

UC 1033809F

Approved by CLASS
Undergraduate Studies Committee



09/28/09



Memorandum

APPROVED NOV 18 2009

RECEIVED SEP 29 2009

TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Sept. 3, 2009
RE: Proposal to create an Integrated Communication concentration in the VSoC

The rationale for this proposal is as follows:

- Recognizing that many organizations that may employ our graduates do not distinguish among advertising, public relations and marketing communication, we see a need to prepare students to work in the area of Integrated Communication.
- The proposed curriculum would draw from our existing course offerings, but would also allow faculty to develop new classes that can meet the needs of students entering a field that changes with the development of new technologies and enhanced abilities to identify and target audiences.
- We also propose developing a 4000-level class to add as a capstone course option. (See the note in the Required Curriculum that follows.) The proposed concentration is designed to pair with a Minor in Global Business to further enhance students' employability upon graduation. However, students may choose another minor.

We proposed the following for the concentration:

Integrated Communication Concentration

The concentration teaches students theories and principles of corporate, nonprofit and organizational communication, provides students basic knowledge and ethical considerations of the fields of public relations, advertising and corporate communication, and teaches the fundamentals of business communication.

REQUIRED COURSES: School of Communication Core (12 hours)

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

REQUIRED COURSES: Integrated Communication Concentration (15 hours)

- COMM 2310 Writing for Print and Digital Media
(Prerequisites: Ability to type 30 words per minute, cumulative GPA of 2.33 or better average in: ENGL 1304, HIST 1377 and 1378, POLS 1336 and 1337)
- COMM 3353 Information and Communication Technologies I
(Prerequisites: COMM 1301 and COMM 1302 or consent of instructor)
- COMM 3360 Principles of Advertising
(Prerequisites: Junior standing or consent of instructor)

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COMM 3368 Principles of Public Relations
(Prerequisites: Junior standing or consent of instructor)

One of the following as a capstone course:

COMM 4361 National Advertising Campaigns
(Prerequisites: COMM 3360, COMM 3361 and COMM 4360 or consent of instructor)

COMM 4363 Local Advertising Campaigns
(COMM 3360, COMM 3361 and COMM 4360 or consent of instructor)

COMM 4368 Public Relations Campaigns
(Prerequisite: COMM 3368)

(This course list would eventually include a fourth class, Integrated Communication Campaigns in which students would design an integrated advertising and PR campaign for a nonprofit organization. That class would also be a capstone course option for the Advertising and Public Relations Concentrations.)

ELECTIVES: Integrated Communication Concentration: Select 12 hours (at least 6 at 4000 level) from the following list:

COMM 3311 Editing for Print and Digital Media
(Prerequisite: COMM 2310)

COMM 3323 Multimedia Production I
(Prerequisites: Junior standing in Communication and computer skills)

COMM 3326 Graphics Applications
(Prerequisite: COMM 2310)

COMM 3327 Desktop Publishing
(Prerequisites: COMM 3326 or consent of instructor)

COMM 3332 Effective Media Management
(Prerequisites: Junior standing or consent of instructor)

COMM 3352 Small Group Process
(Prerequisites: COMM 1301 or COMM 1302 or COMM 3356 or consent of instructor)

COMM 3356 Business and Professional Communication
(Prerequisite: Junior standing)

COMM 3361 Advertising Copywriting
(Prerequisite: COMM 2310)

COMM 3369 Public Relations Writing
(Prerequisite: COMM 2310)

COMM 3383 Nonlinear Editing
(Prerequisite: At least a C+ in COMM 2322) [Note: We are submitting a CBM to change this to "At least a C in COMM 2322.]

COMM 4331 Persuasion
(Prerequisite: Six hours in speech communication or consent of instructor)

COMM 4354 Organizational Crisis Communication
(Prerequisites: Junior standing or consent of instructor)

COMM 4355 Organizational Communication
(Prerequisite: Six hours in communication or consent of instructor)

COMM 4357 Intercultural Communication and Organizations
(Prerequisites: COMM 4355 or consent of instructor)

COMM 4358 Bargaining and Negotiating
(Prerequisites: COMM 4355 or consent of instructor)

- COMM 4360 Media Planning and Placement
(Prerequisite: COMM 3360 or consent of instructor)
- COMM 4361 National Advertising Campaigns
(Prerequisites: COMM 3360, COMM 3361 and COMM 4360 or consent of instructor)
- COMM 4362 Rhetorical Strategies of Social and Political Campaigns
(Prerequisites: COMM 4331 or consent of instructor)
- COMM 4363 Local Advertising Campaigns
(Prerequisites: COMM 3360, COMM 3361 and COMM 4360 or consent of instructor)
- COMM 4364 Rhetoric and Criticism of Public Relations Discourse
(Prerequisite: Six hours in public relations or consent of instructor)
- COMM 4365 Digital Public Relations and Advertising
- COMM 4366 Advertising Account Planning
(Prerequisites: COMM 3360, 3361, and 4360 or consent of instructor)
- COMM 4367 Issues Management
(Prerequisite: COMM 4331 or consent of instructor)
- COMM 4368 Public Relations Campaigns
(Prerequisite: COMM 3368)
- COMM 4369 Advertising Portfolio
(Prerequisites: Junior or senior standing in communication and consent of instructor)
- COMM 4370 Social Aspects of Film
(Prerequisite: Three advanced hours in communication.)
- COMM 4372 Media, Power, and Society
(Prerequisites: Senior standing or consent of instructor)
- COMM 4374 New Media in Contemporary Society
- COMM 4375 Propaganda and Mass Communication
(Prerequisites: COMM 1301 or consent of instructor)
- COMM 4378 The Social Impact of New Information Technology
(Prerequisites: COMM 2350 or consent of instructor)
- MARK 3336 Elements of Marketing Administration
(Prerequisite: Junior standing.)

This proposal was approved by the Valenti School of Communication Undergraduate Committee on Aug. 24, 2009. I now forward it to the College of Liberal Arts and Social Sciences Undergraduate Studies Committee for consideration.

Thank you.

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TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Sept. 3, 2009
RE: Catalog language changes required for Integrated Communication Concentration

If the proposal to create the concentration is approved, the following changes would need to be made in the Valenti School of Communication Catalog:

Communications Major

The Jack J. Valenti School of Communication offers a Bachelor of Arts degree in communication with concentrations ~~in journalism, public relations/advertising, media production, media studies, corporate communication, health communication, and interpersonal communication.~~ **Delete and replace with:** in advertising, corporate communication, health communication, integrated communication, interpersonal communication, journalism (print and broadcasting), media production, media studies, and public relations.

Add:

Concentration in Integrated Communication

The concentration teaches students theories and principles of corporate, nonprofit and organizational communication, provides students basic knowledge and ethical considerations of the fields of public relations, advertising and corporate communication, and teaches the fundamentals of business communication.

REQUIRED COURSES:

1. COMM 1301, 1302, 2300, 4303.
2. COMM 2310, 3353, 3360, 3368.
3. One of the following courses: COMM 4361, 4363 or 4368.
4. 12 hours (at least 6 at the 4000 level) from the following courses: COMM 3311, 3323, 3326, 3327, 3332, 3352, 3356, 3361, 3369, 3338, 4331, 4354, 4355, 4357, 4358, 4360, 4361, 4362, 4363, 4364, 4365, 4366, 4367, 4368, 4369, 4370, 4372, 4374, 4375, 4378, MARK 3336.

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JAN 19 2010

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