

UC 10693 09F

TO: Lawrence Williams, Chair
Undergraduate Council

APPROVED NOV 18 2009

FROM: Richard Scamell
Degree Programs Committee: Programs

SUBJECT: UC 10337 09F and UC 10338 09F: Valenti School of Communications Proposals

DATE: November 18, 2009

The Committee met on Wednesday, November 4 to review two proposals from the Valenti School of Communication. UC 10337 09F adds the course COMM 3358 – Leadership Communication and Organizations as an approved elective listed for the Corporate Communication concentration. UC 10338 09F requests permission to create an Integrated Communication concentration in the Valenti School of Communication. Participating in the consideration of these proposals were Betty Barr, Debbie Hermann, and Richard Scamell. Beth Olson attended the meeting as a guest.

UC 10337 09F

COMM 3358 – Leadership Communication and Organizations was added to the inventory of course offering effective with the Fall 2009 semester but at that time was not added to any of the approved electives listed for any of the Valenti School of Communication concentrations (i.e., Public Relations, Advertising, Corporate Communications). UC 10337 09F simply adds COMM 3358 to a list of from what would now be thirteen courses from which the student concentrating in corporate communications must select two.

UC 10338 09F

The Valenti School of Communication currently offers three areas of concentration: Public Relations, Advertising, and Corporate Communications. UC 10338 09 is a proposal to create an Integrated Communication concentration which would be a convergence of the three existing areas of concentration. As such, students in the integrated communication concentration would be (a) exposed to the theories and principles of corporate, nonprofit, and organizational communication, (b) given basic knowledge and ethical considerations of the fields of public relations, advertising and corporate communications and (c) taught the fundamentals of business communication. The curriculum proposed draws from already existing course offerings while allowing faculty to develop new courses in a field where the development of new communication technologies makes it possible for those in the field to identify and target audiences. The proposed integrated communication concentration is designed to pair with a minor in global business offered in the Bauer College of Business to enhance the ability of students to enter the field upon graduation. Coursework requirements in the proposed concentration would be:

- The twelve semester hour Valenti School of Communication core
- Fifteen semester hours of required coursework in the Integrated Communication Concentration
- ~~Six~~ ^{Twelve} semester hours of elective coursework from among 31 3000 and 4000 level courses offered in the Valenti School of Communication.

One hundred students are expected to choose Integrated Communication as an area of concentration.

Recommendation

The Committee recommends approval of both UC 10337 09F and UC 10338 09F.

ORIGINAL