

UC 11523 11F



APPROVED DEC 07 2011

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Memorandum

TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Sept. 14, 2011
RE: Catalog changes needed if COMM 4377 CBM003 is approved

Background:

The Valenti School of Communication is submitting a CBM003 form to bring COMM 4377 Understanding Publics into permanent inventory. If this change is approved, the course will be added to Communication online catalog in the following concentrations:

Concentration in Advertising

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, 4377, 4378, 4392, 4397, 4398, or MARK 3336

Concentration in Corporate Communications

4. Select 6 hours from COMM: 2322, 3320, 3332, 3339, 3358, 4331, 4335, 4354, 4358, 4367, 4377, 4392, 4397, or 4398.

Concentration in Health Communication

3. Required Electives: 9 hours from COMM 3330, 3331, 3352, 3353, 3356, 3376, 4331, 4355, 4377, ANTH 4331, 4334, 4384, ECON 3368, ENGL 4371, HLT 3306, 3381, 4306, 4308, SOC 3345, 3380.

Concentration in Integrated Communication

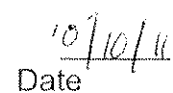
3. 12 hours (at least 6 at the 4000 level) from the following courses: COMM 3311, 3323, 3326, 3327, 3332, 3352, 3356, 3361, 3369, 3338, 4331, 4354, 4355, 4357, 4358, 4360, 4361, 4362, 4363, 4364, 4365, 4366, 4367, 4368, 4369, 4370, 4372, 4374, 4375, 4377, 4378, MARK 3336.

Concentration in Public Relations

2. Select 3 hours from: COMM 4354, 4364, 4365, ~~or~~ 4367 or 4377.

Approved by CLASS
Undergraduate Studies Committee


Dr. Sarah Fishman


Date 10/10/11