

APPROVED APR 18 2012
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Approved by CLASS
Undergraduate Studies Committee


Dr. David Phillips

2-24-12
Date



Memorandum

RECEIVED FEB 27 2012
DM

TO: Dr. Dave Phillips, Interim Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Feb. 22, 2012
RE: Catalog correction: Amending the Corporate Communication Concentration approved courses

Background:

One of our advisors brought the omission of COMM 1332 Public Speaking from the approved electives for the Corporate Communication Concentration to our attention. It seems that the course, which used to be listed as approved, is no longer listed. A search of Undergraduate Committee minutes revealed no action taken to remove the course, so it has been omitted accidentally. We need to restore the course to the approved electives list.

Action:

1. Add COMM 1332 to the Group 2 list of approved courses.

Thank you.

If approved, catalog language would change as follows:

Concentration in Corporate Communications

Students will learn theories and principles of mediated and nonmediated communication relevant to the management of corporate, nonprofit and governmental organizations. Students will develop analytical and critical skills needed to develop and implement effective communication goals and strategies. This concentration serves students interested in:

1. Developing internal communication plans, training others to develop effective communication skills including improving team development, managing supervisory and customer service relations, and making presentations ranging from brief speeches to sophisticated multi-media programs.
2. Developing communication designs using digital media technologies, and creating effective communication packages for regional, national and international organizations.

This concentration will prepare students for communication positions in a wide variety of organizations and with consulting firms. It will also provide a strong foundation for graduate work in communication studies and other fields of human behavior.

1. **COMM 2310, 2320, 3356, and 4355.**

(Must earn a C in **COMM 2310** and **COMM 2320** before proceeding to advanced communication courses.)

2. Select 6 hours from COMM: 1332, **1333, 3330, 3352, 3358, 3360, 3368, 4356, 4357, or 4375.**
3. Select 3 hours from COMM: **2328, 3323, 3326, 3327, 3353, 4353, or 4378.**
4. Select 6 hours from COMM: **2322, 3320, 3332, 3339, 3358, 4331, 4335, 4354, 4358, 4367, 4392, 4397, or 4398.**

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