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APPROVED MAR 27 2013
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RECEIVED JAN 24 2013



Memorandum

TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Jan. 15, 2013
RE: Proposal to separate the Advertising/Public Relations minor into an Advertising Minor and a Public Relations Minor

Background:

When the Valenti School of Communication received approval to split the Advertising/Public Relations concentration into two separate concentrations several years ago, the faculty intended for the separation to apply to the Advertising/Public Relations minor as well. However, that language wasn't included in the proposal memo, so the separation of the minor did not occur. We want to correct that.

Action:

We propose that the minor be split into an Advertising Minor (COMM 1301, 1302 and 3360 required, plus an additional nine (9) hours from approved electives) and a Public Relations Minor (COMM 1301, 1302 and 3368 required, plus an additional (9) hours from approved electives).

Thank you.

If approved, catalog language would change as follows:

We proposed adding the two minors as indicated below, as well as revising the text in the summary paragraph at the end.

Jack J. Valenti School of Communication Minors

Students seeking a minor in the Jack J. Valenti School of Communication must meet the same GPA requirements as the students declaring or changing their major to the Jack J. Valenti School of Communication at the time of filing their minor. Students may not enroll (register) for upper level courses in their minor until the lower level prerequisite course(s) has been completed, i.e., Film Studies Minor- **COMM 1301** and all Concentration Minors- **COMM 1301** and **1302**.

Minor in Advertising

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Students seeking a minor in advertising must meet the following requirements:

1. A minimum of 18 semester hours.
2. Required foundation courses: **COMM 1301, 1302, 3360.**
3. Select 9 hours from: **COMM 3361, 4360, 4363, 4365, 4366, 4369, 4392, 4397, 4398.**

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Minor in Film Studies

Students seeking a minor in film studies must meet the following requirements:

1. A minimum of 18 semester hours of which at least 12 are advanced. Included in the requirement is **COMM 1301** and a sequence of two courses, **COMM 3370** and **COMM 4370**.

Students also must complete nine semester hours of electives to be selected from the following courses:

ART 1370, ARTH 1300, COMM 2370, 3321, 3379, 4328, 4375, 4376, 4392; ENGL 4373; FREN 3318 or 3319; GERM 3380, 3395; HIST 4314; ITAL 3305 or 3306; MAS 3341; PHIL 3361; THEA 2342; other appropriate selected topics or interdisciplinary courses in the College of Liberal Arts and Social Sciences approved by the School of Communication.

2. A minimum of nine semester hours in residence, of which at least six are advanced.
3. A minimum 2.00 cumulative grade point average for all courses attempted in the minor at the University of Houston with at least a **C** in each course.

Minor in Health Communication

Students seeking a minor in health communication must meet the following requirements:

1. A minimum of 18 semester hours.
2. Required foundation courses: **COMM 1301, 1302, 3300** (formerly 4333)
3. Select 9 hours from: **COMM 3301, 3302, 3303, 3304, 3340, or 4335.**

Minor in Public Relations

Students seeking a minor in public relations must meet the following requirements:

1. A minimum of 18 semester hours.

2. Required foundation courses: **COMM 1301, 1302, 3368.**

3. Select 9 hours from: **COMM 2310, 3369, 4354, 4367, 4365, 4368, 4377, 4392, 4397, 4398.**

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Minor in Jack J. Valenti School of Communication Concentrations

Students may minor in any of the school's concentrations. However, a minor for students interested in Advertising or Public Relations is a minor in both (Advertising/Public Relations) and Communication. Advisors will help students select their courses to match their primary interest. For each concentration minor, students must complete **COMM 1301** and **1302**, plus 12 COMM hours in the concentration, of which nine must be advanced and nine must be in residence. Students must have a 2.00 GPA for all courses attempted in the minor at the University of Houston, with at least a **C** in each course.