

UC 11106 10F

Approved by CLASS USC

Dr. Sarah Fishman

Date

11/17/10



Memorandum

APPROVED FEB 23 2011

RECEIVED NOV 18 2010

TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Sept. 15, 2010
RE: Proposal for changes in the Advertising Concentration of the VSoC

Background:

The Valenti School Undergraduate Committee reviewed the requirements for the Advertising concentration, looking at the current UH catalog and discussing revisions for both clarity and effectiveness with faculty. As a result, nine CBM003 forms are being submitted separately for consideration.

However, one recommendation involves adding an existing course to the list of approved Group 4 electives in the catalog. The following recommendation was approved by the committee and endorsed by the faculty at our fall meeting:

Action:

Therefore, I am requesting the catalog language be changed from:

ADVERTISING SEQUENCE

1. Take **COMM 2310, 3360, 3361, 4360**, and **4361** or COMM 4363.
2. (Must earn a **C** in **COMM 2310** before proceeding to advanced communication courses.)
3. Select 6 hours (two courses) of required Advertising electives from: COMM 3326, 3327, or 3353
4. Select 6 hours (two courses) from: COMM 1332, 2320, 3311, 3323, 3324, 3332, 3339, 3356, 3368, 4323, 4331, 4353, 4363, 4368, 4366, 4369, 4378, 4392, 4397, 4398, or MARK 3336

To:

ADVERTISING SEQUENCE

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3. Select 6 hours (two courses) of required Advertising electives from: COMM 3326, 3327, or 3353
4. Select 6 hours (two courses) from: COMM 1332, 2320, 3311, 3323, 3324, 3332, 3339, 3356, 3368, 4323, 4331, 4353, 4363, **4365, 4366, 4368**, 4369, 4378, 4392, 4397, 4398, or MARK 3336

Thank you.