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APPROVED MAR 27 2013
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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: Jan. 15, 2013
RE: Proposal to add omitted approved electives to Communication Concentrations

Background:

A recent review of our Communication Catalog information by our advisors reveals that our internship course (COMM 4392) or our Selected Topics in Communication course (COMM 4397) or our Independent Study course (COMM 4398) were missing from the list of approved electives in some of our concentrations. The omission is creating the need for students to submit petitions and we would like to correct that.

Action:

1. Add COMM 4392, 4397, 4398 to the Health Communication concentration as approved electives.
2. Add COMM 4398 to the Media Production concentration as an approved elective.
3. Add COMM 4392, 4397, 4398 to the subplan in Integrated Communication as approved electives.

Thank you.

If approved, catalog language would change as follows:

Concentration in Health Communication

Students in health communication will develop and acquire knowledge and skills essential to becoming more effective health care consumers and advocates as well as learn the fundamentals of health campaign planning, implementation, and evaluation. Research, theory, and practical application are combined to help students develop communication strategies associated with positive health outcomes and successful negotiation of the health care system. Students will complete coursework across a wide range of health care situations focusing on interpersonal, group, organizational, cultural, and computer-mediated levels of analysis. Students will also complete coursework across a wide range of health care contexts focusing on the role of gender, media, tailored messages, and e-health in building, delivering, and evaluating mediated health campaigns to promote health and behavior change.

1. COMM 2310, 3300, 3303, 3304

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2. Required Electives: 6 hours from **COMM 3301, 3302, 4335**

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, HON 3301, SOC 3345, 3380**

3.4. Approved Electives: **COMM 4392, 4397, 4398.**

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Concentration in Media Production

Students will acquire the ability to create communications using audio, video, motion picture, photography and computer graphics techniques. An appreciation and ethical concern for the professional values and effects on an audience of utilizing such techniques will accompany both practical and theoretical instruction. Skills needed to perform the research and writing functions that precede actual production of media programs as well as performance studies are included.

This concentration provides the preparation for internships and entry-level positions available in a wide variety of careers that require media production knowledge and skills, and the foundation for advancement in those fields.

1. **COMM 2320** (with a grade of C or better), **2322**, and **2328**.
(Must earn a C in **COMM 2320** before proceeding to advanced production courses.)
2. Select 12 hours (4 courses) from: **COMM: 3319, 3320, 3321, 3329, 3353, 3380, 3382, 3383, 4320, 4322, 4380, 4381, 4382, 4392, 4397, 4398.**
3. Select 6 hours (2 courses) from: **3319, 3323, 3324, 3329, 3350, 3353, 3355, 3362, 3364, 3370, 3372, 3373, 3376, 4320, 4322, 4323, 4324, 4328, 4337, 4353, 4378, 4380, 4381, 4382, 4392, 4397, 4398.**

Subplan in Integrated Communication

The concentration teaches students theories and principles of corporate, nonprofit, and organizational communication, provides students basic knowledge and ethical considerations of the fields of public relations, advertising and corporate communication, and teaches the fundamentals of business communication.

Required courses:

1. **COMM 2310, 3353, 3360, 3368.**
2. One of the following courses: **COMM 4361, 4363, or 4368.**

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, 3377, 4331, 4354, 4355, 4357, 4358, 4360, 4361, 4362, 4363, 4364, 4365, 4366, 4367, 4368, 4369, 4370, 4372, 4374, 4375, 4377, 4378, 4392, 4397, 4398, MARK 3336.**