October 30th, 2014

To : Dr. Ken Cruikshank
Dean
Faculty of Humanities

From : Christina Bryce
Assistant Graduate Secretary

At its meeting on October 24th, 2014, the Faculty of Humanities Graduate Curriculum and Policy Committee approved the following graduate curriculum recommendations.

The enclosed documents are now forwarded for approval to the Faculty of Humanities for its meeting on November 11th, 2014.

Please note that these recommendations will also be submitted for approval as appropriate to Graduate Council.

a) Cognitive Science of Language

- New Course: *6AS3 Topics in Advanced Semantics

- Course Cancellations:
  - *733 Intonational Phonology
  - #741 Research Proposal Development (Master’s Thesis)
  - #742 Research Proposal Development (Ph.D. Thesis)
  - *750 Research Design and Methods

- Change to Course Requirements (M.Sc. and Ph.D.)

- Change to Comprehensive Requirements

b) Communication and New Media

- Change in Graduate Calendar Description
c) Communication Management

- New Courses
  - *725 Understanding Audiences for Strategic Communications
  - *726 Strategic Brand Management
  - *727 Organizational Social Responsibility and Sustainability
  - *728 Investor Relations and Financial Communications

- Course Title and Description Change
  - *731 Reputation and Brand Management

- Program Change: Deletion of the thesis option

e) French

- New Course:
  - *735 Écritures francophones de l’Asie et de sa diaspora (Diasporic / Asian Writings in French)

- Course Cancellations:
  - *702 Sociolinguistique et francophonie
  - *712 Lire le Moyen Âge: XIIe et XIIIe siècles
  - *713 Lire le Moyen Âge: XIVe et XVe siècles
  - *714 Stylistique et linguistique textuelle
  - *720 Poésie québécoise
  - *727 L’Être humain et l’animal dans les littératures francophones
## IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

### DEPARTMENT/PROGRAM

Linguistics & Languages / Cognitive Science of Language

### COURSE TITLE

Topics in Advanced Semantics

<table>
<thead>
<tr>
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<th>COURSE CREDIT</th>
<th>INSTRUCTOR(S)</th>
<th>PREREQUISITE(S)</th>
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<td>6AS3</td>
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### NATURE OF RECOMMENDATION

(PLEASE CHECK APPROPRIATE BOX)

- [X] NEW COURSE
- [ ] DATE TO BE OFFERED (FOR NEW COURSES ONLY):
- [X] WAS THE PROPOSED COURSE OFFERED ON DEAN'S APPROVAL?
- [X] WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?
- [ ] IF YES, PLEASE NOTE WHICH DEPARTMENT:

**ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S). NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED. IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.**

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE:

### CHANGE IN COURSE TITLE

Provide the NEW Course Title:

### CHANGE IN COURSE DESCRIPTION

600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form

### CHANGE TO FULL COURSE

- [X] CHANGE TO FULL COURSE
- [ ] CHANGE TO HALF COURSE
- [ ] CHANGE TO QUARTER COURSE
1. STATEMENT OF PURPOSE (How does the course fit into the department's program?)

For students concentrating in theoretical linguistics, the course offers essential grounding in semantic theory. At present students who want to learn this material do so by independent study. Extending the undergraduate 4AS3 course to include graduate students would make this content consistently available to grad students at no additional cost of teaching resources.

2. EXPECTED ENROLMENT:

5

3. DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL (i.e., lectures, seminars):

A combination of lectures & seminars

4. DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

The total grade for undergrad students consists of 10% class participation, 60% weekly assignments and 30% take-home final exam.

For grad students, the 10% participation component is replaced by 10% for a seminar presentation. Assignments are worth 40% and the take-home final 20%. A term paper exploring a problem in theoretical semantics is worth 30% of the total grade.

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BRIEF DESCRIPTION FOR CALENDAR - Provide a brief description (maximum 6 lines) to be included in the Graduate Calendar.

This course examines advanced issues in formal semantics, seeking to evaluate the current formal semantics theory and to address the data that fall beyond the basic theory.

CONTENT/RATIONALE - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.


Topics: truth-conditional semantics, sets & functions; λ-notation, type-driven interpretation, modifiers, definite articles, presupposition failure, variables & variable binding, quantifiers, quantification & grammar, constraints on quantifier raising, bound and referential pronouns.

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COURSE CANCELLATION

Provide the reason for course cancellation:

Please note: cross-listed courses can only be cancelled by the department who owns the course.

OTHER CHANGES

Explain:
5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT?**  
   **IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).**

   no such course is offered in any other department

6. **IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?**

**PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Extension</th>
<th>Date submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catherine Anderson</td>
<td><a href="mailto:canders@mcmaster.ca">canders@mcmaster.ca</a></td>
<td>26241</td>
<td>14 Oct 2014</td>
</tr>
</tbody>
</table>

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
## DEPARTMENT/PROGRAM
Linguistics & Languages / Cognitive Science of Language

## COURSE TITLE
Intonational Phonology

### COURSE NUMBER
*733

### COURSE CREDIT

<table>
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<tr>
<th>FULL COURSE</th>
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<th>QUARTER (MODULE)</th>
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<tbody>
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<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

### PREREQUISITE(S)

### NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)

### NEW COURSE

**PROVIDE THE NEW COURSE TITLE:**

### CHANGE IN COURSE TITLE

### CHANGE IN COURSE DESCRIPTION

**600-LEVEL COURSE** *(Undergraduate course for graduate credit)* Please see #4 on page 2 of this form

### CHANGE TO FULL COURSE

### CHANGE TO HALF COURSE

### CHANGE TO QUARTER COURSE

---

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

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ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S). NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED. IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE:
<table>
<thead>
<tr>
<th>COURSE CANCELLATION</th>
<th>PROVIDE THE REASON FOR COURSE CANCELLATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>The course was proposed by Dr. Yoon who has left McMaster. No other member of the department has the expertise to offer the course.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTHER CHANGES</th>
<th>EXPLAIN:</th>
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<table>
<thead>
<tr>
<th>BRIEF DESCRIPTION FOR CALENDAR</th>
<th>Provide a brief description (<em>maximum 6 lines</em>) to be included in the Graduate Calendar.</th>
</tr>
</thead>
</table>

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<thead>
<tr>
<th>CONTENT/RATIONALE</th>
<th>Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.</th>
</tr>
</thead>
</table>

1. **STATEMENT OF PURPOSE** (How does the course fit into the department's program?)

2. **EXPECTED ENROLMENT:**

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** (*percentage breakdown, if possible*): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT?**
   - If yes, please attach to this form any relevant correspondence with the other department(s).

6. **IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?**

**PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

Name: Catherine Anderson  
Email: canders@mcmaster.ca  
Extension: 26241  
Date submitted: 14 Oct 2014
If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

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<th>DEPARTMENT/PROGRAM</th>
<th>Linguistics &amp; Languages / Cognitive Science of Language</th>
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<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Research Proposal Development (Master’s Thesis)</td>
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<td>QUARTER (MODULE) (X)</td>
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<th>INSTRUCTOR(S)</th>
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<tr>
<th>PREREQUISITE(S)</th>
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**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)**

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<th>NEW COURSE</th>
<th>DATE TO BE OFFERED (FOR NEW COURSES ONLY):</th>
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<td></td>
<td>WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?</td>
</tr>
</tbody>
</table>

**WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?**

IF YES, PLEASE NOTE WHICH DEPARTMENT:

**ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S). NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED. IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.**

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE:

**CHANGE IN COURSE TITLE**

PROVIDE THE NEW COURSE TITLE:

**CHANGE IN COURSE DESCRIPTION**

600-LEVEL COURSE *(Undergraduate course for graduate credit)* Please see #4 on page 2 of this form

**CHANGE TO FULL COURSE**

**CHANGE TO HALF COURSE**

**CHANGE TO QUARTER COURSE**
### Statement of Purpose
(How does the course fit into the department's program?)

### Expected Enrolment:

### Describe in Detail the Method of Presentation of Course Material (i.e., lectures, seminars):

### Describe in Detail the Method of Evaluation (percentage breakdown, if possible): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

### To Prevent Overlap, is a Course in the Same or a Related Area Offered in Another Department? If yes, please attach to this form any relevant correspondence with the other department(s).

### If the Course is Intended Primarily for Students Outside your Department, do you have the support of the department/program concerned?

### Please provide the contact information for the recommended change:

Name: Catherine Anderson  
Email: canders@mcmaster.ca  
Extension: 26241  
Date submitted: 14 Oct 2014

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**Provide the Reason for Course Cancellation:**

The course simply served as a “shell” for students to meet regularly with their supervisors. Any student who did not meet regularly with the supervisor would receive a score of Marginal or Unsatisfactory at the annual committee meeting, so the course itself serves no practical purpose.

**Brief Description for Calendar** - Provide a brief description (maximum 6 lines) to be included in the Graduate Calendar.

**Content/Rationale** - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.
If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
**RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES**

**IMPORTANT:** PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

**DEPARTMENT/PROGRAM**
Linguistics & Languages / Cognitive Science of Language

**COURSE TITLE**
Research Proposal Development (PhD Thesis)

<table>
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<th>COURSE NUMBER</th>
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**INSTRUCTOR(S)**

**PREREQUISITE(S)**

**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)**

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<th>NEW COURSE</th>
<th>DATE TO BE OFFERED (FOR NEW COURSES ONLY):</th>
<th>WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?</th>
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**WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?**

*ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S). NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED. IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.*

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE:*

**CHANGE IN COURSE TITLE**

**Provide the NEW Course Title:**

**CHANGE IN COURSE DESCRIPTION**

**600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form**

**CHANGE TO FULL COURSE**

**CHANGE TO HALF COURSE**

**CHANGE TO QUARTER COURSE**

1
COURSE CANCELLATION

Provide the reason for course cancellation:

X

The course simply served as a “shell” for students to meet regularly with their supervisors. Any student who did not meet regularly with the supervisor would receive a score of Marginal or Unsatisfactory at the annual committee meeting, so the course itself serves no practical purpose.

Other changes

Explain:

BRIEF DESCRIPTION FOR CALENDAR - Provide a brief description (maximum 6 lines) to be included in the Graduate Calendar.

CONTENT/RATIONALE - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

1. STATEMENT OF PURPOSE (How does the course fit into the department’s program?)

2. EXPECTED ENROLMENT:

3. DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL (i.e., lectures, seminars):

4. DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

5. TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT? IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).

6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

Please provide the contact information for the recommended change:

Name: Catherine Anderson  Email: canders@mcmaster.ca  Extension: 26241  Date submitted: 14 Oct 2014
If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S)
IN INVOLVING COURSES

IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

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<tr>
<th>INSTRUCTOR(S)</th>
<th>Victor Kuperman</th>
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| PREREQUISITE(S) | |
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<th>WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?</th>
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<tr>
<th>IF YES, PLEASE NOTE WHICH DEPARTMENT:</th>
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*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE:

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<th>CHANGE TO QUARTER COURSE</th>
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<tr>
<td>COURSE CANCELLATION</td>
<td>PROVIDE THE REASON FOR COURSE CANCELLATION:</td>
<td></td>
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<tr>
<td>---------------------</td>
<td>---------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>The course as currently offered included sizeable overlap with Ling 2DD3. We propose to remove this requirement from the graduate program altogether, which will free up resources to offer more advanced statistical analysis and research methods courses in future. Students who do not have competency in research design and statistics from a prior degree will be required to take Ling 2DD3 or equivalent.</td>
<td></td>
</tr>
</tbody>
</table>

| OTHER CHANGES | EXPLAIN: |

**BRIEF DESCRIPTION FOR CALENDAR** - Provide a brief description (*maximum 6 lines*) to be included in the Graduate Calendar.

**CONTENT/RATIONALE** - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

1. **STATEMENT OF PURPOSE** (How does the course fit into the department’s program?)

2. **EXPECTED ENROLMENT:**

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** (*percentage breakdown, if possible*): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT? IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).**

6. **IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?**

**PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

Name: Catherine Anderson  
Email: canders@mcmaster.ca  
Extension: 26241  
Date submitted: 14 Oct 2014
If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
**SCHOOL OF GRADUATE STUDIES**

**RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING DEGREE PROGRAM REQUIREMENTS / PROCEDURES**

**IMPORTANT:** PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for **ALL** changes involving degree program requirements/procedures. **All** sections of this form **must** be completed.

2. An electronic version of this form (must be in MS WORD **not** PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department is **required to attend** the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

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<th>DEPARTMENT</th>
<th>Linguistics &amp; Languages</th>
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<tbody>
<tr>
<td>NAME OF PROGRAM</td>
<td>MSc in Cognitive Science of Language</td>
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<table>
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<tr>
<th>PROGRAM DEGREE</th>
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<th>M.A. ( )</th>
<th>M.A.Sc. ( )</th>
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<th>Diploma Program ( )</th>
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**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)**

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<th>CHANGE IN ADMISSION REQUIREMENTS</th>
<th>CHANGE IN COMPREHENSIVE EXAMINATION PROCEDURE</th>
<th>CHANGE IN COURSE REQUIREMENTS</th>
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<td>CHANGE IN THE DESCRIPTION OF A SECTION IN THE GRADUATE CALENDAR</td>
<td>EXPLAIN:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER CHANGES</td>
<td>EXPLAIN:</td>
<td></td>
<td></td>
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</tbody>
</table>

**DESCRIBE THE EXISTING REQUIREMENT/PROCEDURE:**

The MSc currently requires five half-courses (including CogSciL *750) and two pass/fail modules (including CogSciL #741).
**Provide a detailed description of the recommended change** *(Attach additional pages if space is not sufficient.)*

We propose to remove the requirement for CogSciL *750 and reduce the number of required half-courses to four.

We propose to remove the requirement for CogSciL #741.

**Rationale for the recommended change:**

The current CogSciL 750 has considerable overlap with Ling 2DD3. Students who enter the program without competency in basic experimental design and statistical analysis from a prior degree will be required to take Ling 2DD3 or equivalent. Releasing the teaching resources currently allocated to 750 will allow the graduate program to offer more sophisticated stats or other courses in future. Students whose research relies on methods other than basic experimental design and statistical analysis can be guided to suitable methods courses in other departments.

The pass/fail module #741 served only as a “shell” under which students meet regularly with the thesis supervisor. In practice, many students meet regularly with their supervisor but forget to register in the module, leading to hasty paperwork at the end of their degree as they seek retroactive registration in the course. If there were a student who did not meet regularly with the supervisor, that student would receive a rating of Marginal or Unsatisfactory at the annual supervisory committee meeting, so the course itself serves no practical purpose.

**Provide implementation date:** *(Implementation date should be at the beginning of the academic year)*

September 2015

**Are there any other details of the recommended change that the curriculum and policy committee should be aware of? If yes, explain.**

**Provide a description of the recommended change to be included in the calendar:**

**Coursework**

5 half courses plus two pass/fail modules

Note: * denotes half courses; # denotes quarter course modules

**Required courses:**

- COGSCIL *750 / Research Design and Methods (or equivalent course)
- COGSCIL *721 / Fundamentals of the Cognitive Neuroscience of Language and
- COGSCIL *722 / Contemporary Issues in the Cognitive Neuroscience of Language
- 
- COGSCIL *730 / Language Analysis Methods: Phonology and Morphology or
- COGSCIL *731 / Language Analysis Methods: Syntax and Semantics
- 

- plus one half course approved by the student’s supervisory committee

**Additional requirements:** *(these are This is a Pass/Fail courses):*

- COGSCIL #741 / Research Proposal Development (Master’s Thesis)
- COGSCIL #725 / The Cognitive Science of Language Master’s Lecture Series
### CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Extension</th>
<th>Date submitted</th>
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<tbody>
<tr>
<td>Catherine Anderson</td>
<td><a href="mailto:canders@mcmaster.ca">canders@mcmaster.ca</a></td>
<td>26241</td>
<td>14 Oct 2014</td>
</tr>
</tbody>
</table>

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca

SGS/2013
RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING DEGREE PROGRAM REQUIREMENTS / PROCEDURES

**IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:**

1. This form must be completed for **ALL** changes involving degree program requirements/procedures. **All** sections of this form **must** be completed.

2. An electronic version of this form (must be in MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department is **required to attend** the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

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<thead>
<tr>
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<tr>
<td>NAME OF PROGRAM</td>
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**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)**

- [ ] CHANGE IN ADMISSION REQUIREMENTS
- [X] CHANGE IN COMPREHENSIVE EXAMINATION PROCEDURE
- [X] CHANGE IN COURSE REQUIREMENTS

**EXPLAIN:**

**CHANGE IN THE DESCRIPTION OF A SECTION IN THE GRADUATE CALENDAR**

**EXPLAIN:**

**OTHER CHANGES**

**EXPLAIN:**

**DESCRIBE THE EXISTING REQUIREMENT/PROCEDURE:**

The PhD currently requires eight half-courses (four for students with an MSc in CogSciL) including CogSciL *750 and two pass/fail modules including CogSciL #742.

The Comprehensive Exam currently requires two separate papers on two distinct topics.
**PROVIDE A DETAILED DESCRIPTION OF THE RECOMMENDED CHANGE (Attach additional pages if space is not sufficient.)**

We propose to remove the requirement for CogSciL *750 and reduce the number of required half-courses to seven (three for students with an MSc in CogSciL).

We propose to remove the requirement for CogSciL #742.

We propose to restructure the Comprehensive requirement as described below in the calendar copy.

---

**RATIONALE FOR THE RECOMMENDED CHANGE:**

The current CogSciL 750 has considerable overlap with Ling 2DD3. Students who enter the program without competency in basic experimental design and statistical analysis from a prior degree will be required to take Ling 2DD3 or equivalent. Releasing the teaching resources currently allocated to 750 will allow the graduate program to offer more sophisticated stats or other courses in future. Students whose research relies on methods other than basic experimental design and statistical analysis can be guided to suitable methods courses in other departments.

The pass/fail module #741 served only as a “shell” under which students meet regularly with the thesis supervisor. In practice, many students meet regularly with their supervisor but forget to register in the module, leading to hasty paperwork at the end of their degree as they seek retroactive registration in the course. If there were a student who did not meet regularly with the supervisor, that student would receive a rating of Marginal or Unsatisfactory at the annual supervisory committee meeting, so the course itself serves no practical purpose.

The existing Comprehensive structure required two separate papers on topics distinct from the thesis topic, each of which was supervised by a committee of faculty members distinct from the supervisory committee. In practice, these papers have expanded in scope until each resembled a Master’s thesis; this has had the effect of making it almost impossible for students to complete the requirement in a timely fashion, and has therefore delayed their progress on the thesis and their completion of the degree. The propose change limits the requirement to a single paper and sets clearer guidelines for the scope of the paper, which should make it more likely that students will complete the requirement on time, and also more likely that the one paper will be of a publishable quality (rather than two poorer-quality papers that are rushed to meet the deadline). Supervisors are also encouraged to ensure that their students acquire sufficient breadth through careful selection of courses.

---

**PROVIDE IMPLEMENTATION DATE: (Implementation date should be at the beginning of the academic year)**

September 2015

---

**ARE THERE ANY OTHER DETAILS OF THE RECOMMENDED CHANGE THAT THE CURRICULUM AND POLICY COMMITTEE SHOULD BE AWARE OF? IF YES, EXPLAIN.**

---

**PROVIDE A DESCRIPTION OF THE RECOMMENDED CHANGE TO BE INCLUDED IN THE CALENDAR:**

A. For students holding an M.Sc. in the Cognitive Science of Language

Note: * denotes half courses; # denotes quarter course modules

**Required Courses:**

Students entering with the M.Sc. in the Cognitive Science of Language are required to complete four three half courses plus two one pass/fail modules. If the following courses were not completed in the M.Sc. program, they must be included in the
Ph.D. program of study:
• COGSCIL *750 / Research Design and Methods or equivalent
• COGSCIL *730 / Language Analysis Methods: Phonology and Morphology
• COGSCIL *731 / Language Analysis Methods: Syntax and Semantics
• plus additional courses approved by the student’s supervisory committee to total four half courses

Additional Requirements
(this is a these are Pass/Fail courses):
• COGSCIL #742 / Research Proposal Development (Ph.D. Thesis)
• COGSCIL #726 / The Cognitive Science of Language Ph.D. Lecture Series must be completed in Year 1 of the Ph.D.

B. For students entering with a Master's degree but not an M.Sc. in the Cognitive Science of Language

Coursework
(eight seven half courses plus two one pass/fail modules)

Required courses:
• COGSCIL *750 / Research Design and Methods (or equivalent course)
• COGSCIL *721 / Fundamentals of the Cognitive Neuroscience of Language
• COGSCIL *722 / Contemporary Issues in the Cognitive Neuroscience of Language
• COGSCIL *730 / Language Analysis Methods: Phonology and Morphology
• COGSCIL *731 / Language Analysis Methods: Syntax and Semantics
• plus additional courses approved by the student’s supervisory committee to total eight half courses.

Additional requirements
(this is a these are Pass/Fail courses):
• COGSCIL #726 / The Cognitive Science of Language Ph.D. Lecture Series must be completed in Year 1 of the Ph.D.
COGSCIL #742 / Research Proposal Development (Ph.D. Thesis)

Comprehensive Examination

The Comprehensive Examination is intended to ensure that the student develops competence in a subfield of Cognitive Science of Language beyond the focus of the thesis. In consultation with the supervisory committee, the student will identify a topic for the Comprehensive that is distinct from the thesis topic.

In most cases, the Director of the Comprehensive will not be the thesis supervisor. The student and the Comprehensive Director agree in writing on the nature of the deliverable for the Comprehensive and on interim and final deadlines. At a minimum, the Comprehensive consists of a written paper and oral examination of the topic of the paper. The paper may consist of a literature review, proposal for a research project, report of a research project, or report of a teaching project. The scope of the project should be such that it can reasonably be completed within one semester; the paper will usually be 20-30 pages long.

The Comprehensive Director identifies at least one other faculty member; together, the Director and these other faculty members constitute the Comprehensive Exam Committee. (Comprehensive Directors are encouraged to recruit Comprehensive
Examiners from beyond the Department of Linguistics and Languages.) The Comprehensive Director advises the student on the preparation of the paper. The Comprehensive Exam Committee determine whether the paper is ready for an oral defense, and conduct the oral examination. The oral examination consists of a brief presentation by the student of the content of the paper followed by questions from the Committee.

The Comprehensive Exam must be successfully completed within 20 months of entering the PhD program.

**CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

Name: Catherine Anderson  Email: canders@mcmaster.ca  Extension: 26241  Date submitted: 14 Oct 2014

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca

SGS/2013
**SCHOOL OF GRADUATE STUDIES**

**RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING DEGREE PROGRAM REQUIREMENTS / PROCEDURES**

**IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:**

1. This form must be completed for **ALL** changes involving degree program requirements/procedures. **All** sections of this form must be completed.

2. An electronic version of this form (must be in MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department is **required to attend** the Faculty Curriculum and Policy Committee meeting during which **this recommendation for change in graduate curriculum will be discussed.**

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</thead>
<tbody>
<tr>
<td>NAME OF PROGRAM</td>
<td>Communication and New Media</td>
</tr>
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<tr>
<th>PROGRAM DEGREE</th>
<th>Ph.D. ( )</th>
<th>M.A. ( x )</th>
<th>M.A.Sc. ( )</th>
<th>M.B.A. ( )</th>
<th>M. Eng. ( )</th>
<th>M.Sc. ( )</th>
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**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX):**

- **CHANGE IN ADMISSION REQUIREMENTS**
- **CHANGE IN COMPREHENSIVE EXAMINATION PROCEDURE**
- **CHANGE IN COURSE REQUIREMENTS**

- **CHANGE IN THE DESCRIPTION OF A SECTION IN THE GRADUATE CALENDAR**

**EXPLAIN:**

We are proposing three minor amendments to wording, in order to better reflect the evolving practice of the program.

**OTHER CHANGES**

**EXPLAIN:**

Our amendments concern three sections of our existing calendar copy:

Existing Section #1: “In addition to the faculty listed below, students in the M.A. program may select a supervisor from outside the department where appropriate.”

Existing Section #2: “Course requirements consist of required core courses in methodologies relevant to communication studies and new media (CMST&MM *700, CMST&MM *712 and CMST&MM 799; see Course List) and four elective courses from the Course List. Students must achieve a grade of at least a B- in all courses they
PROVIDE A DETAILED DESCRIPTION OF THE RECOMMENDED CHANGE (Attach additional pages if space is not sufficient.)

New Section #1: "In addition to the faculty listed below, students in the M.A. program may propose a supervisor from outside the department where appropriate."

New Section #2: "Course requirements consist of required core courses in methodologies relevant to communication studies and new media (CMST&MM *700, CMST&MM *712 and CMST&MM 799; see Course List) and four elective courses from the Course List. Students may take one course from another graduate program, subject to departmental approval, in lieu of an elective course from the Course List. Students must achieve a grade of at least a B- in all courses they take for credit in order to qualify for the degree."

New Section #3: "A first complete draft of the project is due to the supervisor no later than 1 July, a final draft is due to the second reader by 15 August, and the approved version of the project must be submitted to the department no later than 31 August."

RATIONALE FOR THE RECOMMENDED CHANGE:

Rationale for Change #1: This change is to better communicate the practice of the department to prospective and current graduate students. Students propose at least two potential supervisors, and then the graduate committee assigns a supervisor, considering both the students’ proposals and the need to balance workload equitably across the department. The change is to avoid creating the perception that students are guaranteed whoever they would like as a supervisor.

Rationale for Change #2: This change is to better communicate the practice of the department to students. The departmental graduate committee has long allowed students to take a single course from another graduate program in order to complete our program: this change explicitly signals this policy in the calendar copy.

Rationale for Change #3: The deadline for submission to a second reader has, in practice, been 15 August for several years. This change is to bring the calendar copy into line with the actual schedule of availability of faculty for second reading.

PROVIDE IMPLEMENTATION DATE: (Implementation date should be at the beginning of the academic year)

September 1st 2015

ARE THERE ANY OTHER DETAILS OF THE RECOMMENDED CHANGE THAT THE CURRICULUM AND POLICY COMMITTEE SHOULD BE AWARE OF? IF YES, EXPLAIN.

No.
**PROVIDE A DESCRIPTION OF THE RECOMMENDED CHANGE TO BE INCLUDED IN THE CALENDAR:**

See above.

**CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

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<th>Name</th>
<th>Email</th>
<th>Extension</th>
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<tr>
<td>Dr. David Ogborn</td>
<td><a href="mailto:ogbornd@mcmaster.ca">ogbornd@mcmaster.ca</a></td>
<td>27603</td>
<td>12-10-2014</td>
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If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca

SGS/2013
SCHOOL OF GRADUATE STUDIES

RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES

IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

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<th>Department of Communication Studies and Multimedia</th>
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<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Understanding Audiences for Strategic Communications</td>
</tr>
<tr>
<td>COURSE NUMBER</td>
<td>725</td>
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<tr>
<td>COURSE CREDIT</td>
<td>FULL COURSE ( )</td>
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<td>INSTRUCTOR(S)</td>
<td>The instructor will be selected from among the MCM faculty.</td>
</tr>
<tr>
<td>PREREQUISITE(S)</td>
<td>No prerequisites</td>
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NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)

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<td>June 2015</td>
</tr>
<tr>
<td>WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?</td>
<td></td>
</tr>
</tbody>
</table>

WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT? NO  IF YES, PLEASE NOTE WHICH DEPARTMENT:

ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S). NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED. IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE: CSMM

CHANGE IN COURSE TITLE PROVIDE THE NEW COURSE TITLE:

CHANGE IN COURSE DESCRIPTION 600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form

CHANGE TO FULL COURSE

CHANGE TO HALF COURSE

CHANGE TO QUARTER COURSE
This course presents students with an evidence-based approach to research management for understanding evolving audiences and their application to communication management fields such as: media, public relations, marketing, fund-raising, and public affairs. It provides theoretical, historical, contemporary, and practical viewpoints on models of audience and the evolving means of measuring audience engagement and impact.

Models and methods for measuring audiences to media programs, advertising and public relations campaigns have for over 100 years been core competencies for senior managers of communication and media organizations. In the area of public relations, for example, the ability to identify, reach and then measures the impact of key messages has been a central element of the success of a range of organizations and groups.

Over the same period the nature and range of audience impact and engagement has evolved significantly in terms of: geographical scope (local, regional, national and international), temporal impact (from months to days to minutes, and even instantaneously), media channels (traditional mass print and broadcast, internet and digital media, social media and data-based networks), and the directionality of exchange has changed significantly (one-way mass mediated, inter-personal two-way telecommunications [phone/text], and digitally social-networked, multi-path flow).

These changes are only now truly being understood in terms of their broad, social, cultural, political and economic implications for individuals, communities and public/private organizations. These changes, we do know, have changed and potentially will further change the very roles and objectives of professional communicators in areas such as journalism, entertainment, education, social services provision, commercial customer relations, public policy formation, etc., and indeed the interaction among different players.

Many communication managers in private, public and community-based spheres have struggled with basic theoretical concepts of audience in this changing environment and are hard-pressed to keep track of the different models, measurement techniques and associated strategies for audience connection.

This course will explore models for audience strategy, measurement and evaluation on the basis of the historical and contemporary approaches. It will provide insight into the emerging theoretical perspectives and research methods within the scholarly field as they pertain to the various key communications management sectors. It will provide an update to the particular models and techniques for conceptualizing and implement audience analysis in professional communication in 2015.

**Partial Reading List**


Couldry, N, (2012), *Media, Society, World: Social Theory and Digital Media*
1. **STATEMENT OF PURPOSE**  (How does the course fit into the department’s program?)

This course is in high demand from MCM students. Audience research is becoming a core source of insight and evidence for decision-making by communications managers.

2. **EXPECTED ENROLMENT:**

20

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

As is typical in the MCM program, students will attend an intense five day residency during which they will have 20 in-class contact hours with the faculty member who will be both an academic researcher in the field and, in this case, a professional practitioner of audience analysis. After that, students will interact with each other and the instructor via email, an online learning system (currently Avenue2Learn) and a series of webinars (minimum of 4).
4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible):** (For 600-level course, indicate the **Extra Work** to be required of graduate students, i.e., exams, essays, etc.)

- 10% In-Class Participation (e.g. Brief Reading Summaries)
- 10% On-Line Participation (e.g. Webinar Attendance & Mini-Presentations)
- 10% Minor Assignment (e.g. Review of Models and/or Methodologies)
- 30% Examination
- 40% Major Written Paper (e.g. Case Study of Audience Evaluation in Transition)

5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT?**
   **IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).**

   No.

6. **IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?**

   No.

**PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Extension</th>
<th>Date submitted</th>
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<tr>
<td>Alex Sévigny</td>
<td><a href="mailto:sevigny@mcmaster.ca">sevigny@mcmaster.ca</a></td>
<td>27661</td>
<td>July 20, 2014</td>
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If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.
SCHOOL OF GRADUATE STUDIES

RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES

**IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:**

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<tr>
<td>COURSE TITLE</td>
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<table>
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<tr>
<th>COURSE NUMBER</th>
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**WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?** NO IF YES, PLEASE NOTE WHICH DEPARTMENT:

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*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE: CSMM*

**CHANGE IN COURSE TITLE**

PROVIDE THE NEW COURSE TITLE:

**CHANGE IN COURSE DESCRIPTION**

600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form

**CHANGE TO FULL COURSE**

**CHANGE TO HALF COURSE**

**CHANGE TO QUARTER COURSE**

1
COURSE CANCELLATION

PROVIDE THE REASON FOR COURSE CANCELLATION:

PLEASE NOTE: CROSS-LISTED COURSES CAN ONLY BE CANCELLED BY THE DEPARTMENT WHO OWNS THE COURSE.

OTHER CHANGES

EXPLAIN:

BRIEF DESCRIPTION FOR CALENDAR - Provide a brief description (maximum 6 lines) to be included in the Graduate Calendar.

Using the case study method, this course will examine the strategies and tactics necessary for both digital and traditional brand management.

CONTENT/RATIONALE - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

The word "brand" is everywhere. Each year 3,000 new brands enter a marketplace already cluttered with sagging older brands and filled with fickle consumers. Strong brands make companies profitable, yet remaining a top brand is tough. It's not just about selling a product but about creating a lifestyle or personality that truly engages people's emotions. In so doing, products and services become brands that forge strong connections and relationships with customers. Effective brand building involves the communications efforts of the entire organization. With this in mind, this course focuses on branding principles culled from a variety of new theories on the subject and case studies and interactive exercises to point out successful communications techniques in brand building.


1. STATEMENT OF PURPOSE  (How does the course fit into the department’s program?)

This course is in high demand from MCM students. Brand management is a core function for communications managers.

2. EXPECTED ENROLMENT:

20

3. DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL (i.e., lectures, seminars):

As is typical in the MCM program, students will attend an intense five day residency during which they will have 20 in-class contact hours with the faculty member. After that, students will interact with each other and the instructor via email, an online learning system (currently Avenue2Learn) and a series of webinars (minimum of 4).

4. DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible): (For 600-level course, indicate
the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>In Class Participation</td>
</tr>
<tr>
<td>10%</td>
<td>Online Participation</td>
</tr>
<tr>
<td>10%</td>
<td>Minor Assignment (e.g. Book Review)</td>
</tr>
<tr>
<td>30%</td>
<td>Examination</td>
</tr>
<tr>
<td>40%</td>
<td>Major Project (e.g. Case Study)</td>
</tr>
</tbody>
</table>

5. To prevent overlap, is a course in the same or a related area offered in another department? If yes, please attach to this form any relevant correspondence with the other department(s).

No.

6. If the course is intended primarily for students outside your department, do you have the support of the department/program concerned?

No.

**Please provide the contact information for the recommended change:**

| Name:  Alex Sévigny       | Email:  sevigny@mcmaster.ca | Extension: 27661 | Date submitted:  July 20, 2014-07-03 |

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.
SCHOOL OF GRADUATE STUDIES

RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES

**IMPORTANT:** PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

<table>
<thead>
<tr>
<th>DEPARTMENT/PROGRAM</th>
<th>Department of Communication Studies and Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Organizational Social Responsibility and Sustainability</td>
</tr>
<tr>
<td>COURSE NUMBER</td>
<td>727</td>
</tr>
<tr>
<td>COURSE CREDIT</td>
<td>FULL COURSE ( )  HALF COURSE ( X )  QUARTER (MODULE) ( )</td>
</tr>
<tr>
<td>INSTRUCTOR(S)</td>
<td>The instructor will be selected from among the MCM faculty.</td>
</tr>
<tr>
<td>PREREQUISITE(S)</td>
<td>No prerequisites</td>
</tr>
</tbody>
</table>

**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)**

- NEW COURSE \( X \)

**WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?** No If YES, please note which department:

**ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).** Note: Cross-listing of courses requires written approval from each department and faculty concerned. If you would like to remove a cross-listing you must include a written explanation agreed upon by both departments affected.

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE: CSMM*

<table>
<thead>
<tr>
<th>CHANGE IN COURSE TITLE</th>
<th>PROVIDE THE NEW COURSE TITLE:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>CHANGE IN COURSE DESCRIPTION</th>
<th>600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHANGE TO FULL COURSE</td>
<td>CHANGE TO HALF COURSE</td>
</tr>
<tr>
<td>CHANGE TO QUARTER COURSE</td>
<td></td>
</tr>
</tbody>
</table>
### COURSE CANCELLATION

#### PROVIDE THE REASON FOR COURSE CANCELLATION:

---

#### PLEASE NOTE: CROSS-LISTED COURSES CAN ONLY BE CANCELLED BY THE DEPARTMENT WHO OWNS THE COURSE.

### OTHER CHANGES

#### EXPLAIN:

---

### BRIEF DESCRIPTION FOR CALENDAR - Provide a brief description (*maximum 6 lines*) to be included in the Graduate Calendar.

This course will examine communication strategies and tactics for organizational social responsibility and sustainable operations in the private, not-for-profit and public sectors from an integrated communications perspective.

### CONTENT/RATIONALE - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

This is a major area of growth in employment for the practice of communications management in Canada.

---

1. **STATEMENT OF PURPOSE** *(How does the course fit into the department’s program?)*

   This course is in high demand from MCM students. Social responsibility is becoming a core function for communications managers.

2. **EXPECTED ENROLMENT:**

   20

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** *(i.e., lectures, seminars):*

   As is typical in the MCM program, students will attend an intense five day residency during which they will have 20 in-class contact hours with the faculty member. After that, students will interact with each other and the instructor via email, an online learning system (currently Avenue2Learn) and a series of webinars (minimum of 4).

4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** *(percentage breakdown, if possible):* *(For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)*

   - 10% In Class Participation
   - 10% Online Participation
   - 10% Minor Assignment (eg. Book Review)
   - 30% Examination
   - 40% Major Project (eg. Case Study)
5. TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT? IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).

No.

6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

No.

**PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

Name: Alex Sévigny  
Email: sevigny@mcmaster.ca  
Extension: 27661  
Date submitted: July 20, 2014-07-03

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.
**RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES**

**DEPARTMENT/PROGRAM**
Department of Communication Studies and Multimedia

**COURSE TITLE**
Investor Relations and Financial Communications

**COURSE NUMBER**
728

**INSTRUCTOR(S)**
The instructor will be selected from among the MCM faculty.

**PREREQUISITE(S)**
No prerequisites

**DATE TO BE OFFERED**
June 2015

**WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?**

<table>
<thead>
<tr>
<th>NEW COURSE</th>
<th>DATE TO BE OFFERED</th>
<th>WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>June 2015</td>
<td></td>
</tr>
</tbody>
</table>

**ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).  NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED.  IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.**

*FOR ALL NEW CROSS-LISTINGS PLEASE NOTE WHICH DEPARTMENT OWNS THE COURSE: CSMM*

**CHANGE IN COURSE TITLE**

**CHANGE IN COURSE DESCRIPTION**
600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form

**CHANGE TO FULL COURSE**

**CHANGE TO HALF COURSE**

**CHANGE TO QUARTER COURSE**
### 1. STATEMENT OF PURPOSE  (How does the course fit into the department's program?)

This course is in high demand from MCM students. The rapidly emerging field of investor relations is becoming a core function for communications managers.

### 2. EXPECTED ENROLMENT:

20

### 3. DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL (i.e., lectures, seminars):

As is typical in the MCM program, students will attend an intense five day residency during which they will have 20 in-class contact hours with the faculty member. After that, students will interact with each other and the instructor via email, an online learning system (currently Avenue2Learn) and a series of webinars (minimum of 4).

### 4. DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible):  (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

This course introduces students to the knowledge and skills requirements for proficiency in the complex and regulated world of investor communication and relations. Many senior publicly traded corporations operate in a multinational marketplace, often with the shares of their companies traded on numerous exchanges in time zones that encompass the planet. In all cases there are regulatory
expectations for precise, transparent and timely disclosure of strategic and financial information which may impact on share values. A reputation for integrity in the area of investor communication is of paramount importance to all stakeholders in the corporation. Thus professional competency in all aspects of this communications field is critical. We will examine these competencies, the regulatory framework in which such work must be carried out, together with examples of good and not-so-good practices.

10% In Class Participation
10% Online Participation
10% Minor Assignment (eg. Book Review)
30% Examination
40% Major Project (eg. Case Study)


5. TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT? IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).

No.

6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

No.

PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:

Name: Alex Sévigny   Email: sevigny@mcmaster.ca   Extension: 27661   Date submitted: July 20, 2014-07-03

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.
## Important: Please Read the Following Notes Before Completing This Form:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

### Department/Program
Department of Communication Studies and Multimedia

### Course Title
Reputation and Brand Management

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>731</td>
<td>FULL COURSE ( )</td>
</tr>
<tr>
<td></td>
<td>HALF COURSE ( X )</td>
</tr>
<tr>
<td></td>
<td>QUARTER (MODULE) ( )</td>
</tr>
</tbody>
</table>

### Instructor(s)
The instructor will be selected from among the MCM faculty.

### Prerequisite(s)
No prerequisites

### Nature of Recommendation (Please Check Appropriate Box)

**New Course**

**Date to be Offered (For New Courses Only):** June 2015

**Was the Proposed Course Offered on Dean’s Approval?**

Will the Course be Cross-listed with Another Department? **No** If Yes, please note which department:

**Attach to this Form Any Relevant Correspondence with the Other Department(s). Note: Cross-listing of courses requires written approval from each department and faculty concerned. If you would like to remove a cross-listing you must include a written explanation agreed upon by both departments affected.**

*For all new cross-listings please note which department owns the course: CSMM*

### Change in Course Title

PROVIDE THE **NEW** Course Title:

**STRATEGIC REPUTATION MANAGEMENT**

### Change in Course Description

**600-Level Course (Undergraduate course for graduate credit) Please see #4 on page 2 of this form**

### Change to Full Course

**Change to Half Course**  **Change to Quarter Course**
STATEMENT OF PURPOSE  (How does the course fit into the department’s program?)

This course is in high demand from MCM students. Reputation management is a core function for communications managers.

BRIEF DESCRIPTION FOR CALENDAR - Provide a brief description (maximum 6 lines) to be included in the Graduate Calendar.

This course focuses on reputation management strategy and best practices using a variety of new theories on the subject, case studies and interactive exercises to point out successful techniques.

CONTENT/RATIONALE - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

The field of reputation management is broad enough to merit a course on its own.

This course focuses on corporate reputation as a vital strategic asset. A company’s reputation is entrusted by the shareholders and board to its leadership and management team. How people view your company and what they believe about your company drives that reputation. That’s why corporate reputation is constantly changing: it is a relative assessment. That’s also why understanding it, measuring it and shaping it is as elusive as it is important.

Values, products, services, people, effectiveness, performance, process, trust, goodwill: corporate reputation intersects at different points with all these elements of a company’s image and activities. Understanding those intersection points, and where the pressure points are, forms the core of this course.

MCM 731 is taught through a variety of methods: case studies, readings, lectures, group projects, and occasionally, guest lectures. What you will learn in this course will be useful not only to senior executives in the C-Suite, but also to the entire management team. The fact is that organizations are becoming flatter; corporate reputation is increasingly a general management responsibility across executive ranks. That means that every member of the management team needs to appreciate how their actions contribute to the overall success of the corporation’s reputation and standing.


1. STATEMENT OF PURPOSE  (How does the course fit into the department’s program?)

This course is in high demand from MCM students. Reputation management is a core function for communications managers.
2. EXPECTED ENROLMENT:

20

3. DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL (i.e., lectures, seminars):

As is typical in the MCM program, students will attend an intense five day residency during which they will have 20 in-class contact hours with the faculty member. After that, students will interact with each other and the instructor via email, an online learning system (currently Avenue2Learn) and a series of webinars (minimum of 4).

4. DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

10% In Class Participation
10% Online Participation
10% Minor Assignment (eg. Book Review)
30% Examination
40% Major Project (eg. Case Study)

5. TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT? IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).

No.

6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

No.

PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:

Name: Alex Sévigny     Email: sevigny@mcmaster.ca     Extension: 27661     Date submitted: July 20, 2014-07-03

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.
RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING DEGREE PROGRAM REQUIREMENTS / PROCEDURES

**IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:**

1. This form must be completed for **ALL** changes involving degree program requirements/procedures. **All** sections of this form **must** be completed.

2. An electronic version of this form (must be in MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department is **required to attend** the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

<table>
<thead>
<tr>
<th>DEPARTMENT</th>
<th>Department of Communication Studies and Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME OF PROGRAM</td>
<td>McMaster-Syracuse Master of Communications Management</td>
</tr>
<tr>
<td>PROGRAM DEGREE</td>
<td>Ph.D. ( )</td>
</tr>
</tbody>
</table>

**NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)**

<table>
<thead>
<tr>
<th>CHANGE IN ADMISSION REQUIREMENTS</th>
<th>CHANGE IN COMPREHENSIVE EXAMINATION PROCEDURE</th>
<th>CHANGE IN COURSE REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPLAIN: Removal of the MCM thesis as an option in the MCM program.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**OTHER CHANGES**

<table>
<thead>
<tr>
<th>EXPLAIN:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Removal of the MCM thesis as an option in the MCM program.</td>
<td></td>
</tr>
</tbody>
</table>

**DESCRIBE THE EXISTING REQUIREMENT/PROCEDURE:**

The graduate calendar describes that a student can do a thesis, but does not specify the mechanics of how a student would do so.
**PROVIDE A DETAILED DESCRIPTION OF THE RECOMMENDED CHANGE** *(Attach additional pages if space is not sufficient.)*

Removal of the MCM thesis as an option for completion of the program.

**RATIONALE FOR THE RECOMMENDED CHANGE:**

The MCM program was created in 2005 as a partnership degree between McMaster and Syracuse Universities. It is the Canadian sibling of Syracuse's Master of Science in Communications Management. As such, the curriculum and course offerings were meant to be identical (at least to start). This was all implemented correctly, except for a 6 unit Master's Thesis course, which was never put on our McMaster books.

Officially, according to SGS calendar copy, the MCM program comprises twelve 3 unit courses. If a student chooses to do a capstone project (MRP), then they take 8 core courses, 3 electives and the 3 unit "Capstone Research" course. If a student chooses to do a thesis, then they take 8 core courses, 2 electives, the 3 unit "Capstone Research" course, plus a 3 unit Master's Thesis course.

Given that the capstone project is the equivalent to a Major Research Project (50 pages of original research on a topic of the student's choice) and that the completion of an MRP is not an obstacle to admission into a PhD program, the MCM program committee votes unanimously that the thesis option be removed.

**PROVIDE IMPLEMENTATION DATE:** *(Implementation date should be at the beginning of the academic year)*

Effective for 2015-16 academic year.

**ARE THERE ANY OTHER DETAILS OF THE RECOMMENDED CHANGE THAT THE CURRICULUM AND POLICY COMMITTEE SHOULD BE AWARE OF? IF YES, EXPLAIN.**

None.

**PROVIDE A DESCRIPTION OF THE RECOMMENDED CHANGE TO BE INCLUDED IN THE CALENDAR:**

Deletion of any mention of the thesis option.

**CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:**

Name: Alexandre Sévigny  Email: sevigny@mcmaster.ca  Extension: 27661  Date submitted: Sep. 12, 2014

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca

SGS/2013
# Recommendation for Change in Graduate Curriculum - For Change(s) Involving Courses

**IMPORTANT:** PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS Word not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

### Department/Program

<table>
<thead>
<tr>
<th>DEPARTMENT/PROGRAM</th>
<th>French</th>
</tr>
</thead>
</table>

### Course Title

<table>
<thead>
<tr>
<th>COURSE TITLE</th>
<th>Écritures francophones de l’Asie et de sa diaspora (Diasporic / Asian Writings in French)</th>
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</table>

### Course Number

<table>
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<th>735</th>
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### Course Credit

<table>
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<tbody>
<tr>
<td>FULL COURSE</td>
</tr>
<tr>
<td>HALF COURSE</td>
</tr>
<tr>
<td>QUARTER (MODULE)</td>
</tr>
</tbody>
</table>

### Instructor(s)

<table>
<thead>
<tr>
<th>INSTRUCTOR(S)</th>
<th>Dr. Suzanne Crosta</th>
</tr>
</thead>
</table>

### Prerequisite(s)

<table>
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<tr>
<th>PREREQUISITE(S)</th>
</tr>
</thead>
</table>

### Nature of Recommendation (Please check appropriate box)

<table>
<thead>
<tr>
<th>NEW COURSE</th>
<th>X</th>
</tr>
</thead>
</table>

**Date to be Offered (For new courses only):** Fall or Winter 2015/16

**Was the proposed course offered on Dean’s approval?**

**Will the course be cross-listed with another department?**

- NO

**If yes, please note which department:**

Attach to this form any relevant correspondence with the other department(s). **Note:** Cross-listing of courses requires written approval from each department and faculty concerned. If you would like to remove a cross-listing you must include a written explanation agreed upon by both departments affected.

*For all new cross-listings please note which department owns the course:

### Change in Course Title

| PROVIDE THE **NEW** COURSE TITLE: |

### Change in Course Description

| 600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form |

### Change to Full Course

<table>
<thead>
<tr>
<th>CHANGE TO FULL COURSE</th>
<th>CHANGE TO HALF COURSE</th>
<th>CHANGE TO QUARTER COURSE</th>
</tr>
</thead>
</table>

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1
# Course Cancellation

**Provide the Reason for Course Cancellation:**

**Please Note:** Cross-listed courses can only be cancelled by the department who owns the course.

## Other Changes

**Explain:**

---

### Brief Description for Calendar

Provide a brief description *(maximum 6 lines)* to be included in the Graduate Calendar.

Ce séminaire se propose d'examiner les diverses expressions de la francophonie de l’Asie (Chine, Vietnam, Thaïlande, Cambodge, Corée, Laos etc…) à partir d’un échantillon de textes littéraires qui ont contribué à des mouvements culturels importants et/ou à des pratiques esthétiques nouvelles sinon transversales. Une attention particulière sera accordée aux représentations du pays natal ou ancestral, aux thèmes de mobilité et de migration, de justice et de liberté et à la création de tiers-espaces pour tenir compte du pluralisme culturel et artistique en jeu.

### Content/Rationale

Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

The seminar will introduce students to key concepts, debates and current issues in Asian literatures and its ties to Francophone writings. We shall examine political and social movements in Asia that illustrate the commonalities and disjunctions of Francophone studies as they relate to the legacy of French colonialism. We shall discuss representations of the ancestral homeland and the historical/contemporary traumatic events that have inspired the works and scholarship of Asian writers: the opium wars, the horrors of Nanjing, the Korean War and its division into two separate countries, Vietnam War, the Cultural Revolution in China, the Killing Fields of Cambodia…. Through close examination of contemporary literary and artistic works, we shall focus our attention to themes of memory and loss, identity and cultural pluralism, mobility and migration, the quest for justice and freedom...

### Corpus Littéraire (d’où on puisera un échantillon de 5 textes)

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polin, Soth</td>
<td>L’Anarchiste</td>
<td>La Table Ronde, Arles, 2011.</td>
</tr>
</tbody>
</table>

### Corpus Théorique (entre autres)

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ōe, Kenzaburō</td>
<td>Notes de Hiroshima</td>
<td>Gallimard, Dominique Palmé, Paris, 1996.</td>
</tr>
<tr>
<td>Selao, Ching</td>
<td>Le Roman vietnamien francophone</td>
<td>PUM, Montréal, 2011.</td>
</tr>
</tbody>
</table>
1. STATEMENT OF PURPOSE (How does the course fit into the department’s program?)

This course fills an important gap in the field of Francophone literatures. The Department offers courses in African, Canadian, Caribbean, European francophone writings and this will allow us to cover a growing and emerging area in the field. It is aimed at increasing our graduate students’ global literacy in the field of Francophone Asian writings, as well as training our graduates for future pathways for research and career opportunities.

2. EXPECTED ENROLMENT:

10-15 graduate students

3. DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL (i.e., lectures, seminars):

This course will alternate lectures, individual/group presentations and seminars to fulfill the academic requirements of the course and the learning outcomes of our graduate students. Lectures will be used to train students in archival research and literature review in the field. In order to enhance their oral presentation skills, graduate students will be asked to lead a seminar.

4. DESCRIBE IN DETAIL THE METHOD OF EVALUATION (percentage breakdown, if possible): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

   Archival Research & Literature Review Assignment: 15%

   Individual/Group presentation: 20%

   Seminar: 25%

   Take Home Exam: 40%

5. TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT? IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).

NO

6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

N/A
If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.
**SCHOOL OF GRADUATE STUDIES**

**RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES**

**IMPORTANT:** PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

2. An electronic version of this form (must be MS WORD not PDF) should be emailed to the Assistant Secretary, School of Graduate Studies.

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<thead>
<tr>
<th>DEPARTMENT/PROGRAM</th>
<th>French</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Sociolinguistique et francophonie</td>
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<th>COURSE NUMBER</th>
<th>702</th>
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**COURSE CREDIT**

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<th>HALF COURSE ( x )</th>
<th>QUARTER (MODULE) ( )</th>
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<thead>
<tr>
<th>INSTRUCTOR(S)</th>
<th>Dr. Dominique Lepicq</th>
</tr>
</thead>
</table>

**PREREQUISITE(S)**

<table>
<thead>
<tr>
<th>NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)</th>
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<tbody>
<tr>
<td>NEW COURSE</td>
</tr>
<tr>
<td>WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?</td>
</tr>
</tbody>
</table>

ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S). NOTE: CROSS-LISTING OF COURSES REQUIRES WRITTEN APPROVAL FROM EACH DEPARTMENT AND FACULTY CONCERNED. IF YOU WOULD LIKE TO REMOVE A CROSS-LISTING YOU MUST INCLUDE A WRITTEN EXPLANATION AGREED UPON BY BOTH DEPARTMENTS AFFECTED.

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<thead>
<tr>
<th>CHANGE IN COURSE TITLE</th>
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</table>

<table>
<thead>
<tr>
<th>CHANGE IN COURSE DESCRIPTION</th>
<th>600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>CHANGE TO FULL COURSE</th>
<th>CHANGE TO HALF COURSE</th>
<th>CHANGE TO QUARTER COURSE</th>
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</thead>
</table>
## COURSE CANCELLATION

<table>
<thead>
<tr>
<th>PROVIDE THE REASON FOR COURSE CANCELLATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
</tr>
<tr>
<td>The professor has retired</td>
</tr>
</tbody>
</table>

## OTHER CHANGES

<table>
<thead>
<tr>
<th>EXPLAIN:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

---

### BRIEF DESCRIPTION FOR CALENDAR

- Provide a brief description (maximum 6 lines) to be included in the Graduate Calendar.

### CONTENT/RATIONALE

- Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

---

1. **STATEMENT OF PURPOSE** (How does the course fit into the department’s program?)

2. **EXPECTED ENROLMENT:**

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** (percentage breakdown, if possible): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT?**
   - If yes, please attach to this form any relevant correspondence with the other department(s).
6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

<table>
<thead>
<tr>
<th>PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: jane Rush</td>
</tr>
</tbody>
</table>

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
# Recommendation for Change in Graduate Curriculum - For Change(s) Involving Courses

**Important**: Please read the following notes before completing this form:

1. This form must be completed for ALL course changes. Sections of this form pertaining to your requested change must be completed.

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3. A representative from the department/program is required to attend the Faculty Curriculum and Policy Committee meeting during which this recommendation for change in graduate curriculum will be discussed.

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<thead>
<tr>
<th>DEPARTMENT/PROGRAM</th>
<th>French</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Lire le Moyen Âge: XIIe et XIIIe siècles</td>
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</tbody>
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<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>712</th>
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<tbody>
<tr>
<td>COURSE CREDIT</td>
<td>Half Course (x)</td>
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<table>
<thead>
<tr>
<th>INSTRUCTOR(S)</th>
<th>Dr. Patrick Moran</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREREQUISITE(S)</td>
<td></td>
</tr>
</tbody>
</table>

**Nature of Recommendation** *(Please check appropriate box)*

<table>
<thead>
<tr>
<th>NEW COURSE</th>
<th>DATE TO BE OFFERED (FOR NEW COURSES ONLY):</th>
<th>WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
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</table>

**Will the Course be Cross-listed with Another Department?**

*Attatch to this form any relevant correspondence with the other department(s). Note: Cross-listing of courses requires written approval from each department and faculty concerned. If you would like to remove a cross-listing you must include a written explanation agreed upon by both departments affected.*

*For all new cross-listings please note which department owns the course:*

---

**Change in Course Title**

Provide the **New** Course Title:

**Change in Course Description**

600-Level Course *(Undergraduate course for graduate credit)* Please see #4 on page 2 of this form

**Change to Full Course**

<table>
<thead>
<tr>
<th>Change to Half Course</th>
<th>Change to Quarter Course</th>
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<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td>COURSE CANCELLATION</td>
<td>PROVIDE THE REASON FOR COURSE CANCELLATION:</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>X</td>
<td>Professor is no longer teaching in Department</td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** CROSS-LISTED COURSES CAN ONLY BE CANCELLED BY THE DEPARTMENT WHO OWNS THE COURSE.

<table>
<thead>
<tr>
<th>OTHER CHANGES</th>
<th>EXPLAIN:</th>
</tr>
</thead>
</table>

**BRIEF DESCRIPTION FOR CALENDAR** - Provide a brief description (*maximum 6 lines*) to be included in the Graduate Calendar.

**CONTENT/RATIONALE** - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.

1. **STATEMENT OF PURPOSE** (How does the course fit into the department’s program?)

2. **EXPECTED ENROLMENT:**

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** (*percentage breakdown, if possible*): (For 600-level course, indicate the **Extra Work** to be required of graduate students, i.e., exams, essays, etc.)

5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT?**
   
   **IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).**
6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:

Name: jane Rush    Email: jrush@mcmaster.ca    Extension: #24774    Date submitted: Oct.10, 2014

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
RECOMMENDATION FOR CHANGE IN GRADUATE CURRICULUM - FOR CHANGE(S) INVOLVING COURSES

IMPORTANT: PLEASE READ THE FOLLOWING NOTES BEFORE COMPLETING THIS FORM:

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<th>French</th>
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</thead>
<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Lire le Moyen Âge: XIVe et XVe siècles</td>
</tr>
<tr>
<td>COURSE NUMBER</td>
<td>713</td>
</tr>
<tr>
<td>COURSE CREDIT</td>
<td>FULL COURSE ( )</td>
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<td>INSTRUCTOR(S)</td>
<td>Dr. Patrick Moran</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PREREQUISITE(S)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)</th>
</tr>
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<tbody>
<tr>
<td>NEW COURSE DATE TO BE OFFERED (FOR NEW COURSES ONLY):</td>
</tr>
<tr>
<td>WAS THE PROPOSED COURSE OFFERED ON DEAN'S APPROVAL?</td>
</tr>
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<table>
<thead>
<tr>
<th>WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>IF YES, PLEASE NOTE WHICH DEPARTMENT:</td>
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</tbody>
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<tbody>
<tr>
<td>CHANGE IN COURSE DESCRIPTION</td>
<td>600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form</td>
</tr>
<tr>
<td>CHANGE TO FULL COURSE</td>
<td>CHANGE TO HALF COURSE</td>
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**STATEMENT OF PURPOSE** (How does the course fit into the department’s program?)

**EXPECTED ENROLMENT:**

**DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

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**OTHER CHANGES**

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<tr>
<th>COURSE CANCELLATION</th>
<th>PROVIDE THE REASON FOR COURSE CANCELLATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Professor is no longer teaching in Department</td>
</tr>
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</table>

**PLEASE NOTE: CROSS-LISTED COURSES CAN ONLY BE CANCELLED BY THE DEPARTMENT WHO OWNS THE COURSE.**

**PROVIDE THE REASON FOR COURSE CANCELLATION:**

**EXPLAIN:**

**BRIEF DESCRIPTION FOR CALENDAR** - Provide a brief description *(maximum 6 lines)* to be included in the Graduate Calendar.

**CONTENT/RATIONALE** - Provide a brief description, i.e., outline the topics or major sub-topics, and indicate the principal texts to be used.
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Name: jane Rush  Email: jrush@mcmaster.ca  Extension: #24774  Date submitted: Oct.10, 2014

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<td>COURSE TITLE</td>
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COURSE CREDIT

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<th>QUARTER (MODULE) ( )</th>
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INSTRUCTOR(S)

Dr. Dominique Lepicq

PREREQUISITE(S)

NATURE OF RECOMMENDATION (PLEASE CHECK APPROPRIATE BOX)

NEW COURSE

DATE TO BE OFFERED (FOR NEW COURSES ONLY):

WAS THE PROPOSED COURSE OFFERED ON DEAN’S APPROVAL?

WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?

If yes, please note which department:

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CHANGE IN COURSE TITLE

Provide the NEW Course Title:

CHANGE IN COURSE DESCRIPTION

600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form

CHANGE TO FULL COURSE

CHANGE TO HALF COURSE

CHANGE TO QUARTER COURSE

1
<table>
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<tr>
<th>COURSE CANCELLATION</th>
<th>PROVIDE THE REASON FOR COURSE CANCELLATION:</th>
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<tbody>
<tr>
<td>X</td>
<td>The professor has retired</td>
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4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** (*percentage breakdown, if possible*): (For 600-level course, indicate the Extra Work to be required of graduate students, i.e., exams, essays, etc.)

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<tbody>
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<td>COURSE NUMBER</td>
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<td>COURSE CREDIT</td>
<td>FULL COURSE ( ), HALF COURSE ( x ), QUARTER (MODULE) ( )</td>
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<td>INSTRUCTOR(S)</td>
<td>Dr. Caroline Bayard</td>
</tr>
<tr>
<td>PREREQUISITE(S)</td>
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</table>

**NATURE OF RECOMMENDATION** *(PLEASE CHECK APPROPRIATE BOX)*

<table>
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<tr>
<th>NEW COURSE</th>
<th>Date to be Offered (for new courses only):</th>
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**WILL THE COURSE BE CROSS-LISTED WITH ANOTHER DEPARTMENT?**

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**CHANGE IN COURSE TITLE**

Provide the **NEW** COURSE TITLE:

**CHANGE IN COURSE DESCRIPTION**

**600-LEVEL COURSE (Undergraduate course for graduate credit) Please see #4 on page 2 of this form**

**CHANGE TO FULL COURSE**

**CHANGE TO HALF COURSE**

**CHANGE TO QUARTER COURSE**
1. **STATEMENT OF PURPOSE**  (How does the course fit into the department’s program?)

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<th>PROVIDE THE REASON FOR COURSE CANCELLATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Retired several years ago</td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** CROSS-LISTED COURSES CAN ONLY BE CANCELLED BY THE DEPARTMENT WHO OWNS THE COURSE.

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PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:

Name: Jane Rush Email: jrush@mcmaster.ca Extension: #24774 Date submitted: Oct. 10, 2014

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013
## Recommendation for Change in Graduate Curriculum - For Change(s) Involving Courses

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<tr>
<th>Department/Program</th>
<th>French</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>L’Être humain et l’animal dans les littératures francophones</td>
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<tr>
<td>Course Number</td>
<td>727</td>
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<tr>
<td>Instructor(s)</td>
<td>Dr. Stephanie Posthumius</td>
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</table>

**Nature of Recommendation (Please check appropriate box)**

<table>
<thead>
<tr>
<th>New Course</th>
<th>Date to be Offered (for new courses only):</th>
<th>Was the proposed course offered on Dean's Approval?</th>
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**Will the course be cross-listed with another department?**

If yes, please note which department:

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<tr>
<th>Change in course title</th>
<th>Provide the <strong>New</strong> course title:</th>
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</thead>
</table>

<table>
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<tr>
<th>Change in course description</th>
<th>600-level course (Undergraduate course for graduate credit) Please see #4 on page 2 of this form</th>
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<table>
<thead>
<tr>
<th>Change to full course</th>
<th>Change to half course</th>
<th>Change to quarter course</th>
</tr>
</thead>
</table>
**COURSE CANCELLATION**

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<thead>
<tr>
<th>PROVIDE THE REASON FOR COURSE CANCELLATION:</th>
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<tbody>
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<td>X  The professor is no longer teaching in Department</td>
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1. **STATEMENT OF PURPOSE** (How does the course fit into the department’s program?)

2. **EXPECTED ENROLMENT:**

3. **DESCRIBE IN DETAIL THE METHOD OF PRESENTATION OF COURSE MATERIAL** (i.e., lectures, seminars):

4. **DESCRIBE IN DETAIL THE METHOD OF EVALUATION** (*percentage breakdown, if possible*): (For 600-level course, indicate the *Extra Work* to be required of graduate students, i.e., exams, essays, etc.)

5. **TO PREVENT OVERLAP, IS A COURSE IN THE SAME OR A RELATED AREA OFFERED IN ANOTHER DEPARTMENT?**
   
   IF YES, PLEASE ATTACH TO THIS FORM ANY RELEVANT CORRESPONDENCE WITH THE OTHER DEPARTMENT(S).
6. IF THE COURSE IS INTENDED PRIMARILY FOR STUDENTS OUTSIDE YOUR DEPARTMENT, DO YOU HAVE THE SUPPORT OF THE DEPARTMENT/PROGRAM CONCERNED?

PLEASE PROVIDE THE CONTACT INFORMATION FOR THE RECOMMENDED CHANGE:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Extension</th>
<th>Date submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>jane Rush</td>
<td><a href="mailto:jrush@mcmaster.ca">jrush@mcmaster.ca</a></td>
<td>#24774</td>
<td>Oct.10, 2014</td>
</tr>
</tbody>
</table>

If you have any questions regarding this form, please contact the Assistant Secretary, School of Graduate Studies, cbryce@mcmaster.ca.

SGS /2013