

UC 12770 145

Approved CLASS JSC
7/20/14



APPROVED APR 23 2014
GM

Memorandum

RECEIVED FEB 28 2014
GM

TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Feb. 15, 2014
RE: Revising Advertising Concentration Curriculum Requirements

Background:

When the Advertising Concentration Curriculum was written and approved, it required students to take six hours (two courses) from a group of technical skills classes: COMM 3353 Information and Communication Technologies I, COMM 3326 Graphics Applications, COMM 3327 Desktop Publishing.

Due to high demand and the lack of computer lab space in which to offer more sections of these classes, the requirement is impeding students from progressing to graduation in a timely manner. Additionally, the intent of this requirement was to provide students with skills they could apply in more advanced courses. We find they are unable to take the classes in time to impact their performance in those courses, and instructors have adapted accordingly.

Therefore, advisors and faculty have recommended reducing the requirement to only one course and to increase the requirements for the Group 2 electives from six hours (two courses) to nine hours (three courses). (The appropriate changes to the catalog language are included below.)

Our Undergraduate Committee has approved these actions and we now seek approval from CLASS and the UC.

Proposed change:

1. Reduce the required courses from the Group 1 electives from two to one.
2. Increase the required courses from the Group 2 electives from two to three.

Advertising Sequence

1. Requirements:

Take COMM 2310 , 3360 , 3361 , 4360 , and 4361 , 4363 or 4366 .

- COMM 2310 - Writing for Print and Digital Media **Credit Hours: 3.0**
- COMM 3360 - Principles of Advertising **Credit Hours: 3.0**
- COMM 3361 - Advertising Copywriting **Credit Hours: 3.0**
- COMM 4360 - Media Planning and Placement **Credit Hours: 3.0**
- COMM 4361 - National Advertising Campaigns **Credit Hours: 3.0**
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- COMM 4363 - Local Advertising Campaigns **Credit Hours: 3.0** or
- COMM 4366 - Advertising Account Planning **Credit Hours: 3.0**

Note(s):

(Must earn a **C** in COMM 2310 and before proceeding to advanced communication courses.)

2. Select ~~6 hours (two courses)~~ 3 hours (one course) of required Advertising electives from:

- COMM 3326 - Graphics Applications **Credit Hours: 3.0**
- COMM 3327 - Desktop Publishing **Credit Hours: 3.0**
- COMM 3353 - Information and Communication Technologies I **Credit Hours: 3.0**

3. Select ~~6 hours (two courses)~~ 9 hours (three courses) from:

- COMM 1332 - Fundamentals of Public Speaking **Credit Hours: 3.0**
- COMM 2320 - Fundamentals of Media Production **Credit Hours: 3.0**
- COMM 3311 - Editing for Print and Digital Media **Credit Hours: 3.0**
- COMM 3323 - Multimedia Production I **Credit Hours: 3.0**
- COMM 3324 - Photojournalism I **Credit Hours: 3.0**
- COMM 3332 - Effective Meeting Management **Credit Hours: 3.0**
- COMM 3339 - Advanced Public Speaking **Credit Hours: 3.0**
- COMM 3356 - Business and Professional Communication **Credit Hours: 3.0**
- COMM 3368 - Principles of Public Relations **Credit Hours: 3.0**
- COMM 3373 - Television: History and Culture **Credit Hours: 3.0**
- COMM 4323 - Multimedia Production II **Credit Hours: 3.0**
- COMM 4331 - Persuasion **Credit Hours: 3.0**
- COMM 4353 - Information and Communication Technologies II **Credit Hours: 3.0**

- COMM 4363 - Local Advertising Campaigns **Credit Hours: 3.0**
- COMM 4365 - Digital Public Relations and Advertising **Credit Hours: 3.0**
- COMM 4366 - Advertising Account Planning **Credit Hours: 3.0**
- COMM 4368 - Public Relations Campaigns **Credit Hours: 3.0**
- COMM 4369 - Advertising Portfolio **Credit Hours: 3.0**
- COMM 4377 - Understanding Publics **Credit Hours: 3.0**
- COMM 4378 - The Social Impact of New Information Technology **Credit Hours: 3.0**
- COMM 4392 - Professional Internship **Credit Hours: 3.0**
- COMM 4397 - Selected Topics in Communication **Credit Hours: 3.0**
- COMM 4398 - Independent Study **Credit Hours: 3.0**
- MARK 3336 - Elements of Marketing Administration **Credit Hours: 3.0**