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UNIVERSITY of HOUSTON

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MEMORANDUM

EFFECTIVE
FALL

TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Jack J. Valenti School of Communication, ext. 3-2881
DATE: September 3, 2008 (Revised November 12, 2008)
RE: Proposed catalog language reflecting public relations/advertising concentration change

Advertising Concentration

The concentration provides basic knowledge, skills and ethical considerations to prepare students for entry into advertising careers. Specific areas of study include theory, principles, analytical and critical skills, ethical requirements, copywriting, media planning and placement, campaign design and execution requirements, research methodologies, data analysis techniques, and communications skills especially appropriate for advertising careers.

Required Courses

COMM 1301 – Media and Society
COMM 1302 – Introduction to Communication Theory
COMM 2300 – Communications Research Methods
COMM 4303 – Communication Law and Ethics

Advertising Sequence

COMM 2310 – Writing for Print and Digital Media
COMM 3360 – Principles of Advertising
COMM 3361 – Advertising Copywriting
COMM 4360 – Media Planning and Placement
COMM 4361 – National Advertising Campaigns

Or

COMM 4363 – Local Advertising Campaigns

Required Electives for Advertising

6 hours (two courses) from:

COMM 3326 – Graphics Applications
COMM 3327 – Desktop Publishing
COMM 3353 – Information and Communications Technologies I

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6 hours (two courses) from:

COMM 1332 – Fundamentals of Public Speaking
COMM 2320 – Fundamentals of Media Production
COMM 3311 – Editing for Print and Digital Media
COMM 3323 – Multimedia Production I
COMM 3324 – Photojournalism I
COMM 3332 – Effective Meeting Management
COMM 3339 – Advanced Public Speaking
COMM 3356 – Business and Professional Communication
COMM 3368 – Principles of Public Relations
COMM 4323 – Multimedia Production II
COMM 4331 – Persuasion
COMM 4353 – Information and Communications Technologies II
COMM 4363 – Local Advertising Campaigns
COMM 4368 – Public Relations Campaigns
COMM 4366 – Advertising Account Planning
COMM 4369 – Advertising Portfolio Development
COMM 4378 – Social Impact of New Information Technology
COMM 4392 – Professional Internship
COMM 4397 – Selected Topics in Communication
COMM 4398 – Special Problems
MARK 3336 – Elements of Marketing Administration

Public Relations Concentration

The concentration provides basic knowledge, skills and ethical considerations to prepare students for entry into public relations and advertising careers. Students will learn the communication requirements to represent organizations, products, services, operations and policies effectively. Specific areas of study include theory, principles, analytical and critical skills, ethical requirements, public policy development, campaign design and execution requirements, research methodologies, data analysis techniques, and communications skills especially appropriate for public relations careers.

Required Courses

COMM 1301 – Media and Society
COMM 1302 – Introduction to Communication Theory
COMM 2300 – Communications Research Methods
COMM 4303 – Communication Law and Ethics

Public Relations Sequence

COMM 2310 – Writing for Print and Digital Media
COMM 3311 – Editing for Print and Digital Media
COMM 3368 – Principles of Public Relations
COMM 3369 – Public Relations Writing

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COMM 4368 – Public Relations Campaigns

3 hours (1 course) from:

COMM 4354 – Organizational Crisis Communication
COMM 4364 – Rhetoric and Criticism of Public Relations Discourse
COMM 4367 – Issues Management

3 hours (1 course) from:

COMM 3326 – Graphics Applications
COMM 3327 – Desktop Publishing
COMM 3353 – Information and Communications Technologies I

Required Electives for Public Relations

(3) 6 hours (2 courses) from:

COMM 1332 – Fundamentals of Public Speaking
COMM 2320 – Fundamentals of Media Production
COMM 3314 – Advanced Writing and Reporting
COMM 3323 – Multimedia Production I
COMM 3324 – Photojournalism I
COMM 3339 – Advanced Public Speaking
COMM 3356 – Business and Professional Communication
COMM 3360 – Principles of Advertising
COMM 3361 – Advertising Copywriting
COMM 4323 – Multimedia Production II
COMM 4353 – Information and Communications Technologies II
COMM 4355 – Organizational Communication
COMM 4357 – Intercultural Communication and Organizations
COMM 4360 – Media Planning and Placement
COMM 4361 or COMM 4363 – National Advertising Campaigns or Local Advertising Campaigns
COMM 4392 – Professional Internship
COMM 4397 – Selected Topics in Communication
COMM 4398 – Special Problems
MARK 3336 – Elements of Marketing Administration