



Addendum to
UC 11106 10F

UC 11291 115
Approved by CLASS USC


Dr. Sarah Fishman Date 3/1/11



Memorandum

APPROVED MAR 23, 2011

RECEIVED MAR 01 2011


TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Feb. 3, 2011
RE: Proposed changes in the Advertising Concentration of the VSoC

When we submitted our memos regarding changes that the Undergraduate Committee recommended be made to our concentrations required curricula, we accidentally left one change out of our Advertising Concentration memo.

COMM 4366 Advertising Account Planning was supposed to be listed as one of the alternative capstone courses, joining COMM 4361 National Advertising Campaigns and COMM 4363 Local Advertising Campaigns.

Action:

Therefore, I am requesting an additional change be made to the catalog language to add COMM 4366 to the Group 1 list of required courses. If approved along with the previously requested changes, the catalog information for our Advertising Sequence would read as follows:

ADVERTISING SEQUENCE

1. Take COMM 2310, 3360, 3361, 4360, **and** 4361, 4363 or 4366.
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, 4365, 4366, 4368, 4369, 4378, 4392, 4397, 4398, or MARK 3336

Thank you.