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**UNIVERSITY of HOUSTON**

**Jack J. Valenti**  
**School of Communication**

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*NEEDS CB*  
*APPROVAL*

**MEMORANDUM**

*EFFECTIVE* \_\_\_\_\_

**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:** Separation of Public Relations and Advertising Concentration - Rationale

Upon recommendation of the School's Undergraduate Committee, the faculty has approved the separation of the Public Relations and Advertising concentration into two concentrations. We now seek the approval of the CLASS Undergraduate Studies Committee and the University's Undergraduate Council for this proposal.

The rationale for the separation is as follows:

- Although obviously sharing many core curricular similarities, the two are separate disciplines in the business world and require students to learn different skills to be successful.
- Separating the two would allow us to better track our students in the concentrations and to better allocate resources. Students can designate themselves as being in PR or advertising, but we have no way of separating them administratively to help us determine faculty or curriculum needs.
- While our PR program is strong and recognized for its quality, the advertising program is just beginning its growth efforts. Creating a separate concentration for advertising will enhance our ability to recruit students, faculty and funding.
- Separating the two will also enhance our alumni and external development efforts.

We have established the following for an Advertising concentration:

**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**

# UC 10193 08F

Page 2 of 5  
Replaces UC 9849 08F

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  
(1) COMM 4361 – National Advertising Campaigns

**or**

(2) COMM 4363 – Local Advertising Campaigns

(1) COMM 4361 is currently titled “Advertising Campaigns” and it is only offered in the spring semesters because it is tied to the National Student Advertising Contest. We are submitting a request to change the name of this course to “National Advertising Campaigns.”

(2) COMM 4363 Local Advertising Campaigns has been offered as a Selected Topics course in the fall semester for several years. It provides an alternative by petition for students who need to take the required capstone course but who want to graduate in December. We are proposing this course be added to the permanent inventory as COMM 4363 as an approved alternative to COMM 4361 and as an elective in addition to COMM 4361.

### **Required Electives for Advertising**

#### **6 hours (two courses) from:**

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

*(These three courses were previously included on the general list of electives from which 9 hours or three courses were required. We believe our advertising students need these skills.)*

#### **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  
*(previously required for all in the concentration)*  
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

# UC 10193 08F

Page 3 of 5  
Replaces UC 9849 08F

COMM 3368 – Principles of Public Relations  
COMM 4323 – Multimedia Production II  
COMM 4331 – Persuasion  
COMM 4353 – Information and Communications Technologies II  
COMM 4363 (proposed number) – Local Advertising Campaigns  
COMM 4368 – Public Relations Campaigns  
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  
(3) COMM 4366 – Advertising Account Planning  
(4) COMM 4369 – Advertising Portfolio Development

(3) and (4) – Both these classes have been offered successfully as Selected Topics courses and we are proposing both be added to the permanent inventory. *Both class numbers are proposed.*

*Other changes in the previously published list of electives to choose hours from are the removal of COMM 3369 – Public Relations Writing and COMM 4364 – Rhetoric and Criticism of Public Relations Discourse.*

We are proposing only minor changes to the existing Public Relations concentration:

### **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

# UC 10193 08F

Page 4 of 5  
Replaces UC 9849 08F

COMM 3369 – Public Relations Writing  
COMM 4368 – Public Relations Campaigns

**3 hours (1 course) from:**

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

*(1) Currently COMM 4354 can be substituted by petition for either COMM 4364 or 4367 to fulfill this requirement. We are proposing making the substitution option part of the curriculum.*

**(2) 3 hours (1 course) from:**

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

*(2) Currently, these classes are listed as options among the required 9 hours (3 courses) of electives in the PR concentration. Because of the critical importance of these skills for PR students, we are proposing requiring PR students be required to take at least one computer course in the School of Communication.*

**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 (proposed) – National Advertising Campaigns or Local Advertising Campaigns  
COMM 4392 – Professional Internship  
COMM 4397 – Selected Topics in Communication  
COMM 4398 – Special Problems

**UC 10193 08F**  
**Page 5 of 5**  
**Replaces UC 9849 08F**

MARK 3336 – Elements of Marketing Administration

*(3) Previously, 9 hours (3 courses) were required from these electives. Moving COMM 3326, 3327, 3353 to a separate list of required elective options would reduce the required hours to 6 (2 courses).*

We submit this proposal for consideration and, if approved, forwarding to the University's Undergraduate Council.

Thank you.