

School of Communication

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October 27, 2006

To: Associate Dean Sarah Fishman

From: Beth Olson, director, School of Communication [REDACTED]

RE: change in required courses for Corporate Communication concentration

Please consider the following recommended changes in the School's corporate communication concentration:

1. Addition of COMM 2310 Media Writing to Required Courses (bringing total to 4 courses; 12 hours)
2. Reduction of hours from 6 hours to 3 hours from the following list: (please note we have moved COMM 2310 from this list to the required courses list).

Please see attached advising sheet with changes highlighted.

Thank your for your consideration of this item.

Cc: Suzanne Buck, Les Oliver

[REDACTED]
CLASS W.S.E.
4/2/06
[REDACTED]

CORPORATE COMMUNICATION CONCENTRATION (formerly Organizational/Corporate Communication)

Students will learn theories and principles of mediated and non-mediated communication relevant to the management of corporate, non-profit and governmental organization. Students will develop analytical and critical skills needed to develop and implement effective goals and strategies. This concentration serves students interested in:

-Developing internal communication plans, training others to develop effective communication skills including improving team development, managing supervisory and customer service relations, and making presentation ranging from brief speeches to sophisticated multi-media programs.

-Developing communication designs using digital media technologies and creating effective communication packages for regional, national, and international organizations.

This concentration will prepare students for communication in a wide variety of organizations and will consulting firms. It will also provide a strong foundation for graduate work in communication studies and other fields of human behavior.

REQUIRED COURSES

COMM 2310 Media Writing

- COMM 3356 Business and Professional Communication
- COMM 4355 Organizational Communication
- COMM 2320 Fundamentals of Telecommunications, Broadcasting and Film Production

NOTE: COMM 2320 MUST BE COMPLETED WITH A GRADE OF "C" OR ABOVE

3 hours (2 courses) from the following list:

- COMM 1333 Interpersonal Communication
- ~~COMM 2310~~ Media Writing
- COMM 3330 Relational Communication
- COMM 3352 Small Group Processes
- COMM 3360 Principles of Advertising
- COMM 3368 Principles of Public Relations
- COMM 4356 Applied Organizational Communication
- COMM 4357 Intercultural Communication and Organization
- COMM 4375 Propaganda

6 hours (2 courses) from the following list:

- COMM 3323 Computer Assisted Video Production
- COMM 3326 Graphics Application
- COMM 3327 Desktop Publishing
- COMM 3328 Broadcast and Film Writing
- COMM 3353 Media Technologies and the World Wide Web
- COMM 4353 Web Tech II
- COMM 4378 The Social Impact of New Information Technology

6 hours (2 courses) from the following list:

- COMM 3320 Audio Production (consent of instructor)
- COMM 2322 Television Production
- COMM 3332 Meeting Management
- COMM 3339 Advance Public Speaking
- COMM 4331 Persuasion
- COMM 4335 Crisis Communication
- COMM 4358 Bargaining and Negotiation
- COMM 4367 Issues Management
- COMM 4392 Professional Internship
- COMM 4397 Special Topic
- COMM 4398 Special Problems

NOTE: Other Communication courses may be used as electives if approved by the Director of Undergraduate Studies before enrolling.