies, trade show personnel and suppliers.
* Maintain supplies for department, inventory of advertising material, coordination with production manager on necessary promotional material, anticipating needed supplies; manage budgets, daily mailings, retrieve mail and distribute material.
* Support advertising sales, editors and publisher with verification of outgoing material, coordinate daily mailings and expedite.

Skills/Qualifications:
Candidate must have college degree and want a position that may take on more responsibilities so individual can grow with the department.
Position requires: Filemaker Pro, Excel, Managing Processes, Organization, Analyzing Information,
Financial Customer Service Representative

Company: Moody's Investors Service
Location: New York, NY 10007
Status: Full Time, Employee
Job Category: Customer Support/Client Care
Relevant Work Experience: Less than 1 Year
Career Level: Entry Level
Education Level: Associate Degree

Job Description

Department:

The Moody's Customer Services team comprises the Client Service Desk, Associate Product Specialists, Strategic Relationship Managers and Outreach & Events team and is responsible for: Strengthening the ties between Moody's and our clients; Training / helping our clients to get maximum value from their subscription to our services; Providing a professional and value added resource for client to use; Assisting the sales team in the support of retention and growth of their accounts, and; Facilitating seamless introductions to different members of the Moody's organization to clients, prospects and the media.

Objective:

Moody's Investors Service is seeking energetic self-starters to join our Customer Service team.

Responsibilities:

Our Customer Service Representatives (CSR) are responsible for daily interaction to a broad spectrum of clients. The CSR is the point of contact for providing ratings and related information to the general public. As a CSR, your primary objective is to provide reliable, high quality service by fielding and responding to customer inquiries, ensuring proper resolution, tracking, and following up. CSRs acquire detailed knowledge and understanding of our products and services and of the financial markets in general, allowing you to respond professionally to customers' needs. Working effectively and efficiently, you must be able to handle a large volume of phone calls and emails received each day from the various sources, including the financial press and media. In addition, you will be responsible for monitoring our effectiveness by updating our customer service database.
Education Requirements:

The enthusiastic and assertive individuals we seek will possess excellent oral and written communication skills, a positive attitude, and strong customer service focus. Must have attention to detail, able to work in a fast-paced, team-oriented environment and must be computer/internet literate. Customer service and/or financial services experience is a plus. Applicants must be motivated to learn and grow in responsibility. We offer a highly competitive compensation and benefits package, along with a challenging and exciting work environment with the opportunity for personal and professional growth.

Comments

We are an equal opportunity employer M/F/D/V

Apply online:

https://www.moodys.jobs/psp/hrrec/EMPLOYEE/HRMS/c/ROLE_APPLICANT.ER_VIEW_JOBS.CBL?&JobReqNbr=005326

Contact:

Company: Moody's Investors Service
Email: hrbox24@moodys.com
Address: 7 WTC @ 250 Greenwich Street
New York, New York 10007

Send this job to a friend

View all "Moody's Investors Service" jobs

You are Applying to: Financial Customer Service Representative, Moody's Investors Service

Minimize

Step 1:

* = Required Information

First name *

Last name *

Email address *

☑ Email me a copy of my application

Privacy Notice: We'll save your name, resume, and the email address you've entered so that we can contact you about the status of your application if necessary, and for our internal reporting purposes. We will not disclose your e-mail address to anyone other than this employer.

Step 2:

Add your own cover letter or note below. To send your resume without a note, leave this box empty.
Entry Level Marketing / Public Relations: EKUSITE MARKETING: Entry level

Job ID: Entry level
Company Name: EKUSITE Mktg.
Job Category: Advertising/Public Relations; Marketing
Location: New York City, NY • Queens, NY
Position Type: Full-Time, Employee
Salary: $27,000 to $70,000 per year
Experience: 0-1 Years Experience
Desired Education Level: Associates
Travel Amount: Up to 25%
Date Posted: October 10, 2007 (Reposted Apr. 7)

Marketing and Public Relations Opportunities

Who We Are

EKUSITE MARKETING is a result driven marketing firm specializing in building brand name awareness and exposure. Our expertise helps the brands and products that we work with to quickly and efficiently gain maximum market penetration. Our includes some of the largest names in consumer products, cosmetics, and fashion. It’s our responsibility to execute sales, marketing and/or lead generation for these brands in the New York City metro area. EKUSITE MARKETING is a leader in marketing and our system is unique, proven and unrivalled.

Why We Are Looking

Commitments to brands and suppliers require us to expedite expansion plans for the Midtown Manhattan and Nassau/Suffolk divisionally and geographically. This places an immediate demand on us to talent scout the top individuals available to start...

What We Are Looking For

Instead of placing an emphasis on your past work history and experience, the screening process is used to identify character individuals that other success stories in our industry share. If you have a background in communications, education, business, marketing, arts & sciences, fine arts or fashion, you will be among your peers in our marketing & sales environment. The cr that will give you an edge over the others are above average communication skills and a genuine enjoyment of working with a student mentality and the ability to take action immediately on what you learn and an intensity to achieve success with a co. Every successful individual that is accepted starts at the same level because our philosophy emphasize the importance of le and having a full understanding of the entire business model.

Those with a background, degree, certification, or interest in any of the following are encouraged to apply:


To be considered please copy and paste your resume in an email immediately to careers@ekusitemarketing.com. Please refer to process had begun!

Visit our website www.EKUSITEMARKETING.com
Entry level public relations marketing, entry level public relations marketing entry level public relations marketing

Entry level marketing, sales, promotions, customer service, fashion, cosmetics, cosmetology, executive, bartender, teacher, hotel, hospitality, direct promotions, make up, event marketing, event planner, entry level sales, inventory, inventory management, business opportunity, business marketing, data entry, growth potential, customer trends.

Key word search: SALES, CUSTOMER SERVICE, CUSTOMER SERVICE REPRESENTATIVE, CUSTOMER ASSOCIATE, HEALTHCARE, INSURANCE, TELECOMMUNICATIONS, BANKING, RECRUITER, HOSPITAL AUTOMOTIVE SALES, HOTEL, PROMOTIONS, SALES CLERK.

Yahoo! HotJobs

- Resumes
- Finding a Job
- Interviewing
- Salary
- Career Articles
- Browse Job Categories
- Hiring Solutions
- Employer: Post Jobs

Also on Yahoo!

- Notice for Sale
- Local Business Guide
- Business News
- Small Business
- Finance
- Y! Maps
- All Y! Services

Other Resources

- Yahoo! HotJob
- Site map
- Add Toolbar
- Send us feed

Find a Job, post your resume, research careers at featured companies, compare salaries and get career advice on Yahoo! your job search now on Yahoo! HotJobs - thousands of jobs listed daily.

Top keyword searches: part time jobs • sales jobs • medical assistant jobs • driver jobs • customer service jobs • cashier • warehouse jobs • manager jobs • nurse jobs • part time jobs

Top cities: Jobs in Atlanta • Jobs in New York • Jobs in Houston • Jobs in Dallas • Jobs in San Antonio • Jobs in Los Angeles • Jobs in St Louis • Jobs in Austin • Jobs in Chicago • Jobs in Denver

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NOTICE: We collect personal information on this site. To learn more about how we use your information, see our Privacy Policy.

About Yahoo! HotJobs | Affiliate Program | Advertise with us
Outside Sales Representative: Pyramid Screening Technology

Job ID: XEROX/NT/REQ56
Company Name: Pyramid Screening Technology
Job Category: Sales; Other
Location: Floral Park, NY • New York City, NY
Position Type: Full-Time, Employee
Experience: 0-1 Years Experience
Travel Amount: Up to 100%
Date Posted: February 28, 2008 (Reposted Apr 9)

What makes doing Sales truly worthwhile? Great pay, Great benefits, and of course, working with the best!

Ray Block Stationery is an authorized Agent of Xerox’s renown document management products and services, an exclusive provider of Xerox’s products.

Ray Block Stationery is able to provide the document industry’s broadest portfolio of offerings to businesses looking for a great place to work. Ray Block Stationery has a great career in sales that offers stability, financial rewards, and a friendly work environment.

Position: Outside Sales Representative
Openings: Jr- Mid Level
Type: Full-Time
Salary: Base with Uncapped Commissions, Bonuses
Territories: Floral Park, NY (Long Island)
Package: Medical, Dental, Aflac, 401K, Car Allowance, quarterly bonuses, Xerox’s prestigious certified sales training

Position Description:
Ray Block Stationery is an Authorized Agent of Xerox products and service offerings. Their goal is to provide end-to-end and competitive document technology that is based upon the customer’s unique business requirements. The Outside Sales Representative will be traveling locally to visit with clients in his/her territory. He/She will understand client needs an the best copier/print solution, provide full service, and ensure the customer always receives more than they expect.

Responsibilities:
- Aggressively prospect and cold call to businesses
- Become knowledgeable with Xerox products and services
- Communicate features of products and services articulate and persuasively to clients
- Visit with clients in-person to discuss products, services, and do presentations and prepare proposals
- Sell and support in-house solutions and programs
- Maintain and cultivate positive long-term customer relationships
- Provide exceptional levels of customer service

Qualifications:
- 1 year of sales experience or selling products and/or services to businesses preferred, but will train entry-level salespeople
- Associates Degree preferred
- Experience cold-calling and following up with clients
- Ability to build and develop relationships quickly with key decision makers
- Presentable, motivated self-starter
- A goal driven personality with a competitive, need-to-win attitude
- Good Computer skills necessary
- Strong work ethic, ability to follow-through
- Strong communication skills

IMPORTANT
The Hiring Manager has set a simple and quick online interview. This process allows you to represent yourself, opportunity to set yourself apart from everyone else.

Please paste your resume at the end of the online interview.
Develop print creative and collateral pieces

Execute promotional programs (sales videos, program one sheets, ratings highlights, flash emails and print creative)

Run SMRB/MRI information to develop sales stories

Run competitive spending reports

Execution of promotional programs and program follow-up

**Qualifications**

A minimum of 2 years of experience at a brand consult, ad agency, media solutions firm, b-to-b sales or media research organizations, where the individual was responsible for presentation, creative and promotion development.

College degree

**Eligibility Requirements:**

Interested candidates must submit a resume/CV online to be considered (note job# 603489).

Must be willing to take drug test and submit to a background investigation.

**Desired**

Interface with internal constituencies (sales, management, research, programming) in order to secure requisite input/approvals for business opportunities.

Strong organizational skills - ability to manage multiple projects simultaneously

Ability to run and analyze SMRB, MRI, CMR data

Understanding of and ability to analyze Nielsen data

Knowledge of business media marketplace, the media sales process

Familiarity with the development and execution of promotions

Thorough knowledge of Word, PowerPoint, Excel, etc and presentation proficiencies

Analytical skills

**General**
Human Resources Coordinator: Dresser-Rand Company

Job ID: 4548-08
Company Name: Dresser-Rand Company
Job Category: Human Resources; Manufacturing/Operations
Location: Olean, NY
Position Type: Full-Time, Employee
Experience: 2-5 Years Experience
Date Posted: April 11, 2008 (Reposted Apr 18)

DRESSER-RAND

Employment Opportunities

Responsibilities/Description:
Work under direct supervision of the Human Resource Manager performing the following duties:

-Perform recruiting activities such as processes pre-employment paperwork including but not limited to background checks, reference checks, pre-employment tests, etc. Process recruiting activities through the Recruiting database and extend offers as necessary. Arrange and participate in recruiting activities.

-Process appropriate paperwork for all employee moves through the Job Bidding/Bumping process. Must be able to understand and follow Union Contract guidelines.

-Acts as coordinator between Dresser-Rand Olean employees with external agencies.

-Assists employees with obtaining required paperwork for disability and FMLA leaves, makes corrections to the Oracle database and other employee related record requirements.

-Additional job functions as required.

Qualifications:
 Associates Degree and 3 years related experience in employee relations/Labor Relations administration procedures, practices and concepts. Strong computer skills including Microsoft Office, especially Excel and Word. Strong organizational and analytical skills are required. Excellent Verbal and Written Communications Skills are essential.
**Job Specific Responsibilities/Qualifications:**
Ability to work effectively with all levels of employment.
- Employee relations
- Quantitative abilities
- Headcount/Manpower

<table>
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<th>Yahoo! HotJobs</th>
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<th>Other Resources</th>
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<td>• Interviewing</td>
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<td>• Career Articles</td>
<td>• Finance</td>
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<td>• Hiring Solutions</td>
<td>• Y! Maps</td>
<td>Top cities: Jobs in Atlanta • Jobs in New York • Jobs in Houston • Jobs in Dallas • Jobs in San Antonio • Jobs in Los Angeles • Jobs in St Louis • Jobs in Austin • Jobs in Chicago • Jobs in Denver</td>
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Find a job, post your resume, research careers at featured companies, compare salaries and get career advice on Yahoo! Your job search now on Yahoo! HotJobs - thousands of jobs listed daily.
Human Resources Coordinator: Visiting Nurse Regional Health Care System

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Visiting Nurse Regional Health Care System</th>
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<tr>
<td>Job Category</td>
<td>Human Resources</td>
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<tr>
<td>Location</td>
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<tr>
<td>Position Type</td>
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<td>Experience</td>
<td>2-5 Years Experience</td>
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<td>Desired Education</td>
<td>Associates</td>
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<td>Date Posted</td>
<td>April 3, 2008 (Reposted Apr 9)</td>
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Human Resource Coordinator
Brooklyn, NY;

Human Resources – Apr 09, ‘08

About Visiting Nurse Regional Health Care System:
As the parent company to two of New York’s highly respected and recognized home health care agencies; our goal is to bring outstanding health care to the people of the New York Metropolitan Area; we have the resources and staff to make this goal a reality every day, in thousands of homes across the city and surrounding areas. VNR oversees the Visiting Nurse Association of Brooklyn (VNAB), the oldest and highly respected Certified Home Health Agency in New York City. VNAB has provided exemplary home health care to the residents of Brooklyn since 1888 and Empire Home Care Services, a Certified Home Health Agency and a proud member of the VNR family serving the New York Metropolitan Area since 2001.

Job Description:

- Assists the Human Resources Manager with recruitment related duties (setting up interviews, sourcing for candidates, greeting candidates and setting up for interviews, etc.).
- Maintains health records filing system to ensure all records are up to date for all current employees (PPO scheduling).
- Establishes employee file for all new employees. Works with the HR Manager/Recruiter to schedule required pre-employment physical exams for new employees and performs necessary follow-up with new employees and medical exam facility to expedite results reporting and medical clearances. May draft and send appointment letters/emails to new employees.
- Maintains employment eligibility documentation for all new employees (I-9 binder).
- Completes, sends out, and monitors the return of reference requests to former employers and educational institutions. Responds to mailed/faxed information requests received from prospective employers or credit institutions.
- Prepares photo I.D. cards for staff upon hire and upon periodic expirations of existing cards. Also issues office electronic access cards, replaces lost cards, and accepts returned cards from terminating employees.
- Schedules biennial tuberculin tests for staff and enters related data into the computer.
Reporting to the Human Resources Manager, assists with compliance plans as needed.

- Responds to general departmental telephone and mailed/faxed inquiries and routes same, as warranted. Receives, date stamps, and distributes/routes departmental mail.
- Assists with the file preparation process for regulatory surveys (NYS DOH, Joint Commission, etc.).
- Prepares recruitment packets for job fairs and career days.
- Prepare offer letters and new hire packets.

Requirements:
- Associate's degree (A.A.) or equivalent from two-year college or technical school; or three (3) years related experience and/or training; or equivalent combination of education and experience.

Application Instructions:
Please submit your resume and cover letter online. Visiting Nurse Regional Health Care System is an EEO/Affirmative Action Employer.

APPLY ONLINE

Yahoo! HotJobs
- Resumes
- Find a job
- Interfacing
- Salary

Also on Yahoo!
- Career Articles
- Browse Job Categories
- Hiring Solutions
- Employer Post Jobs

Other Resources
- Finance
- YI Maps
- Add Toolbar

Find a job, post your resume, research careers at featured companies, compare salaries and get career advice on Yahoo! - your job search now on Yahoo! HotJobs - thousands of jobs listed daily.

Top keyword searches: part-time jobs, sales jobs, medical assistant jobs, delivery jobs, customer service jobs, recent warehouse jobs, manager jobs, nurse jobs, part-time jobs.

Top cities: Jobs in Atlanta, Jobs in New York, Jobs in Houston, Jobs in Dallas, Jobs in San Antonio, Jobs in Los Angeles, Jobs in St. Louis, Jobs in Austin, Jobs in Chicago, Jobs in Denver.
Creative & Marketing Associate: TECHEXPO Hiring Events

Job ID: expo
Company Name: TECHEXPO Hiring Events
Job Category: Advertising/Public Relations; Marketing
Location: New York, NY
Position Type: Full-Time, Employee
Experience: 1-2 Years Experience
Date Posted: May 15, 2007 (Reposted Apr 10)

Recent Grads! Want a hot job? Then join our cool, dynamic event production company! We are EXPON Internal young company that produces conventions, trade shows & job fairs. NY's elite event production company is looking for Creative & Marketing Associates to assist in producing the most exclusive events in the Nation!

Our shows cover the Fashion, Green, Technology, Financial, Education, Diversity, Defense, and Automotive & industries. Among our many clients are Microsoft, Rolls-Royce, Tiffany & Co., Boeing, Marquis Jet Partners, and Dynamics. To learn more about what we do, please visit:

http://www.TechExpoUSA.com
http://www.GoGreenExpo.com
http://www.FashionCareerExpo.com
http://www.RandLLuxury.com

We have a rewarding position as a Creative & Marketing Associate for a growing organization. You will provide the Creative, Marketing and Events Departments of this fast-paced team, gaining exposure to the entire production of Events and Trade Shows.

Excellent communication skills, computer literacy, college degree and a progressive, open, always-positive attitude to be considered for our unique entrepreneurial environment.

Entry level to 2 years experience welcomed! Adobe Indesign and Photoshop experience is a must!

Salary, benefits & 401K plan come with our energetic, success-driven atmosphere. Located in the Manhattan, Station, Grand Central, PATH trains as well as several subway lines.

Overnight travel 2-3 work days/month required.

RESPONSIBILITIES
- Assist the Creative Director & Marketing Director with daily activities, in addition to helping with the event preparation, including signage, nametags, posters, print & web advertisements, job postings
- Website maintenance including text and administrative updates
- Maintain & organize all tear sheets for advertisements
- Market Research & Lead Generation for all Expo International Events
- Assist with Floorplans & Event Guides
- Prepare event materials and collateral
- Handle client correspondence
- Create flyers and invitations
SOFTWARE AND APPLICATIONS
- Prior knowledge and experience with Adobe InDesign and Adobe Photoshop for print and web on a Macintosh
- Dreamweaver Experience a plus
- Microsoft Office: Word, Excel
- Preferably familiarity on a Macintosh
- FileMaker Pro experience a plus

SPECIAL SKILLS
- Organized
- Creative
- Clear and concise
- Excellent communicator
- Maintain confidentiality
- Pleasant telephone demeanor
- Professional development
- Individual growth
- Display flexibility
- Multiple task capabilities
- Problem solver
- Meet deadlines

For immediate consideration please submit your resume, software experience and salary requirements to:
Nicole Boyer
Director of Events & Marketing
EXPO International
NBoyer@TechExpoUSA.com (subject line: Creative & Marketing Associate)
Please, NO PHONE CALLS.
Sandra Poster thought you would be interested in this job:

Please print this and put it in the front of the appendix on job opportunities.

Marketing Assistant Apply Now
GRACE
New York, NY

- Req'd 2 Year
- Education: Degree
- Req'd 2 to 5 years
- Experience:
- Req'd Travel: Not Specified
- Relocation No Covered:
- Base Pay: N/A
- Employee Full-Time
- Employee Type:
- Not for Profit Industry: - Charitable
- Manages No Others:

The Healthy Monday and Meatless Monday campaigns are dedicated to promoting healthy lifestyle and food choices. The campaigns employ innovative B2B/B2C marketing techniques to establish Monday as the weekly day of health.


- Position title: Marketing Assistant
- Location: New York, NY
- Education: Associates Degree or greater in Marketing/Marketing Communications
- Experience: 2 to 5 years
- Reports to: Executive Director
**Position Summary:**

The Marketing Assistant will provide full support to the daily efforts of the Monday Campaigns' Marketing team.

**Major responsibilities - but not limited to the following:**

- Provides overall administrative support: schedules meetings, maintains calendar, screens incoming calls/emails and routes to appropriate parties for follow-up.
- Serves as liaison with internal and external groups, including the numerous marketing partners who support and contribute to the campaigns.
- Attends status meetings, keeps accurate records of meetings, assures that timelines are adhered to and team members are on the same page.
- Maintains accurate, well-organized, and up-to-date activity/status reports and contact files.
- Assists in the production of marketing presentations.
- Participates in the development of promotional programs and production of marketing collateral; specifically responsible for trafficking/tracking and coordination throughout various project stages.
- Stays up-to-date on media coverage of the campaigns and helps maintain library of press clips.
- Helps manage activities of outside vendors.

*Get the full details and apply to this job!*

CareerBuilder.com recommends the following jobs based on the Marketing Assistant job emailed to you.

<table>
<thead>
<tr>
<th>Location</th>
<th>Job Title</th>
<th>Company</th>
<th>Date</th>
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<tbody>
<tr>
<td>New York, NY</td>
<td>Board Development Assistant</td>
<td>Jewish Board of Family &amp; Children's Services, Inc.</td>
<td>04/17</td>
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<tr>
<td>Greenwich, CT</td>
<td>Print Production Assistant</td>
<td>Direct Media</td>
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<tr>
<td>Edison, NJ</td>
<td>Financial Analyst</td>
<td>J.H. Cohn LLP</td>
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<tr>
<td>Northvale, NJ</td>
<td>Technician</td>
<td>Photonic Products Group, Inc.</td>
<td>04/08</td>
</tr>
</tbody>
</table>
Bowen & Co., is seeking a Corporate Communications Specialist to join our dynamic team. The specialist will Plan, develop and implement strategic communications for Bowen & Co., Inc. Write and disseminate both internal and external documents and media materials. Coordinate Public Relations activities and events.

Job duties:

- Serve as Managing Editor of One Bowen, Company's quarterly employee magazine. Write content, develop themes/covers and work with Corporate Communications Manager on its overall strategic direction.
- Create PowerPoint presentations and other tactical materials that support the Company's Strategy, Marketing, Investor Relations and Corporate Communications functions.
- Write and distribute electronic communications (Bowen Newsflash), including organizational announcements, payroll/benefits communications, and other pertinent company news.
- Assist functional departments throughout the organization (e.g. Technology, H.R., Payroll) in developing and executing communications plans that communication change.
- Assist in the planning and execution of Company's quarterly employee call.
- Occasionally distribute press releases. Assist in the drafting/editing process.

Qualifications:
- Superb writing skills. Writing samples required.
- Proficiency in Microsoft PowerPoint.
- Knowledge of Dreamweaver/Front page and/or Photo Shop a plus.

**You are Applying to:** Corporate Communications Specialist, Bowne & Co., New York, NY 10041

**Step 1:**

* = Required Information

First name *

Last name *

Email address *

I want to receive a copy of my application.

Privacy Notice: We'll save your name, resume, and the email address you've entered so that we can contact you about the status of your application if necessary, and for our internal reporting purposes. We will not disclose your e-mail address to anyone other than this employer.

**Step 2:**

If your own cover letter or note below. To send your resume without a note, leave this box empty.

[Use plain text only, HTML is not supported.]
May 2006 were $43,010. The middle 50 percent earned between $29,270 and $65,590. The lowest 10 percent earned less than $21,050, and the highest 10 percent earned more than $90,770.

Median annual earnings of radio operators in May 2006 were $37,890. The middle 50 percent earned between $28,860 and $48,280. The lowest 10 percent earned less than $20,790, and the highest 10 percent earned more than $57,920.

Related Occupations

**Broadcast and sound engineering technicians and radio operators** need the electronics training necessary to operate technical equipment, and they generally complete specialized postsecondary programs. Occupations with similar characteristics include engineering technicians, science technicians, and electrical and electronics installers and repairers. Broadcast and sound engineering technicians also may operate computer networks, as do computer support specialists and systems administrators. Broadcast technicians on some live radio and television programs screen incoming calls; these workers have responsibilities similar to those of communications equipment operators.

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### Training Specialist

POSTED: Mar 25

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<tr>
<th>Salary:</th>
<th>Open</th>
<th>Location:</th>
<th>Las Vegas, Nevada</th>
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<tbody>
<tr>
<td>Employer:</td>
<td>Wynn Las Vegas</td>
<td>Type:</td>
<td>Full Time - Experienced</td>
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<tr>
<td>Category:</td>
<td>Training / Instructing</td>
<td>Preferred Education:</td>
<td>2 Year Degree</td>
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</tbody>
</table>

**Description**

Under the supervision of the Director F&B Operations Development & Training and the direction of the F&B Division Learning Manager, this individual provides support for the F&B Division training initiatives as well as administrative support. This includes creation of programs from partnering with a variety of stakeholders in the division to understand operational needs that maintain efficiency and uphold the overall guest experience. The Training Specialist will assist in developing training programs focusing on specific skills and service standards. This will include but not limited to the following.

**NOTES:** US Residents Only

**Requirements**

* Specific Responsibilities:*
  - Establishing and maintaining notification tracking systems
  - Confirming and scheduling training attendance
  - Designing and implementing training initiatives
  - Onboarding and scheduling required for new managers
  - Creation and implementation of training modules
  - Maintenance of training records
  - Conducting evaluation activities
  - Tracking and implementing feedback from trainers and participants
  - Communication with trainers and participants
  - Writing and designing training materials
  - Ability to manage multiple projects simultaneously
  - Ability to work well within budgets and time constraints

* ADDITIONAL REQUIREMENTS:*
  - Must have a 2-year degree in a related field
  - Must have at least 2 years of experience in a related field
DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS

JOB VACANCY NOTICE

Civil Service Title: Customer Information Representative I-1

Title Code Number: 60888
Salary Range: $27,349 - $38,000

Office Title: Customer Information Representative
Work Location: 59 Maiden Lane

Division/Work Unit: 3-1-1 Citizen Service Center/e311
Number of Positions: Multiple Positions

Hours/Shift: Various Full-time Shifts

JOB DESCRIPTION

(New York City Residency required within 90 days of appointment)

Responsibilities will include: Answers telephone and email inquiries and determines services required; maintains customer satisfaction; collects information on a wide range of customer service needs, making an assessment of inquirer's needs and providing follow-up as needed; requests customer information to respond to inquiries; provides customer service utilizing computer databases and information technology to access information required for responses; tracks and resolves telephone and email inquiries; forwards unresolved matters to appropriate staff; prepares written replies using forms and form letters; prepares and sends out mailings; uses computer databases and information technology systems to research information; researches appropriate services and updated program information; documents caller contacts and prepares recommendations; collects and records data and generates reports as required; participates in team meetings; performs related administrative tasks and computer support work.

PREFERRED SKILLS

All center and/or knowledge of health and human service issues and information is preferred. Successful candidate should demonstrate the ability to work effectively with people of diverse multicultural/ethnic and socio-economic backgrounds, people with disabilities and other special populations. Experience and proficiency with Windows based computer applications while speaking on the telephone and entering complex data. Aptitude in problem solving and handling crisis or difficult callers preferred.

CIVIL SERVICE QUALIFICATION REQUIREMENTS

1. A baccalaureate degree from an accredited college; or
2. An Associate degree from an accredited college and two years of satisfactory, full-time experience responding to inquiries in a customer service, help desk or public relations capacity, utilizing computers and Information technology; or
3. A four-year high school diploma or its educational equivalent and four years of satisfactory, full-time experience as described in "2" above.
4. A satisfactory combination of education and experience. Satisfactory, full-time experience working for New York City government in a customer service, help desk or public information capacity, utilizing computers and Information technology may be substituted on the basis of one year of NYC government work experience for two years of the experience described in "2" above. However, all candidates must possess a four-year high school diploma or its educational equivalent. College credit may be substituted for the experience in a customer service or public information capacity on the basis of 32 semester credits for each year of the experience described in "2" above.

TO APPLY, PLEASE SUBMIT RESUME INDICATING JVN# TO:
Department of Information Technology and Telecommunications (DoITT)
Recruitment Office ● 75 Park Place ● 8th Floor ● New York, NY 10007
or
311.jobs@doitt.nyc.gov (Indicate CIR in subject line)

POST DATE: 7/2/07
POST UNTIL: Ongoing

JVN: 858 / 08 / 1991
(agency code/fiscal yr/number)

DoITT and the City of New York are Equal Opportunity Employers
From: sr99@nyu.edu
To: mcc-alumni@lists.nyu.edu
Subject: Jobs | Avenue A|Razorfish & MD Skincare
Date: Wed, 16 Jan 2008 12:37:38 -0500

Please see descriptions below for 2 job openings:

**Account Executive for Paid Search Marketing at Avenue A | Razorfish**

Back in grade school, some people used to make fun of the smart kids. We hire them. We hire them because some challenges demand intellect. Some opportunities require curiosity. And some questions are so tired of being answered with the same trite cliches that they're begging for someone with brilliance and an offbeat sense of humor to wrestle with the answers.

We're Avenue A Razorfish, the world's largest interactive agency. We help forward-thinking companies transform their businesses online. We're more than 1,000 creative minds in 12 U.S. cities and Europe. Each office is filled with opportunities for people who want to invent the digital future. It's a big challenge, but it's a big Internet, and there's work to be done.

We are seeking an entrepreneurial Search Coordinator to join our rapidly growing Search team.

Search Account Executives work closely with our largest agency clients to ensure that they each receive the best possible level of service, that client needs are effectively addressed, and that each client increases the amount of business conducted with the company.

**Core Duties/Responsibilities:**
- Acting as the face of the company to our clients.
- Ensuring that all company products and services are meeting client goals and expectations.
- Developing, executing and monitoring effective online marketing campaigns, specifically using search engines as the delivery vehicle for obtaining targeted leads and acquisitions.
- Developing and implementing online search engine marketing strategies to achieve client goals.
- Performing in-depth quantitative analyses of marketing campaigns.
- Analyzing and reporting customer data utilizing the Atlas online marketing toolset.
- Helping clients achieve their goals by utilizing additional company products and services.
- Providing frequent progress reports regarding online marketing efforts and performance metrics to clients.

**Skills/Experience:**
- Exceptional quantitative analytical skills and aptitude including intermediate to advanced Excel skills.
- Strong software use skills including in-depth knowledge of Microsoft Office applications (Word, Excel, PowerPoint, Outlook, and Access)and aptitude to quickly learn new tools.
- Excellent interpersonal skills, including extremely strong written and verbal communication...
skills.

- Ability to handle multiple assignments with effective resolution of conflicting priorities.
- Exceptional problem-resolution skills including the ability to think creatively in the development of ideas/solutions that will contribute value in a dynamic, client-centered environment.
- Ability to work well in a team; to shine as an individual and to maintain a sense of humor.
- High comfort level utilizing the Internet as a research and/or shopping tool.

Education and Experience:

- Bachelor's Degree.
- Within online marketing experience, emphasis on analyzing performance and optimizing marketing campaigns.
- Strong technical aptitude including some ability to understand basic website programming language.
- Basic financial analysis skills.

At Avenue A | Razorfish, the Internet is not a hobby. Technology is not something we dabble in. And digital design is not a sideline while we create print ads or television commercials. We were born digital, passionate about blending art and science, about defying the edge of what is possible. We got to be #1 because we believed -- and still do -- in the power of the Web to transform lives, and brands.

Do you share our passion? Apply to this position, or drop us a line to tell us about yourself.

You can always find us online at avenuea-razorfish.com.
Apply to: Jamie.Ross@avenuea-razorfish.com

MD Skincare® by Dr. Dennis Gross, New York, NY
Manager Web and E-Commerce (Potential for Director Position)

Responsible for all content of mdskincare.com
- Creation of web content refresh calendar
- Creation of web copy in partnership with Marketing
- Creation of web photography & art in partnership with Marketing & Art Director
- Responsible for publishing all product pages & site updates in a timely manner
- Creation/maintenance of future web programming projects list
- Manage programming agency
- Perform regular QA of site to insure accuracy
- Work with Manager, Sales Administration to maintenance Back-End including fulfillment & accounting services

Responsible for all email marketing programs.
- Creation of email calendar to drive business
- Creation of email copy in partnership with Marketing
- Creation of email creative in partnership with Marketing & Art Director
- QA of content
- Testing
- Scheduling send through Email Service Provider

Responsible for all Search & Online Advertising
- Creation of Keyword ads in partnership with Marketing
- Creation of Banner ads in partnership with Marketing
- Approval of sites in ad network
- Management of Online Advertising Daily budget
- Creation/Maintenance of Shopping Engine Feed
- Coordinate Search Optimization with Programming Agency

**Responsible for all departmental reporting — sales and site traffic**
- Creation of reporting for [http://mdskincare.com](http://mdskincare.com) sales & traffic
- Creation of reporting for email marketing
- Creation of reporting for online advertising
- Work in partnership with Manager Sales Administration to interpret data & refine programs

**Budgets**
- Responsible for mdskincare.com budget.

**Account Executive Online Retail Partners**
- Creation of marketing calendar with retail partners
- Trafficking all product data & assets to retail partners in a timely manner
- Execution of all agreed-to marketing, promotions & sampling programs
- Regular QA of brand boutiques
- Creation bi-monthly sales forecasts by account
- Processing of orders & returns

To apply: email resume directly to Kendra@mdskincare.com.

***********************

Stacy Rosenberg
Assistant Director for External Relations
Department of Media, Culture, and Communication
NYU Steinhardt

o: 212.992.9492
e: stacy.rosenberg@nyu.edu
[http://steinhardt.nyu.edu/mcc](http://steinhardt.nyu.edu/mcc)

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You are currently subscribed to mcc-alumni as: ekolbusz@hotmail.com
To unsubscribe send a blank email to leave-9081464-3185603.28aaf3e052662468d786de10ab87a4f7@lists.nyu.edu

Need to know the score, the latest news, or you need your Hotmail®-get your "fix". [Check it out.](https://hotmail.com)
The following job opening came to our attention:

PUBLIC RELATIONS - Looking for one in a million. We are a small but solid public relations agency in Hoboken, NJ in need of a special person to round out our team. The ideal candidate for this Junior AE position is a college grad with at least one year of PR experience that is confident on the phone and is eager to learn all facets of the business, from writing clip reports to developing relationships with the media and organizing special events. This is a growth position. Everyone here seems to be happy and enjoy the work. What they have in common is an exceptional work ethic. If you do as well and are looking to take the next step or make a lateral move in Public Relations, this may be the perfect fit. Please be well organized, a good writer, solid thinker and quick study. Salary commensurate with experience. Resumes only. NO CALLS. mlitzky@litzkypr.com

Stacy Rosenberg
Communications Manager
Department of Media, Culture, and Communication
NYU Steinhardt

o: 212.992.9492
e: stacy.rosenberg@nyu.edu
http://steinhardt.nyu.edu/mcc

For information about the NYU Council for Media and Culture visit http://nyu.edu/media.culture
the best way to get our most up-to-date event information. You can save events directly into Outlook formats. Please note this calendar is subject to change. Check back weekly for u

Job Opportunities

Advertising Sales Assistant

The Parenting Magazine Group

Reports to three Account Executives. Responsible for handling diverse secretarial and administrative duties in a fast-paced environment. This includes typing correspondence and proposals, executing mailings, making travel arrangements and maintaining up-to-date agency/client contacts for large account lists. Must have a successful track record working under pressure, handling diverse constituents both in person and on the telephone in a cordial manner and anticipating the needs of busy executives. The ability to communicate with management in an appropriate/professional way is required. Must be able to prioritize, handle numerous tasks simultaneously and work well with minimum supervision. Requires excellent communication and organizational skills. An individual who understands the rate card and strong interpersonal skills and the capability of being a team player is necessary. Basic problem solving skills and a working knowledge of Microsoft Word, Excel and PowerPoint is mandat

> Interested candidates should forward their resume to Noreen Myers, Ad Services Manager, Noreen_myers@timelinc.com.

Visit the Department Online

For additional NYU Steinhardt Department of Culture and Communication news visit our website at http://steinhardt.nyu.edu/dcc

http://bl104w.blu104.mail.live.com/mail/ReadMessageLight.aspx?Aux=4%7c0%7c8C9435... 4/9/2008
The 92nd Street Y | Advertising Manager

Supervisor: Associate Director, Marketing & Promotions

Department: Marketing & Customer Relations

Scope of Responsibilities

Reporting to the Associate Director, Marketing, the Advertising Manager will create, implement programs centers and/or corporate initiatives of the 92nd Street Y. Includes a broad scope of responsibilities: negotiation, ad placement, advertising plan monitoring and budgeting, copywriting and other specific advertising campaigns. The advertising buy includes print, radio, web and television. Liaisons with several internal teams, necessitating significant liaison function with colleagues from across the organization.

Specific Duties

- Plan, develop, monitor and evaluate advertising (print, radio, television and web) overall institution;

- Work in collaboration with the Associate Marketing Director and Associate Creative Director and Associate Creative
- Write creative copy that is smart, snappy and innovative for a variety of print and digital advertising campaigns;

- Write creative briefs based on clear understanding of ad goals and target audience;

- Handle daily detail and process the clerical work. E.g. insertion orders, invoices, print media, and other related tasks.
- Participate in the writing and editing of X publications as required such as catalog material;

- Develop Media Partnerships and promotional opportunities with advertising partners;

- Facilitate ad exchanges and emails with outside partners;

- Participate as a key member of the the annual street festival team, a major public;

- Participate as a member of several internal teams (departmental and institutional advertising functions);

- Develop and monitor detailed advertising budgets;

- Participate in the development and implementation of ongoing audience research;

Position Qualifications

Demonstrated ability to buy print advertising space, monitor budgets and create effective

Experience with direct mail and subscription campaigns

Proven experience in juggling multiple priorities in a fast-paced environment with frequ

Ability to plan ahead, work cooperatively with both internal and external colleagues, an
with diplomacy;

Familiarity with New York markets and media/advertising outlets.
Advertising copywriting and editing experience.

Budgeting and computer skills

Attention to detail

Experience

Three to five years' progressively senior experience in advertising; preferably in a culture

B.A. in English, Communications, Journalism, Marketing or appropriate equivalent

Portfolio of proven ability aimed at a variety of constituencies

To apply

Visit http://www.92y.org/content/employment.asp for application details and additional information.

Stay Connected

Located at http://violetnet.nyu.edu, VioletNet contains both a directory of NYU alumni and alumni of the university who are looking for old friends and/or colleagues to perform set
Job Opportunities

Youth Media Reporter Job Opening

Academy for Educational Development

Founded in 1961, Academy for Educational Development (AED) is an independent, nonpro
organization committed to solving critical social problems and building the capacity of indi
communities, and institutions to become more self-sufficient. AED works in all the major a
human development, with a focus on improving education, health, and economic opportu
the least advantaged in the United States and developing countries throughout the world.

AED is looking for a managing editor/program coordinator to be responsible for the daily c
of the Youth Media Reporter Journal. The Youth Media Reporter was inspired and incubate
Open Society Institute as part of their strategic investment in building a youth media field.
with the support of several other AED staff, the project coordinator will manage content of
journal, internal and external partnerships, website design, and journal distribution as well
major role in the fund development and strategic direction of YMR. For full job description
http://employment.aed.org/openings/grade5/6306-5.html

ABC News - Digital Media Group

1) Product Manager

The ABC News Digital Media group is looking for a product manager to own our digital vid
initiatives. The successful candidate will have experience managing internet or rich media
from conception to completion; and be able to effectively communicate the trade-offs invo
scope creep. (S)he will be equally comfortable talking use cases with engineers, user acqu
marketing professionals, and wireframes with designers. The ability to rigorously prioritize
environment is always a plus, and an honest love for the details is essential. The product m
will also be tasked with proactive, ongoing competitive analysis, as well as evaluating prod
outside the news paradigm to see how they can be adopted to fit the ABC News Digital M
business.

2) Reporting Analyst

The ABC News Digital Media group is looking for a strong reporting analyst to support ABC
large and growing network of free and premium online and mobile services. The Reporting
will create reports that help drive key business initiatives and recommend strategies based
synthesis of customer behavior and product usage trends. The Analyst will work frequen
technical team to assess technical requirements for tracking, the editorial team to understand information needs on content usage, the marketing team to understand drivers of user net acquisition, and finance, ad sales and business development to help inform economic cues associated with performance reporting. The ideal candidate will have a passion for unlocking potential customer value through rigorous analysis, familiarity with reporting methodology analytics tools such as WebSideStory HBX, Omniture and WebTrends, previous exposure to management business practices, and some level of fluency in technology as it relates to digital media architecture.

The ideal related experience levels for these positions would be 3-7 years. Qual applicants, please send cover letters/resumes to Isaac Josephson at isaac.josephson@abc.com.

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VH1 Classic Research & Planning

Research Analyst
The Analyst will be a key member of the Research and Planning team responsible for various reports, both regular and ad-hoc; as well as client support for various top channel executives.

Specific Duties:

- Collect, analyze and interpret Nielsen data and other consumer tracking sources for requests and for recurring reports, including daily, weekly, monthly and quarterly reports for channels and competitors.
- In a key client service role, provide analyses and recommendations to channel execs including programming, press, marketing, production and development.
- Cultivate knowledge of VH1 Classic, MTVN and the TV landscape as a whole.

Desired Qualifications: Skills, Education, and/or Experience:

- Strong analytic abilities, as well as excellent communication skills, both written and oral.
- Highly organized, ability to work under pressure, handle multiple projects and meet deadlines.
- Detail oriented, with professional demeanor. Ability to provide direction to others.
- Interest and expertise in research methodology, competitive TV landscape, emerging technology.
- Strong PC skills (Word, Excel, PowerPoint), and knowledge of Nielsen systems a plus (Explorer, PNP, N-Power, Navigator, StarTrak).
- Related BS or BA required.

If interested, please send a resume and cover letter to: Malik Simmonds, Manager, Human Resources, MTV Networks at malik.simmonds@mtvstaff.com

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Stay Tuned

We'll continue to email you career opportunities as they come in...
MTV Networks: Freelance International Content Manager position available

From: Stacy Rosenberg (sr99@nyu.edu)
Sent: Thu 5/24/07 11:55 AM
Reply-to: Culture and Communication Alumni (dcc-alumni@forums.nyu.edu)
To: Culture and Communication Alumni (dcc-alumni@forums.nyu.edu)

FULL TIME FREELANCE INTERNATIONAL CONTENT MANAGER/COPYWRITER

Company: MTV Networks
Industry: Entertainment/Cable Television
Job Duration: Full-Time Freelance (undetermined length)
Job Location: New York City

Please send resume and writing samples to:
debra.krassner@nick.com

Job Requirements:

Fully Bilingual Spanish/English writer with knowledge of all Spanish grammatical rules, Latin American vocabulary and mannerisms.

Excellent bilingual writing and editing skills.

Ability to seek creative solutions to achieve business goals while...
Maintaining individual property integrity.

Attention to detail and ability to multitask.

Preferred: Knowledge of other Romance languages (French, Portuguese, Italian)

Responsibilities:
- Develop in-depth knowledge of the network philosophy and the content, curriculum, and conventions of the network shows in US and internationally. Apply this knowledge to the development/approval of licensed product (books, videogames, apparel, etc.).
- Review and revise International licensee product submissions, ensuring they adhere to property content, curriculum, and format, and check them for property-specific accuracy.
- Identify terms and create 'grids' to document necessary translation information for video sleeves and other products.
- Consult and advise on translations used in off-air and on-air product, television, signage, and print ads (mostly Spanish).
- Brainstorm new ideas, individually or with a group, for content-driven product when necessary.
- Inform/train new International licensees on various show content/curriculum.

Stacy Rosenberg
Communications Manager
Department of Culture and Communication
Application Process:

Please e-mail your cover letter and resume to info@mouse.org. Additional information will only be contacting potential candidates. No calls please.

Public Relations Assistant | Dan Kiores Communications

Organization Profile:

Dan Kiores Communications (DKC). Prominent New York City-based public relations/integrated communications firm. We are seeking an Assistant position to a Senior VP in its Sports division.

Position Description:

Position requires strong communication and writing skills, creative ability and firm grasp of media relations, creative ability and firm grasp of internal communications. Interests include (internships, recent college grad OK). DKC’s clients in this division include the National Football League, The NBA, The NHL, and the Los Angeles Lakers. Other clients include the Architecture + Design Partnership, Libeskind, and others.

Application Process:

Please send resumes to the attention of: Sean Howard at sebastian.howard@dkcnews.com

Assistant Account Executive | Padilla Speer Beardsley

Organization Profile:

Padilla Speer Beardsley is a well regarded, award-winning, full service, mid-size PR firm in New York. Staff includes 85 PR professionals. As a founding member of Worldcom, the largest PR Network in the world.
Established in 1962 as an extension of PSB’s national headquarters in Minneapolis, PSB provides worldwide financial and professional services (advertising, management consulting and executive search, manufacturing, consumer products and utilities). We have a unique track record of placing media.

**Position Description:**

Busy, highly successful mid-town PR firm seeks Assistant Account Executive. Candidates should have strong writing skills and be able to communicate effectively and be willing to take initiative. PR Industry experience desirable.

The assistant account executive is responsible for many of the day-to-day PR activities, including writing news releases and pitch letters, conducting media calls, research, general account management.

**Application Process:**

Email resume and cover letter to Rachel Schulman rschulman@psbpr.com

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**Stay Connected**

Located at http://violetnet.nyu.edu, VioletNet contains both a directory of NYU alumni and an online community for NYU alumni of the university who are looking for old friends and/or colleagues to perform search for year of graduation, business, and home locations, and employer. Stay connected...make connections.

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*Until next month...*

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You are currently subscribed to mcc-alumni as: ekolbusz@hotmail.com To unsubscribe send a blank email to leave-8950042-3185603.28af9e1
NBC Television Stations

Job: Research Analyst for Telemundo TV Stations Group
Location: New York, NY

GENERAL:
Position involves analysis and monitoring of Nielsen ratings across the Telemundo TV Stations Group. Research Analyst will track the performance of network programming across key Hispanic markets, analyze the composition of the audience, use and understand media terminology and statistics in reports and sales documents.

RESPONSIBILITIES/ESSENTIAL FUNCTIONS:
- Responsible for supporting the Manager of Research in the creation of the reports, analyses and sales collateral materials produced by the Research Department.
- Produce program track and trend reports for department and general management using ratings data.
- Create and maintain stations sales program inventory, including ratings estimates. Develop sensible strategies to estimate the performance of new programming and sports and specials properties across markets.
- Produce sales presentations to put forward Telemundo's position in the marketplace, using qualitative data.
- Perform Qualitative Analyses to help better understand the Hispanic Audience.

QUALIFICATIONS/REQUIREMENTS:
- BA/BS degree required in Media, Communications, Sociology, Social Psychology or Marketing
- Proficient in basic business software (Word, Excel, PowerPoint)
- At least one year of experience in the creation of reports and presentations produced for research and sales, with demonstrated proficiency in basic business software applications (Word, Excel, PowerPoint, etc.)
- Knowledge of computerized avails systems (i.e. Donovan) and qualitative tools such as Simmons and/or Scarborough.

DESIRED:
- Strong writing, math and presentation skills, as well as the ability to work under pressure and handle multiple projects.
- Strong analytical skills and fast learner.
- Successful candidate must be a team player, be a self-starter and have the ability to work well with management and sales staff.
- Conversant in Spanish a plus.

GENERAL:
We offer a competitive salary, outstanding benefits package and the professional advantages
VH1 Classic Research & Planning

Research Analyst
The Analyst will be a key member of the Research and Planning team responsible for various reports, both regular and ad-hoc, as well as client support for various top channel executives.

Specific Duties:

- Collect, analyze and interpret Nielsen data and other consumer tracking sources for ad-hoc requests and for recurring reports, including daily, weekly, monthly and quarterly ratings reports for channels and competitors.
- In a key client service role, provide analyses and recommendations to channel executives including programming, press, marketing, production and development.
- Cultivate knowledge of VH1 Classic, MTVN and the TV landscape as a whole.

Desired Qualifications: Skills, Education, and/or Experience:

- Strong analytic abilities, as well as excellent communication skills, both written and oral.
- Highly organized, ability to work under pressure, handle multiple projects and meet deadlines.
- Detail oriented, with professional demeanor. Ability to provide direction to others.
- Interest and expertise in research methodology, competitive TV landscape, emerging media technology.
- Strong PC skills (Word, Excel, PowerPoint), and knowledge of Nielsen systems a plus (Galaxy Explorer, PNF, N-Power, Navigator, StarTrek)
- Related BS or BA required.
Kenzo Parfums

Kenzo Parfums, a luxury fragrance company in the LVMH Group, has an opportunity for a Public Relations Manager in their New York office. This person will be in charge of managing and implementing public relations programs for Kenzo fragrances and the KenzoKl skincare line in North America.

Responsibilities:

- Handle all public relations requests and work directly with journalists, bloggers and editors to facilitate editorial press coverage for Kenzo Parfums in the US & Canada. Including coverage in the following outlets: national and regional publications, lifestyle and celebrity magazines, newspapers, trade publications, beauty/style websites & beauty blogs.

- Develop and strategize yearly press plan including product forecast, budget management, and press initiatives per product launch.

- Website management for www.KenzoUSA.com, including the design, copy writing and facilitation of content, web based promotions and blog. Additional responsibilities include writing responses to customer service inquiries through www.KenzoUSA.com.

- Produce and write monthly internal newsletter for Kenzo employees and fragrance specialists in the North America region.

Skills and Abilities:

- Exceptional writing skills a must
- Excellent communication skills
- Proficiency in Word, Excel, PowerPoint
- Outstanding organization with an attention to detail

Experience preferred in beauty public relations (1-3 years)
- Bachelor Degree
- Knowledge of French a plus

Salary based on experience.

Please email cover letter and resume to Philippe Lesne, at hr@kenzo.fr; hr@kenzo.fr.

Inox

ng for Assistant Marketing Manager

Equinox

991, Equinox has developed a lifestyle brand that represents service, quality, value, innovation, attention to detail and results. We operate upscale, full-service fitness facilities in New York, Chicago, Los Angeles, Miami and Francisco and are growing quickly. We offer an integrated selection of Equinox-branded programs,
services and products, including strength and cardio training, group fitness classes, personal training, spa services, apparel and food/juice bars. It’s an exciting environment where every employee, of course, gets a free health club membership among other fantastic perks!

**Job Overview**

The Assistant Marketing Manager will be responsible for supporting the development and implementation of corporate marketing strategies, leading the primary objectives of lead generation and membership acquisition, including advertising, email, direct mail and partnerships. The Assistant Marketing Manager must have a good understanding of sales performance and work with the National Acquisition Marketing Manager to implement contingency planning initiatives.

The Assistant Marketing Manager will also support local, grass roots, community-oriented marketing for the Florida and NY Metro regions. They must be well versed in local partnerships, guerrilla marketing, retail marketing and events.

This person will be responsible for managing his or her own projects with the help of an in-house creative services team and outside database agency. The ability to schedule, prioritize and see multiple jobs through to completion is essential. This person must have a can-do attitude, be comfortable “pitching” potential partners, and be a local connector/ambassador for the brand.

**Responsibilities Include, but are not limited to:**

- Implement acquisition based marketing strategies, including media planning, direct and email marketing, partnerships, events, promotions, outreach
- Support the National Acquisition Marketing Manager on creative development, production and campaign implementation, tracking and analysis
- Proactively pursue local partnerships in the NY Metro and Florida regions to help grow the brand and drive business
- Develop local tactical plan in NY Metro and Florida to drive brand awareness and lead generation
- Ensure current and upcoming campaigns are trafficked and executed on time, within budget, and error free
- Serve as a brand ambassador to ensure that the brand is being properly represented in all efforts
- Support Sales Teams with local outreach strategies and creative support
- "Operationalize" marketing programs with Interdependent departments – i.e. IT, Member Services, Sales, Ops

**Desired skills include:**

- Ability to work well with multiple stakeholders across agency and client organizations in a cross-functional and information sharing environment
- Ability to multi-task, think out of the box and have a “can-do” attitude is essential.
- Must be able to roll up your sleeves and take initiative
- Highly motivated team player with confidence in leadership ability
- Outgoing and personable
- Ability to be reactive and change directions quickly

B.A. required
3 years of client side, retail marketing experience preferable.

Please send resume in Word format along with a cover letter and salary history/requirements via e-mail Lauren.Friedman@equinoxfitness.com. Only applicants with salary history/requirements will be considered.
Most Jobs take Energy. This One gives it!

We have an exciting opportunity to join Red Bull New York (RBNY) as a Communications Coordinator. Being a member of the dynamic staff of Red Bull New York means that you will be part of the excitement and energy of working for Red Bull's Major League Soccer team, New York Red Bulls. The offices for Red Bull New York are located in Secaucus, NJ.

This is a great opportunity for an enthusiastic and goal-oriented person who is committed to the sports industry and the growth of New York Red Bulls and Major League Soccer.

Essential responsibilities include, but are not limited to:

- Maintaining media contact and distribution lists
- Coordinating and distributing departmental messages and press releases to internal and external stakeholders
- Monitoring daily media coverage in all mediums (print, radio, television, and internet)
- Creating and continually updating clip/video files of players and RBNY organization for archival and future pitching to media
- Fielding incoming calls to the Communications department and directing the calls as needed
- Assisting with administrative duties for the Communications department
- Writing duties as assigned

Basic qualifications for this position include:

- Bachelor's degree in Communications or related major
- Experience in Communications or Public Relations department for a sports organization, league office, college/university, entertainment venue, or similar industry
- Excellent interpersonal and communication skills with the ability to problem solve in a fast-paced environment
- Superior organizational skills with the ability to manage changing priorities
- Strong computer skills with above average knowledge of MS Word, Excel, and PowerPoint
- Bi-lingual is both English and Spanish highly preferred

Regular attendance in conformance with the standards set by Red Bull New York is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment. Due to the cyclical nature of the entertainment industry, the employee may be required to work varying schedules to reflect the business needs of the company.
Position Purpose:

This is an administrative position in the New York office that reports to the Senior Vice President, Director of Corporate Communications. This position also supports the entire Corporate Communications team (11 professionals) in Brand Marketing/Advertising, Community Investment, Internal/Executive Communications, Media Relations and the Political Action Committee (PAC). Through this work, this individual will have a meaningful impact on the visibility, reputation and overall business success of Oppenheimer Funds. It is an excellent opportunity for an individual who aspires to a career in communications, marketing or philanthropy.
Principal Responsibilities:

- Provide complete administrative support to the SVP, Director including phone and mail correspondence, scheduling, travel planning and expenses, etc.

- Manage group administration: employee time-tracking and reporting, expense reimbursement processing, office and technology supply ordering, etc.

- Provide administrative support as needed to each individual department within Corporate Communications. Typical activities could include: writing stories on new products and Company-wide events, organizing meetings and events, tracking budgets, processing invoices and maintaining files, distributing materials and information internally and externally (to vendors).

- Provide additional support to the Company's Community Investment Program (corporate philanthropy) and political action committee to include: assisting in planning and managing employee events, managing the New York office mentoring program, preparing materials on partnerships with non-profits, tracking contributions to the PAC, preparing PAC correspondence and working with PAC administrators at our parent company on data collection.

Competencies For Success:

- Excellent administrative and organizational skills.

- Strong working knowledge of Microsoft Office (Word, Excel, PowerPoint) and Outlook.

- Excellent verbal and good written communication skills.

  Willingness to be an active and involved member of a close-knit, energetic, and fun-viving department.
• This individual must have a professional manner, be willing and able to interact and conduct business with a variety of people inside and outside the company, be proactive in identifying and meeting department needs, be flexible, be able to prioritize and handle multiple tasks with direction from his/her manager, and be detail oriented.

• Involvement with the Community Investment Program may require some work outside normal business hours

• BA required; 1-2 years of work experience preferred.

Email word resumes to NYHR@Oppenheimerfunds.com - Job Code CCJAMIE

Company: Oppenheimer Funds
Email: NYHR@Oppenheimerfunds.com
Fax: 212-323-0608

View all "Oppenheimer Funds" jobs

You are Applying to: Corporate Communications Coordinator, Oppenheimer Funds, Manhattan, NY 10281

Required Information

name *

tame *

address *

Send me a copy of my application

Notice: We'll save your name, resume, and the email address you've entered so that we can contact you about the status of your application if necessary, and for our internal reporting purposes. We will not distribute your e-mail address to anyone other than this employer.
Entry-Level Relationship Manager

Company: The Talener Group
Location: US-NY-New York City
Salary/Wage: USD 35,000.00/year
Status: Full Time, Employee
Job Category: Sales/Retail/Business Development
Career Level: Entry Level

Relevant Work Experience: Less than 1 Year
Education Level: Bachelor's Degree

Monster recommends using Apply Now. Learn more

Job Description

- Are you looking for someone to give you a chance?
- Are you looking for a growth opportunity, not just a place to work?
- Are you looking to work in a fast-paced environment with a terrific group of people?
- Then look no further!

Talener Group, a full service IT Staffing Firm, located in New York City, is looking for top candidates as we continue to grow our staff. Started in April of 2007, Talener Group has grown from 2 people to 7 people. We are moving out of our 2nd office space, into our 3rd office starting April 2008 and this will allow us to add more Relationship Managers.

We are looking for individuals either right out of College or with up to 2 years of experience. Our ideal hire will be motivated, energetic, smart and a fast-learner. Our environment promotes learning, high performance and most of all, a fun, clean culture.

We offer a competitive starting base salary, merit-based promotion system, company paid benefits, 401 K plan
Assistant Account Executive - Public Relations

Company: Brainerd Communicators, Inc.
Status: Full Time, Employee

Location: US-NY-New York City

Job Category: Advertising/Marketing/Public Relations
Career Level: Entry Level

Relevant Work Experience: Less than 1 Year
Education Level: Bachelor's Degree

Job Description

Public Relations, Assistant Account Executive

Brainerd Communicators, Inc. is a leading independent public relations / investor relations agency with a distinguished client roster. We are seeking an Assistant Account Executive to join our growing public relations practice. We offer excellent compensation and benefits along with the opportunity to progress by merit.

We are seeking candidates with passion and enthusiasm for a career in public relations. In addition, we look for team players with excellent work ethic and strong writing skills. As a fast-growing, globally recognized agency, we offer extraordinary opportunities to learn and advance your career.

We consider our employees our greatest assets. Professional development and support by senior management creates an open environment where vision is nurtured, individual strengths recognized, and teamwork rewarded.

Distinguished by our independence, a sterling reputation, long-term client relationships, and the stability and longevity of our professional team, Brainerd draws upon a wealth of diverse talents to create new opportunities for clients. If you think you might be one of those diverse talents, we want to hear from you.

All interested candidates should submit a cover letter, resume, and salary requirements to garcia@braincomm.com.

Only candidates being considered for the position will be contacted.
Monster Home

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- Post Resume
- Money
- Education
- Career Advice
- Job Fairs »

Assistant Acct Exec, Healthcare, Public Relations

Company: GCI Group
Location: US-NY-New York City
Status: Full Time, Employee
Job Category: Marketing/Product
Relevant Work Experience: Less than 1 Year
Career Level: Entry Level
Education Level: Bachelor's Degree

GCI Group is seeking an Assistant Account Executive (AAE) to work in our growing and award-winning healthcare practice. This is a great opportunity to learn the ins and outs of healthcare PR.

Responsibilities include: research, media monitoring, drafting press materials, building media lists, media outreach, coordinating event logistics and much more. The ideal candidate will have a strong interest in understanding of science, strong written and oral communication skills as well as strong research skills. He/she must be detail oriented, resourceful, and be a team player. Candidates need to have at least one internship in public relations. Prior experience in Healthcare PR a plus but not required. Knowledge of Microsoft Office a must.

GCI Group, a top ten global public relations firm, is a global communications consultancy driven by people who are intellectually curious, passionate, and most importantly, committed to an entrepreneurial spirit that forges new industry standards.
and delivers breakthrough results to our clients.

GCI offers an excellent benefits package including medical and dental coverage, 401k plan, transit checks and tuition reimbursement. In addition, we have GCI Academy, our professional training and development program, which provides staff with on-going training in all areas of public relations.

This position has tremendous growth potential and is a great way to start your public relations career. If this sounds like the opportunity you've been waiting for please send your resume to working@gcigroup.com.

GCI Group is an Equal Opportunity Employer.

Contact:

Company: GCI Group
Contact: Caitlin Healy
Email: working@gcigroup.com
Reference Code: #AAE-HCNY

View all "GCI Group" jobs

You are Applying to: Assistant Acct Exec, Healthcare, Public Relations, GCI Group

Step 1:

= Required Information

st name *

t name *

all address *

Email me a copy of my application

Notice: We'll save your name, resume, and the email address you've entered so that we can contact about the status of your application if necessary, and for our internal reporting purposes. We will not use your email address to anyone other than this employer.

Step 2:

our own cover letter or note below. To send your resume without a note, leave this box empty.

Use plain text only. HTML is not supported.
Education and Communication Specialist (03228)

Job Code: 03228

POSTED: Apr 15

Salary: Open
Employer: MAXIMUS
Categories: Career Development, Instructional Design & Development, Training / Instructing
Location: Alexandria, Virginia
Type: Full Time - Experienced

Education/Experience:

- Bachelor's degree from an accredited college or university in communications, journalism, English, public affairs, marketing, and/or instructional systems design
- Five years professional experience developing and implementing a variety of training/educational methods, communication strategies, materials, techniques, and tools
- Experience and knowledge of e-learning technology and strategies
- Experience in developing and delivering effective presentations for the public

Training Manager

POSTED: Apr 03

Salary: Open
Employer: Circuit City Stores, Inc.
Preferred Education: 4 Year Degree

Location: Richmond, Virginia
Type: Full Time - Experienced

Education/Technical Competencies/Requirements

- Bachelors Degree in Adult Learning, Education, HR, Business, or Communications (preferred)
- 5-7+ years practical experience designing/developing/managing/implementing training curriculums involving large scale systems implementations (required)

Education & Development Representative

POSTED: Mar 24

Salary: Open
Employer: DST Systems, Inc
Required Education: High School
Location: Kansas City, Missouri
Type: Full Time - Entry Level

Description

Education and Development Representatives facilitate standard training courses focusing on end-user tools and basic information transfer to internal customers.
This individual will support the leadership initiatives of the Center for Education and Development. The individual will be responsible for teaching leadership courses to individual contributors and managers throughout the organization and will be expected to perform all phases in the training life cycle, which
The Madison Consulting Group, a NYC based Professional Development Firm, is currently looking for Facilitators, Instructional Designers, and Executive Coaches to join our team.

**NOTES:** Local Residents Preferred (No Relo)

---

### Requirements

**Training Facilitators:** Highly seasoned and dynamic facilitators to deliver workshops to corporate clients in the areas of Leadership and Management, Sales and Service, and Professional Development. Individuals should have relevant experience, a consultative and engaging approach, great listening skills, experience at all levels within an organization, excellent communication, facilitation, and presentation skills, and the ability to adapt delivery as needed to the audience.

**Instructional Designers:** Responsible for the design, development and customization of new and existing training programs and evaluation and enhancement of existing program content. Individuals should have relevant experience in instructional design including needs assessment, program design and development, implementation and evaluation skills. Solid instructional design methodology including interactive activities, job aids, competency based evaluations, and creativity in program design.

**Executive Coaches:** Assists senior executives with strengthening their leadership skills, building effective relationships, giving and receiving feedback, and communicating their vision. Individuals should have relevant experience, a consultative and engaging approach, great listening skills, experience at all levels within an organization, excellent communication skills, and ability to adapt technique as needed.

---

### Learning and Development Specialist

**POSTED:** Apr 04

| Salary:  | 65,000.00 - 75,000.00 |
| Location: | Rockleigh, New Jersey |
| Employer: | Publishers Circulation Fulfillment, Inc. |
| Type: | Full Time - Experienced |
| Category: | Instructional Design & Development |
| Required Education: | 4 Year Degree |

---

### Description

**Essential Functions and Responsibilities**

- Develop and deliver management and leadership courses.
- Enhance and maintain company-wide instructional design standards.
- Develop and promote eLearning courses for PCF learning management system.
- Develop, promote and deliver WebClasses as part of the Learning Center.
- Consult as a subject matter expert in business area training efforts.
- Ensure that records regarding employee training and development are maintained.
- Contribute to coaching and developing managers
- Contribute to effective internal corporate communications.
- Serve as Project Manager for key Talent and OD projects.
EAST COAST OPPORTUNITIES

PR - Entry Level

Boutique public relations firm specializing in travel is seeking a New York-based recent college graduate for an entry-level assistant position. We are looking for someone with a "can do spirit" who would like to learn PR from the ground up. Position requires a dependable, thoroughly organized, patient person with a genuine and positive attitude.

The PR Assistant must be capable of managing multiple tasks/projects simultaneously. Some are ongoing (i.e. maintenance of mail list, clips, web updates, writing our blog, etc.) while others are on a day-to-day basis (correspondence, research, mailing/releases, answering phones). Everyone pitches in, but the assistant is the backbone of the office and, therefore, must be solid and willing to do grunt work from time to time.

Office experience preferred. Excellent writing skills, attention to detail, and the appreciation of a warm, cozy work atmosphere are necessary. Salary: low 30's plus health benefits.

Please email resume with cover letter describing relevant experience and interest to: prresponse22@yahoo.com
media- or communications-related projects you have participated in;

Teaching engagements, speaking engagements, and/or recent published works

This information will be shared in an upcoming DCC alumni newsletter.

Upcoming Events | Access the DCC Calendar Online!
The Culture and Communication events calendar is now available online! This is the best way to find our most up-to-date event information. You can save events directly to iCal and Outlook.

Please note this calendar is subject to change. Check back weekly for updates.

Job Opportunities

Drillteam Seeks Marketing Coordinator

Drillteam, a fast growing non-traditional marketing agency based in Manhattan, seeks a Marketing Coordinator to start immediately. We are a young and creative company. Our clients include some of the most famous names in the world of consumer packaged goods, retail, media and communications. This position will work with Account Directors and other staff to make up teams.

Ideal candidates will possess the following qualifications and/or attributes:

- College graduate with 2+ years experience in marketing or client service.
- The ability to produce high quality work under tight deadlines
- Team player with the ability to work with members at all levels of the organization.
- Excellent written/verbal communication, interpersonal, and presentation skills
- Ability to think strategically and provide feedback on trends impacting young adults
- Some experience in creating and maintaining budgets
- Solid Microsoft Office Suite skills
- Online marketing, PR and/or media buying experience are a plus
- Working knowledge of HTML is also helpful

Salary determined by level experience. Full health benefits included.
job opening > Associate Director of Public Programs

From: Stacy Rosenberg (sr99@nyu.edu)
Sent: Thu 2/08/07 11:25 AM
Reply-to: Culture and Communication Alumni (dcc-alumni@forums.nyu.edu)
To: Culture and Communication Alumni (dcc-alumni@forums.nyu.edu)

This just in >

ASSOCIATE DIRECTOR FOR
PUBLIC PROGRAMS

The Center for Jewish History is one of the great public Jewish historical and cultural institutions in the world. The Center embodies a unique partnership of five major institutions of Jewish scholarship, history, and art. For more information about the Center, please visit www.cjh.org.

The Center seeks an Associate Director for Public Programs to conceptualize, develop, and administrate lectures, symposia, conferences, concerts, films and colloquia that bring the ideas and collections of the Center and its Partners to its various audiences. The Associate Director will also be responsible for the management and coordination of all public spaces, the Center’s growing rental program, and oversight of patron services.

The ideal candidate will have a demonstrated ability to work effectively and successfully in developing and administering public programs in the humanities; strong organizational and management ability; and excellent writing and interpersonal skills. Advanced degree in a field of humanities, social sciences or arts preferred, plus two years of experience as a curator, program manager or administrator is required. Possible areas of expertise
include Jewish studies, museums, cultural policy, public history, historic preservation, heritage tourism, management of non-profit organizations and community cultural work.

Interested applicants should send a cover letter, résumé, and salary requirement to:

Judith C. Siegel
Director of Public Programs
Center for Jewish History
15 West 16th Street
New York, NY 10011
jsiegel@cjh.org

No phone calls please.

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You are currently subscribed to dcc-alumni as: ekolbusz@hotmail.com
To unsubscribe send a blank email to leave-dcc-alumni-1929938Y@forums.nyu.edu
theory, political communication and the changing structures of the media industries. His (1990), The Media and Modernity (1995) and Political Scandal (2000); he was awarded th Sciences in 2001 for his work on political scandal. Since 2000 he has been working on the including the impact of the digital revolution on the printed word. The first phase of this academic and higher education publishing; the results are published in Books in the Digit currently underway, is concerned with the changing world of general-interest trade publ free and open to the public. For lecture description and to RSVP visit http://www.nyu.e

Job Openings

The New York Post

Advertising Account Coordinator

The New York Post, a division of News Corporation, is NY's fastest growing newspaper le street-smart and award-winning. We have a dynamic, creative and energetic team from

We are seeking pro-active, energetic Advertising Account Coordinators to join our Sales / sales. During the course of our sales training program, Account Coordinators learn how to client relationships by working closely with their team, while gaining a thorough underst industry.

Responsibilities Include:

* Assist and contribute to the development of client proposals, presentations, and client and research tools

* Process ads and manage advertisers through the full sales process

* Communication between clients and internal departments

* Participate in sales calls with Advertising Account Executives and managers

* As skills are developed, assist in prospecting and qualifying business leads

* Provide customer service to teams client base by assisting through sales process

* Liaison between sales team and sales support departments
Qualifications

* 3.0 Minimum cumulative GPA required (transcript required for interviews)
* Excellent written & verbal skills
* Strong work ethic
* Initiative and follow-through
* Problem-solving skills
* Strong leadership skills
* Priority setting ability
* Strong desire for a career in sales management

Please email resume to NYPostHR@nypost.com

Axiom

Multiple Positions Available

Axiom is a modern alternative to the traditional law firm and one of the nation's fastest
our Headquarters team - fun, passionate people busily introducing fresh ideas to a traid
tunities run the gamut, including attorney outreach, business development, mark
has been featured in Forbes and Corporate Counsel magazines. Most recently, Axiom re
37. Year award and was ranked #73 in the Inc. 500.

Here's a bit about the positions:

NY office: Engagement Manager, Engagement Management Coordinator, Attorney Devel
Development Manager, Internal Recruiting Manager, Human Resources Coordinator; HR h

London office: Stay Tuned...

SF office: Attorney Development Associate; Human Resources Coordinator; Billing and C
Coordinator

For more info, click here: http://www.axiomlegal.com/openpositions
Television stations employ, on average, many more technicians than radio stations. Some technicians are employed in other industries, producing employee communications, sales, and training programs. Technician jobs in television and radio are located in virtually all cities; jobs in radio also are found in

Manager of Training and Communication

<table>
<thead>
<tr>
<th>Salary:</th>
<th>80,000.00 - 90,000.00</th>
<th>Location:</th>
<th>Bloomington, Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer:</td>
<td>Executive Resources Solutions, Inc.</td>
<td>Type:</td>
<td>Full Time - Experienced</td>
</tr>
<tr>
<td>Preferred Education:</td>
<td>4 Year Degree ✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Apply For This Job

Description

Manager of Training and Communication
We are working with growing Fortune 500 client to help fill their Manager of Training & Communication role located in Bloomington, MN. This is a chance to significantly upgrade the leadership training and development function, and create positive, effective communications with all employees, from part-time shop floor workers to executive leadership. The company is a fast paced, high energy, solutions oriented environment that believes in collaborative teams and career growth. You’ll need the basics:
• BS degree in Training, Education, Psychology, Communication, or Business Management. • 5-7 years related experience in a training and leadership development role. • 2-3 years of working experience delivering internal and external communications • In depth knowledge of current organizational and training theory and practices. • Demonstrated ability to fit organizational and training effectiveness to corporate goals and objectives. • Must possess demonstrated effective written and oral communication skills, which relate to the needs of the target population and to all levels of management. • Proficiency in writing, editing and proof-reading is required. • Thorough understanding of Adult Learning Theory and coaching. • Facilitation and consulting skills, ability to effectively handle conflict and adapt to change. • Proficient in needs assessment processes, training methodology, and evaluation • Strong organizational, problem-solving and analytical skills • Proficient in Microsoft applications (Word, Excel, and PowerPoint) • Working across Mac and PC platforms a definite plus, with working knowledge of Adobe Creative Suite, specifically InDesign, Photoshop, Illustrator and Acrobat. Web interactive.

Facilitators, Designers, Coaches

<table>
<thead>
<tr>
<th>Salary:</th>
<th>Open</th>
<th>Location:</th>
<th>New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer:</td>
<td>The Madison Consulting Group, Inc.</td>
<td>Type:</td>
<td>Contract - Experienced</td>
</tr>
</tbody>
</table>

Apply For This Job

Tuesday, April 15, 2008 AOL: SandraPoster
Appendix G

Projected Student Enrollment
## SAMPLE STUDENT ENROLLMENT TABLE

<table>
<thead>
<tr>
<th></th>
<th>YEAR I</th>
<th></th>
<th>YEAR II</th>
<th></th>
<th>YEAR III</th>
<th></th>
<th>YEAR IV</th>
<th></th>
<th>YEAR V</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>New</td>
<td></td>
<td>New</td>
<td></td>
<td>New</td>
<td></td>
<td>New</td>
<td></td>
<td>New</td>
</tr>
</tbody>
</table>
Appendix H
Sample Program Scheduling Table
Sample Program Scheduling

Using the appropriate table on this or the following page, show the sequencing and scheduling of courses and credits in the program, by semester or quarter/trimester, for the first full cycle of the program (for example, four semesters for a traditionally-structured associate degree). Include additional semesters if offered on a part-time basis. These pages may be duplicated as needed.

Table for semester programs

<table>
<thead>
<tr>
<th>COURSE TITLE</th>
<th>CREDITS</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 101</td>
<td>3</td>
<td>ENG 201</td>
<td>3</td>
<td>ENG 3XX</td>
<td>3</td>
<td>CED XXX or Social Science elective</td>
<td>2 or 3</td>
</tr>
<tr>
<td>SPE 100 or 102</td>
<td>3</td>
<td>VAT 152</td>
<td>3</td>
<td>Career Elective</td>
<td>3</td>
<td>Program Elective</td>
<td>3</td>
</tr>
<tr>
<td>MUS or ART</td>
<td>2</td>
<td>SPE 240</td>
<td>3</td>
<td>COM 255</td>
<td>3</td>
<td>Career Electives</td>
<td>6</td>
</tr>
<tr>
<td>MAT</td>
<td>4</td>
<td>Science 110</td>
<td>4</td>
<td>CED 201 (See options)</td>
<td>2 or 0</td>
<td>Open Elective</td>
<td>2 or 3</td>
</tr>
<tr>
<td>Social Science</td>
<td>3</td>
<td>HED 100</td>
<td>2</td>
<td>COM 250</td>
<td>3</td>
<td>SPE 245</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td>15</td>
<td>Total Credits</td>
<td>15</td>
<td>Total Credits</td>
<td>15 or 17</td>
<td>Total Credits</td>
<td>14 or 15</td>
</tr>
</tbody>
</table>
Appendix I
FACULTY
FACULTY

List the name and qualifications of each faculty member, for each course in the major and for each new, required non-major course, using the tables on this and the following page. Identify the core faculty responsible for the program with an asterik. Graduate faculty must have an earned doctorate or otherwise demonstrate special competence. Faculty resumes should be available on request. These pages may be duplicated as needed.

<table>
<thead>
<tr>
<th>Course Title (a)</th>
<th>No. of Credits (b)</th>
<th>Faculty Member(s) Assigned to Each Course. (Use “D” to Specify Program Director) (c)</th>
<th>Highest Earned Degree &amp; Discipline, College or University (d)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPE 220 – Advanced Public Speaking</td>
<td>3</td>
<td>Nadia Zukic*</td>
<td>Ph.D. Communication Studies, Univ. of Minn.</td>
</tr>
<tr>
<td>SPE 240 – Interpersonal Communication</td>
<td>3</td>
<td>Sandra Poster (D)*</td>
<td>Ph.D. Communication and Culture, NYU</td>
</tr>
<tr>
<td>SPE 245 – The Mass Media</td>
<td>3</td>
<td>Suzanne Schick*</td>
<td>Ph.D. Communications and Culture, NYU</td>
</tr>
<tr>
<td>SPE 250 – Conflict Resolution</td>
<td>3</td>
<td>Eva Kolbusz*</td>
<td>Ph.D. Communication and Culture, NYU</td>
</tr>
<tr>
<td>SPE 255 – Intercultural Communication</td>
<td>3</td>
<td>Hollis Glaser*</td>
<td>Ph.D. Speech Communication, Univ. of Ill.</td>
</tr>
<tr>
<td>SPE 260 – Small Group Communication</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table continued on next page
### FACULTY (continued)

<table>
<thead>
<tr>
<th>Relevant Occupational Experience (e)</th>
<th>Relevant other experience (such as certification/ licensure) (f)</th>
<th>Recent Scholarly Contributions (optional below baccalaureate level) (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zukic – Filmmaker, Author, Performance Artist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poster - Communications Consultant, Executive Coach, Communications Trainer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schick - Author</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kolbusz – Author, Communications Trainer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glaser - Author, Communications Trainer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Currently, there are 6 faculty with the Ph.D. in Communications. Five faculty have Master’s degrees in communications. All are capable of teaching the core courses for the curriculum but only one is listed per course. In most cases, it is the person who developed the syllabus and/or has the most extensive experience teaching the course.*
Appendix J
PROGRAM CONTENT & REQUIREMENTS
(SED FORM)
<table>
<thead>
<tr>
<th>Program Content and Requirements</th>
<th>Please place an x in the appropriate column</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Course Number and Course Title(^{18})</td>
</tr>
<tr>
<td>List each course required for the college core (if applicable)</td>
<td>English 101: English Composition</td>
</tr>
<tr>
<td></td>
<td>English 201: English Composition II</td>
</tr>
<tr>
<td></td>
<td>English 3XX: English elective</td>
</tr>
<tr>
<td></td>
<td>Mathematics 100, 150, 106 or higher</td>
</tr>
<tr>
<td></td>
<td>Speech 100 or 102</td>
</tr>
<tr>
<td></td>
<td>Science: AST 110, BIO 110, CHE 110, or PHY 110</td>
</tr>
<tr>
<td>List each course required for the major (include any field experience, research, thesis, or capstone course)</td>
<td>Music or Art</td>
</tr>
<tr>
<td></td>
<td>SPE 240: Interpersonal Communication</td>
</tr>
<tr>
<td></td>
<td>SPE 245: Mass Media</td>
</tr>
<tr>
<td></td>
<td>COM 250: Conflict Resolution</td>
</tr>
<tr>
<td></td>
<td>COM 255 Intercultural Communication</td>
</tr>
<tr>
<td></td>
<td>VAT 152: Intro to Contemporary Media Applications</td>
</tr>
<tr>
<td></td>
<td>Choose 3 from: BUS 200, MAR 100, BUS 150, CIS 100, THE 141</td>
</tr>
</tbody>
</table>

2. Program Content and Requirements

List each elective course required for the major (if applicable.)

Course Number and course title*

SPE 103 - Voice and Diction 3

---

\(^{18}\) MOST UNDERGRADUATE DEGREE TITLES REQUIRE A SPECIFIED PERCENTAGE OF LIBERAL ARTS CONTENT (FOR EXAMPLE, AA, BA REQUIRE 75%; AS, BS, BSED REQUIRE 50%; AAS REQUIRES 33%). WITHIN THE TABLE, IDENTIFY WITH AN ASTERISK ALL COURSES THAT ARE CONSIDERED LIBERAL ARTS AND SCIENCES.
SPE 220 - Public Speaking 3

COM 260 - Small Group Communication 3 new course

List each general elective course (if applicable)

CED 201 - Career Planning
and
CED XXX – Internship 4

OR

Social science elective 3

Liberal Arts Electives 5

Total credits in the program: 60

3. Program Content and Requirements

List each elective course required for the major (if applicable.)

Course Number and course title*

SPE103 - Voice and Diction 3

SPE 220 - Public Speaking 3

COM 260 - Small Group Communication 3 new course

List each general elective course (if applicable)

CED 201 - Career Planning
and
CED XXX – Internship 4

OR

Social Science elective 3

Liberal Arts Electives 5

Total credits in the program: 60
Course Descriptions

Liberal Arts

English Composition I (ENG 101): This is a basic college-level course, similar to "freshman English" at other community and four-year colleges. Students learn to use their experience and ideas as subject matter for essays and to analyze topics in depth. They also become acquainted with the process of writing, from pre-writing activities to producing a final, proofread draft. The purpose of, audience for, and structure of the essay are explored through readings chosen to stimulate ideas for writing and demonstrate varied style. Grammar and syntax are discussed as needed. At the end of this course, students take a departmental essay examination that requires them to compose, draft and edit a thesis-centered essay of at least 500 words.

English Composition II (ENG 201): This course is a continuation of ENG 101. It helps the student further develop composition skills through literary analysis. Students continue to focus on the writing process as they are introduced to a variety of literary genres including the short story, drama, poetry, and/or the novel. Students complete a documented paper based on library, electronic, and field research.

Liberal Arts 300 choose one from:

Journalism: News Writing (ENG 303): This course covers the basic principles and practices of news reporting and writing. Students are taught to write single-incident news stories, conduct balanced interviews and edit their own copy, employing standard copy editing symbols and format. Emphasis is also given to the theoretical side of journalism with an overview of its history, present legal controls, ethical issues and rapidly expanding technology. (Pre-Requisite: ENG201 or ENG121)

Journalism: Feature Writing (ENG 304): This course provides further opportunities for students to explore journalism. Students conduct interviews, cover stories around the city and write journalistic articles. Opportunities are provided for specialized coverage in areas such as politics, consumerism, science, education, finance, the arts, social change and family life. Topics include layout, headline composition and basics of journalism law.

Creative Writing (ENG 311): The objective of this course is to sharpen students' creative writing skills in the genres of the short story, poetry and drama, depending on students' interests and ability. (Pre-Requisite: ENG121 or ENG201)

Advanced Composition (ENG 314): This course teaches the writing of formal and informal essays, articles, and reviews in a personal voice. Through the reading of modern and contemporary essayists students learn to identify the unique qualities of writers in order to develop an individual style applicable to the various disciplines of public and personal writing.
**Film (ENG 321):** This course teaches the writing of formal and informal essays, articles, and reviews in a personal voice. Through the reading of modern and contemporary essayists students learn to identify the unique qualities of writers in order to develop an individual style applicable to the various disciplines of public and personal writing.

**Fiction into Film (ENG 322):** In this course film adaptations of 19th and 20th #century fiction are compared to their original versions to determine differences and similarities between literary and cinematic technique. Films based on novels include such award-winning movies as One Flew Over The Cuckoo's Nest, Clockwork Orange, and To Kill A Mockingbird. Also included are film adaptations of stories by writers such as Richard Wright, William Faulkner, Willa Cather, F. Scott Fitzgerald, Ambrose Bierce and Ernest Gaines. Students will learn terms to describe cinematic effects and techniques. (Pre-Requisite: ENG101 and ENG201 or ENG121)

Mathematics choose from 100, 150, 160 or higher:

**Fundamentals of Mathematics I (MAT 100):** This course includes the study of several mathematical systems. The role of mathematics in modern culture, the role of postulational thinking in all of mathematics, and the scientific method are discussed. The course considers topics such as: the nature of axioms, truth and validity; the concept of number; the concept of set; scales of notation; and groups and fields.

**Introduction to Statistics (MAT 150):** This course covers basic statistics, including: measures of central tendency, measures of dispersion, graphs, correlation, the regression line, confidence intervals, the significance of differences, and hypothesis testing, including z-tests, t-tests, and chi-square tests.

**Quantitative Reasoning (MAT 160):** The course aims to teach students how to think competently about quantitative information. Students learn how to take real world problems, translate them into mathematics, and solve them. Topics include thinking critically, numbers in the real world, financial management, statistical reasoning, probability, and mathematical modeling.

**Fundamentals of Speech (SPE 100):** The aim of this course is to develop effective skills in speech communication. The student examines how to generate topics and organized ideas, masters elements of audience psychology and practices techniques of speech presentation in a public forum. All elements of speech production and presentation are considered.

**Fundamental of Speech for the Non-Native Speaker (SPE 102):** The course is intended for those who desire special emphasis in vocabulary building, pronunciation, enunciation and mechanics of effective delivery. This class is particularly recommended for those whose native language is not English as well as those wishing concentration in speech and language skills. Class work is implemented through the use of recordings, individual and group drills, interpersonal exercises, oral reading, impromptu and prepared
group discussion and speeches. Weekly speech tutoring is required. This course may be
taken in place of SPE 100 and satisfies the requirement for Speech.

General Astronomy (AST 110): This course introduces students to the world beyond the
earth. The methods of astronomy and our knowledge of the structure of the universe are
presented as an ongoing human endeavor that has helped shape modern man as he/she
takes his/her first steps into space.

General Biology (BIO 110): Basic cellular structure, tissue organization, physiological
process, reproduction and genetics are studied. Special attention is given to selected
zoological specimens with particular emphasis upon man.

General Chemistry (CHE 110): This course is designed specifically for the non-science
major and should only be taken by students in non-science disciplines: liberal arts,
business, etc. It explores the world of atoms and molecules and relates this
submicroscope world to the daily life of the student. Topics to be discussed include
plastics, foods, the environment, genetics and drugs.

General Physics (PHY 110): This course serves as an introduction to physics, especially
for students who are not science-oriented. A selected number of basic physical ideas are
carefully examined and interpreted non-mathematically. The relevance of the scientist
and his/her work to the lives of non-scientists is continually examined.

Music or Art

Social Science

Career Requirements

Introduction to Media Applications (VAT 152): This course introduces students to
varied applications of contemporary media in business, entertainment, and the public
sector. Students study the processes of media production, the systems for media
distribution, and the roles of media professionals. The course surveys the history of
modern communications and the terminology of the media industry. Students examine
the complex connections between technology, content, style, and audience response in
the creation of media productions.

Business Organization and Management (BUS 200): This course covers the total
structure and character of modern business from initial organization through grouping of
essential functions into operating departments. Management and the decision-making
process, financing, operations and marketing considerations are studied, with actual cases
used to illustrate problems in small and big businesses.

Introduction to Marketing (MAR 100): The marketing system is described, analyzed
and evaluated, including methods, policies and institutions involved in the distribution of
goods from producer to consumer. Emphasis is placed on the means of improving
efficiency and lowering distribution costs.
**Business Communication (BUS 150):** This course is designed to present principles common to all communicating situations but which apply predominantly to business. The applicability and construction of letters, memos, reports, telephone messages and telegrams are considered. Relationships of creative, logical, and critical thinking of the problem-solving nature of business communication are explored. The course is directed to helping students develop their ability to think, to express themselves in business situations and to use the most effective methods in the most effective way. (Prerequisites: ENG 101, ENG 201, SPE 100)

**Introduction to Computer Applications (CIS 100):** This course develops an understanding of computer technology through the exploration of software packages on personal computers. The applications include word processing, spreadsheet, and database management. Students will also learn computer terms and concepts as well as the historical, social and economic implications of computer technology for our society.

**Theatre Management (THE 141):** Drawing from examples and occasional guest speakers from the New York theatre world, this course provides an introduction to the theory, principles and practices of theatre management. Students will create their own fictional theatre company, applying the principles of mission structure, and financial planning. Practical experience in management is gained through crew assignments. Oral and written presentations, resulting in a casework, aim to sharpen communication skills and prepare students for further study in theatre management.

**Program Requirement**

**Interpersonal Communication (SPE 240):** The course introduces the basic concepts and theories of interpersonal communication in personal, educational and business settings. This includes a study of self as communicator, the effect of language on others, verbal and nonverbal expression of thoughts and feelings and factors which contribute to effective communication. (Prerequisite: SPE 100 or permission of department.)

**Intercultural Communication (COM 255):** This course is designed to provide an understanding of intercultural principles and perspectives when communicating with people from diverse cultures. Consideration will be given to both verbal and nonverbal communication processes in the “American” culture, co-cultures, contact cultures, and popular culture. Through readings, lectures, response papers, and interviews, as well as through in-class discussion and exercises, this course will explore how culture shapes communication, how situations are framed through cultural lenses, and how histories, perceptions, values, contexts, aspects of stereotypes, and ethnocentrism all contribute to the complexity of intercultural communication.

**Mass Media (SPE 245):** The focus of this course is to provide an understanding of the influence and impact on our lives and society by the mass media. The course examines the history, law, technology, economics and politics of the mass media through independent study, field trips, etc. Students are encouraged to be aware of techniques of influence used by the mass media to influence and determine social and political values.
In addition, students learn to develop tools for critical analysis of and standards for discriminating consumption of the mass media. (Prerequisite: SPE 100 or permission of department.)

**Conflict Resolution (COM 250):** The emphasis of this course is on developing communication behaviors that productively manage conflict; it is structured to integrate communication theory with practical application. Through readings, lectures, sample conflict cases, and interviews, as well as through in-class discussion and exercises, this course will address both intra-personal and inter-personal conflicts that occur in diverse settings, examine the sources of these conflicts, and analyze the factors that influence how we identify, define, manage, and defuse these conflicts.

**Program Electives**

Choose one from:

**Voice and Diction (SPE 103):** This course is designed for those students who wish to improve their speech communication in the business and professional environment. Study of voice and articulation, development of auditory discrimination, utilization of individual and group exercises, and application of speech in group discussions and interviews are covered. This class is particularly recommended for those whose native language is not English as well as those desiring additional improvement in speech and language.

**Public Speaking (SPE 220):** The aim of the course is to provide the student with advanced experiences in the preparation and analysis of oral presentations for professional, nonprofessional and academic situations. A detailed study of the principles and theories of public speaking is made. The course includes the presentation of student speeches. (Prerequisite: SPE 100 or permission of department.)

**Small Group Communication (COM 260):** This is a class in small group communication. It covers communication dynamics such as group development, decision-making, discussion, leadership, roles, norms, and conflict. Text and lectures focus on small group communication theory, concepts, and processes. A significant part of the class consists of learning the material through class exercises, participation in a variety of small groups, and reflecting on those experiences.

**General Elective**

Choose from:
**Career Planning (CED 201):** This course will help you explore and plan your career and develop practical job search skills. In the course you will: Look at yourself through a unit on career self-exploration and assessment. Search for and explore careers that are best suited for you. Learn how to network with professionals in your field and other job search strategies. You will become aware of and better understand work culture. You will have a professional resume. You will learn how to interview effectively. (Grade and Credit Requirements: Students who are required to register for the classroom course CED 201- Career Planning, should do so after completing all remedial requirements and accumulating more than 12 credits. After accumulating 24 credits, including 6 credits in their major, students who are matriculated with a 2.0 GPA or higher may be given permission to register for Internship I CED 300.)

**CED Internship**

Social Science

**Open Liberal Arts Electives (5 cr.)**
Appendix K
BUDGET TABLES
Projected Capital Expenditures for the Proposed Program

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>1st Year Academic Year&lt;sup&gt;19&lt;/sup&gt;</th>
<th>2nd Year Academic Year&lt;sup&gt;19&lt;/sup&gt;</th>
<th>3rd Year Academic Year&lt;sup&gt;19&lt;/sup&gt;</th>
<th>4th Year Academic Year&lt;sup&gt;19&lt;/sup&gt;</th>
<th>5th Year Academic Year&lt;sup&gt;19&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Capital Facilities</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>none</td>
</tr>
<tr>
<td>2. Equipment (Capital Expenditures)&lt;sup&gt;20&lt;/sup&gt;</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>none</td>
</tr>
<tr>
<td>3. Total Capital Expenditures</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>none</td>
</tr>
</tbody>
</table>

<sup>19</sup> Specify the academic year.
The current tuition fee structure will provide the following revenues based on the assumptions listed below:

**Budget Table**

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>10,092</td>
<td>33,668</td>
<td>70,188</td>
<td>80,735</td>
<td>104,272</td>
</tr>
<tr>
<td>OTPS</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,200</td>
<td>1,200</td>
</tr>
<tr>
<td>Library acquisitions</td>
<td>500</td>
<td>600</td>
<td>700</td>
<td>800</td>
<td>900</td>
</tr>
<tr>
<td>Supplies</td>
<td>50</td>
<td>50</td>
<td>60</td>
<td>70</td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td>11,642</td>
<td>35,318</td>
<td>71,948</td>
<td>82,805</td>
<td>106,452</td>
</tr>
</tbody>
</table>

No support staff will be needed.

(See Appendix B for the *curricula vita* of the faculty who will teach in the program.)
The Five-Year Revenue Projections for Program

COMMUNITY COLLEGE WORKSHEET

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition &amp; Fees:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Students are students currently enrolled in another program at your college, or students who would have enrolled in another program at your college, had the new program not been established.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Majors (Enter # of EXISTING FULL TIME In State Students)</td>
<td>55</td>
<td>85</td>
<td>121</td>
<td>72</td>
<td>0</td>
</tr>
<tr>
<td>Tuition Income (Specify Rate per credit) calculates 2% increase per year</td>
<td>$3,300</td>
<td>$3,366</td>
<td>$3,433</td>
<td>$3,502</td>
<td>$3,572</td>
</tr>
<tr>
<td>Total Tuition</td>
<td>$181,500</td>
<td>$286,110</td>
<td>$415,432</td>
<td>$252,143</td>
<td>$0</td>
</tr>
<tr>
<td>Student Fees (enter ANNUAL program fees other than standard CUNY fees)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Instate Tuition &amp; Fees</td>
<td>$181,500</td>
<td>$286,110</td>
<td>$415,432</td>
<td>$252,143</td>
<td>$0</td>
</tr>
<tr>
<td>Tuition &amp; Fees:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Majors (Enter # of EXISTING FULL TIME Out of State Students)</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Tuition Income (Specify Rate per credit) calculates 2% increase per year</td>
<td>$6,600</td>
<td>$6,732</td>
<td>$6,867</td>
<td>$7,004</td>
<td>$7,144</td>
</tr>
<tr>
<td>Total Tuition</td>
<td>$6,600</td>
<td>$20,196</td>
<td>$27,467</td>
<td>$21,012</td>
<td>$0</td>
</tr>
<tr>
<td>Student Fees (enter ANNUAL program fees other than standard CUNY fees)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Out of State Tuition &amp; Fees</td>
<td>$6,600</td>
<td>$20,196</td>
<td>$27,467</td>
<td>$21,012</td>
<td>$0</td>
</tr>
</tbody>
</table>

TOTAL EXISTING FULL TIME TUITION REVENUE

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$188,100</td>
<td>$306,306</td>
<td>$442,898</td>
<td>$273,155</td>
<td>$0</td>
</tr>
</tbody>
</table>

Tuition & Fees:
Number of Majors (Enter # of EXISTING PART-TIME In State Students)

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18</td>
<td>22</td>
<td>47</td>
<td>29</td>
<td>0</td>
</tr>
</tbody>
</table>
### Total Enrolled Credits

<table>
<thead>
<tr>
<th>Total Enrolled Credits</th>
<th>Fall</th>
<th>Spring</th>
<th>Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td>i.e. 6 Fall, 6 Spring, 3 Summer=15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

### Tuition Income

<table>
<thead>
<tr>
<th>Tuition Income (Specify Rate per credit)</th>
<th>Calculates 2% increase per year</th>
<th>Total Tuition</th>
</tr>
</thead>
<tbody>
<tr>
<td>$140</td>
<td>$143</td>
<td>$146</td>
</tr>
</tbody>
</table>

### Student Fees

<table>
<thead>
<tr>
<th>Student Fees (enter ANNUAL program fees other than standard CUNY fees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fees</td>
</tr>
<tr>
<td>$37,800</td>
</tr>
</tbody>
</table>

### Total Instate Tuition & Fees

<table>
<thead>
<tr>
<th>Total Instate Tuition &amp; Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>$37,800</td>
</tr>
</tbody>
</table>

### TOTAL EXISTING PART TIME REVENUE

<table>
<thead>
<tr>
<th>TOTAL EXISTING PART TIME REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$41,100</td>
</tr>
</tbody>
</table>

### TOTAL EXISTING REVENUE (LINKS TO REVENUE SPREADSHEET ROW 5)

<table>
<thead>
<tr>
<th>TOTAL EXISTING REVENUE (LINKS TO REVENUE SPREADSHEET ROW 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$229,200 $356,796 $549,019 $341,284 $3,572</td>
</tr>
</tbody>
</table>

### Tuition & Fees:

**New Students are students who would NOT have enrolled in another program at your college, had the new program not been established.**

<table>
<thead>
<tr>
<th>New Students are students who would NOT have enrolled in another program at your college, had the new program not been established.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Majors (Enter # of NEW FULL TIME In State Students)</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>18 84 120 218 340</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tuition Income (Specify Rate per credit)</th>
<th>Calculates 2% increase per year</th>
<th>Total Tuition</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,300</td>
<td>$3,366</td>
<td>$3,433</td>
</tr>
</tbody>
</table>

### Student Fees

<table>
<thead>
<tr>
<th>Student Fees (enter ANNUAL program fees other than standard CUNY fees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fees</td>
</tr>
<tr>
<td>0 0 0 0 0</td>
</tr>
</tbody>
</table>

### TOTAL EXISTING PART TIME REVENUE

<table>
<thead>
<tr>
<th>TOTAL EXISTING PART TIME REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$59,400</td>
</tr>
</tbody>
</table>

### TOTAL EXISTING REVENUE (LINKS TO REVENUE SPREADSHEET ROW 5)

<table>
<thead>
<tr>
<th>TOTAL EXISTING REVENUE (LINKS TO REVENUE SPREADSHEET ROW 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$59,400 $282,744 $411,998 $763,433 $1,214,489</td>
</tr>
</tbody>
</table>

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<td>-------------------------------------------------------------------------------------------------------------------------------------</td>
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</tr>
</tbody>
</table>

<table>
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### Student Fees

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Fees</td>
</tr>
<tr>
<td>0 0 0 0 0</td>
</tr>
</tbody>
</table>
### Total Instate Tuition & Fees

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Instate Tuition &amp; Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$59,400</td>
</tr>
<tr>
<td>2</td>
<td>$282,744</td>
</tr>
<tr>
<td>3</td>
<td>$411,998</td>
</tr>
<tr>
<td>4</td>
<td>$763,433</td>
</tr>
<tr>
<td>5</td>
<td>$1,214,489</td>
</tr>
</tbody>
</table>

### Tuition & Fees:

<table>
<thead>
<tr>
<th>Number of Majors (Enter # of NEW FULL TIME Out of State Students)</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>7</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Income (Specify Rate per credit) calculates 2% increase per year</td>
<td>$6,600</td>
<td>$6,732</td>
<td>$6,867</td>
<td>$7,004</td>
<td>$7,144</td>
</tr>
<tr>
<td>Total Tuition</td>
<td>$6,600</td>
<td>$20,196</td>
<td>$34,333</td>
<td>$49,028</td>
<td>$71,441</td>
</tr>
<tr>
<td>Student Fees (enter ANNUAL program fees other than standard CUNY fees)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Out of State Tuition &amp; Fees</td>
<td>$6,600</td>
<td>$20,196</td>
<td>$34,333</td>
<td>$49,028</td>
<td>$71,441</td>
</tr>
</tbody>
</table>

### TOTAL NEW FULL TIME TUITION REVENUE

<table>
<thead>
<tr>
<th>Year</th>
<th>Year</th>
<th>Year</th>
<th>Year</th>
<th>Year</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>Two</td>
<td>Three</td>
<td>Four</td>
<td>Five</td>
<td></td>
</tr>
<tr>
<td>Total Instate Tuition &amp; Fees</td>
<td>$66,000</td>
<td>$302,940</td>
<td>$446,332</td>
<td>$812,461</td>
<td>$1,285,929</td>
</tr>
</tbody>
</table>

### Tuition & Fees:

<table>
<thead>
<tr>
<th>Number of Majors (Enter # of NEW PART-TIME In State Students)</th>
<th>6</th>
<th>21</th>
<th>47</th>
<th>89</th>
<th>142</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrolled Credits (Enter Avg # credits per student per year-Fall+ Spring+Summer) i.e. 6 Fall, 6 Spring, 3 Summer=15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Tuition Income (Specify Rate per credit) calculates 2% increase per year</td>
<td>$140</td>
<td>$143</td>
<td>$146</td>
<td>$149</td>
<td>$152</td>
</tr>
<tr>
<td>Total Tuition</td>
<td>$2,100</td>
<td>$2,142</td>
<td>$2,185</td>
<td>$2,229</td>
<td>$2,273</td>
</tr>
<tr>
<td>Student Fees (enter ANNUAL program fees other than standard CUNY fees)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Instate Tuition &amp; Fees</td>
<td>$2,100</td>
<td>$2,142</td>
<td>$2,185</td>
<td>$2,229</td>
<td>$2,273</td>
</tr>
</tbody>
</table>

### Tuition & Fees:

<table>
<thead>
<tr>
<th>Number of Majors (Enter # of NEW PART-TIME Out of State Students)</th>
<th>0</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrolled Credits (Enter Avg # credits per student per year-Fall+ Spring+Summer) i.e. 6 Fall, 6 Spring, 3 Summer=15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Tuition Income (Specify Rate per credit) calculates 2% increase per year</td>
<td>$220</td>
<td>$224</td>
<td>$229</td>
<td>$233</td>
<td>$238</td>
</tr>
<tr>
<td>Total Tuition</td>
<td>$0</td>
<td>$3,366</td>
<td>$10,300</td>
<td>$17,510</td>
<td>$28,576</td>
</tr>
</tbody>
</table>
Student Fees (enter ANNUAL program fees other than standard CUNY fees)

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fees</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Out of State Tuition &amp; Fees</td>
<td>$0</td>
<td>$3,366</td>
<td>$10,300</td>
<td>$17,510</td>
<td>$28,576</td>
</tr>
</tbody>
</table>

**TOTAL NEW PART TIME REVENUE**

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,100</td>
<td>$5,508</td>
<td>$12,485</td>
<td>$19,738</td>
<td>$30,849</td>
</tr>
</tbody>
</table>

**TOTAL NEW REVENUE (LINKS TO REVENUE SPREADSHEET ROW 7)**

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$68,100</td>
<td>$308,448</td>
<td>$458,816</td>
<td>$832,199</td>
<td>$1,316,779</td>
</tr>
</tbody>
</table>

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**# CURRENT FTEs (use prorated FTEs for PT Students)**

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriation per FTE (FY10)</td>
<td>$2,675</td>
<td>$2,675</td>
<td>$2,675</td>
<td>$2,675</td>
<td>$2,675</td>
</tr>
<tr>
<td>STATE REVENUE FROM EXISTING SOURCES -LINKS TO REVENUE SPREADSHEET ROW 9</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

---

**# NEW FTEs (use prorated FTE for PT Students)**

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriation per FTE (FY10)</td>
<td>$2,675</td>
<td>$2,675</td>
<td>$2,675</td>
<td>$2,675</td>
<td>$2,675</td>
</tr>
<tr>
<td>STATE REVENUE FROM NEW SOURCES -LINKS TO REVENUE SPREADSHEET ROW 11</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

FOR YEARS 2-5 INCLUDE CONTINUING FTE FROM PREVIOUS YEARS

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Revenue From Existing Sources (specify and explain)-LINKS TO REVENUE SPREADSHEET ROW 13)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Revenue New (specify and explain) (LINKS TO REVENUE SPREADSHEET ROW 15)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>