

UC 12731 13F

APPROVED APR 23 2014

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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: Nov. 11, 2013
RE: Catalog language if CBM form for COMM 3362 is approved

Background:

If the CBM form changing the course name and description is approved, changes will need to be made in the catalog.

This memo addresses those changes.

In the **course listing**, the following change will need to be made.

~~COMM 3362 - Broadcast and Cable Sales~~Advertising Sales

Add to Portfolio
Print Course

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COMM 3362 - ~~Broadcast and Cable Sales~~Advertising Sales

Credit Hours: 3.0 (3-0)

~~Prerequisite: COMM 3364 and~~ COMM 3360 .

~~Concepts, theories, problems, and practices of sales across media platforms. Includes research, media planning, applied ratings, role of representative firms, promotion, and client negotiation. Concepts, theories, problems, and practices of sales for broadcast stations and cable systems. Includes research, media planning, applied ratings, role of representative firms, promotion, and client negotiation.~~

In the **Jack J. Valenti School of Communication list of concentrations**, the following changes will need to be made:

Concentration in Advertising

The concentration provides basic knowledge, skills and ethical considerations to prepare students for entry into advertising careers. Specific areas of study include theory, principles,

Approved 11/11/13

analytical and critical skills, ethical requirements, copywriting, media planning and placement, campaign design and execution requirements, research methodologies, data analysis techniques, and communications skills especially appropriate for advertising careers.

Advertising Sequence

1. Requirements:

Take COMM 2310 , 3360 , 3361 , 4360 , and 4361 , 4363 or 4366 .

- COMM 2310 - Writing for Print and Digital Media **Credit Hours: 3.0**
- COMM 3360 - Principles of Advertising **Credit Hours: 3.0**
- COMM 3361 - Advertising Copywriting **Credit Hours: 3.0**
- COMM 4360 - Media Planning and Placement **Credit Hours: 3.0**
- COMM 4361 - National Advertising Campaigns **Credit Hours: 3.0**
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- COMM 4363 - Local Advertising Campaigns **Credit Hours: 3.0** or
- COMM 4366 - Advertising Account Planning **Credit Hours: 3.0**

Note(s):

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

2. Select 6 hours (two courses) of required Advertising electives from:

- COMM 3326 - Graphics Applications **Credit Hours: 3.0**
- COMM 3327 - Desktop Publishing **Credit Hours: 3.0**
- COMM 3353 - Information and Communication Technologies I **Credit Hours: 3.0**

3. Select 6 hours (two courses) from:

- COMM 1332 - Fundamentals of Public Speaking **Credit Hours: 3.0**
- COMM 2320 - Fundamentals of Media Production **Credit Hours: 3.0**
- COMM 3311 - Editing for Print and Digital Media **Credit Hours: 3.0**

- COMM 3323 - Multimedia Production I **Credit Hours: 3.0**
- COMM 3324 - Photojournalism I **Credit Hours: 3.0**
- COMM 3332 - Effective Meeting Management **Credit Hours: 3.0**
- COMM 3339 - Advanced Public Speaking **Credit Hours: 3.0**
- COMM 3356 - Business and Professional Communication **Credit Hours: 3.0**
- COMM 3361 – Advertising Sales **Credit Hours: 3.0**
- COMM 3368 - Principles of Public Relations **Credit Hours: 3.0**
- COMM 3373 - Television: History and Culture **Credit Hours: 3.0**
- COMM 4323 - Multimedia Production II **Credit Hours: 3.0**
- COMM 4331 - Persuasion **Credit Hours: 3.0**
- COMM 4353 - Information and Communication Technologies II **Credit Hours: 3.0**
- COMM 4363 - Local Advertising Campaigns **Credit Hours: 3.0**
- COMM 4365 - Digital Public Relations and Advertising **Credit Hours: 3.0**
- COMM 4366 - Advertising Account Planning **Credit Hours: 3.0**
- COMM 4368 - Public Relations Campaigns **Credit Hours: 3.0**
- COMM 4369 - Advertising Portfolio **Credit Hours: 3.0**
- COMM 4377 - Understanding Publics **Credit Hours: 3.0**
- COMM 4378 - The Social Impact of New Information Technology **Credit Hours: 3.0**
- COMM 4392 - Professional Internship **Credit Hours: 3.0**
- COMM 4397 - Selected Topics in Communication **Credit Hours: 3.0**
- COMM 4398 - Independent Study **Credit Hours: 3.0**
- MARK 3336 - Elements of Marketing Administration **Credit Hours: 3.0**

Concentration in Interpersonal Communication

Students will gain knowledge of the interplay between communication and relationships on both micro and societal levels. At the micro level, students will develop analytic and communication skills needed to understand the process of relationship development, maintenance and deterioration. At the societal level, students will acquire critical reasoning skills needed to interpret images and messages about families and other small groups.

Students will be prepared for entry-level communication positions in organizations such as those allied with health care and human development or for advanced work in communication studies and other fields focusing on the analysis of human behavior.

1. Requirements:

- COMM 1333 - Interpersonal Communication **Credit Hours: 3.0**
- COMM 3330 - Relational Communication **Credit Hours: 3.0**
- COMM 4331 - Persuasion **Credit Hours: 3.0**

2. In addition to the required courses,

Students must take 18 advanced hours (six courses) from

- COMM 3350 - Media Management **Credit Hours: 3.0**
- COMM 3360 - Principles of Advertising **Credit Hours: 3.0**
- COMM 3362 - ~~Broadcast and Cable Sales~~ Advertising Sales **Credit Hours: 3.0**
- COMM 3368 - Principles of Public Relations **Credit Hours: 3.0**
- COMM 3370 - History of Cinema **Credit Hours: 3.0**
- COMM 3372 - Gender and Media **Credit Hours: 3.0**
- COMM 3373 - Television: History and Culture **Credit Hours: 3.0**
- COMM 3375 - International Communications **Credit Hours: 3.0**
- COMM 3376 - Media Effects **Credit Hours: 3.0**
- COMM 4314 - Social Issues in Journalism **Credit Hours: 3.0**
- COMM 4334 - Sex, Love, and Romance in Popular Culture **Credit Hours: 3.0**
- COMM 4337 - Television and the Family **Credit Hours: 3.0**
- COMM 4338 - The Family in Popular Culture **Credit Hours: 3.0**
- COMM 4350 - Case Studies in Media Management **Credit Hours: 3.0**
- COMM 4355 - Organizational Communication **Credit Hours: 3.0**
- COMM 4364 - Rhetoric and Criticism of Public Relations Discourse **Credit Hours: 3.0**
- COMM 4367 - Issues Management **Credit Hours: 3.0**
- COMM 4370 - Social Aspects of Film **Credit Hours: 3.0**
- COMM 4372 - Media, Power, and Society **Credit Hours: 3.0**
- COMM 4374 - News Media in Contemporary Society **Credit Hours: 3.0**
- COMM 4375 - Propaganda and Mass Communication **Credit Hours: 3.0**
- COMM 4376 - Economic Aspects of Mass Communication **Credit Hours: 3.0**
- COMM 4392 - Professional Internship **Credit Hours: 3.0**
- COMM 4397 - Selected Topics in Communication **Credit Hours: 3.0**
- COMM 4398 - Independent Study **Credit Hours: 3.0**

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. Requirements:

- COMM 2320 - Fundamentals of Media Production **Credit Hours: 3.0** (with a grade of C or better)
- COMM 2322 - Television Production I **Credit Hours: 3.0**
- COMM 2328 - Broadcast and Film Writing **Credit Hours: 3.0**

Note(s):

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

2. Select 12 hours (4 courses) from: COMM:

- COMM 3319 - Preproduction Management **Credit Hours: 3.0**
- COMM 3320 - Audio Production **Credit Hours: 3.0**
- COMM 3321 - Single Camera Studio Production **Credit Hours: 3.0**
- COMM 3329 - Media Performance **Credit Hours: 3.0**
- COMM 3353 - Information and Communication Technologies I **Credit Hours: 3.0**
- COMM 3380 - Electronic Field Production **Credit Hours: 3.0**
- COMM 3382 - Intermediate Television Production **Credit Hours: 3.0**
- COMM 3383 - Non-Linear Editing **Credit Hours: 3.0**
- COMM 4320 - Media Production Workshop I **Credit Hours: 3.0**
- COMM 4322 - Television Producing and Directing I **Credit Hours: 3.0**
- COMM 4380 - Media Production Workshop II **Credit Hours: 3.0**
- COMM 4381 - Digital Cinematography and Narrative Storytelling **Credit Hours: 3.0**
- COMM 4382 - Advanced Non-Linear Editing **Credit Hours: 3.0**
- COMM 4392 - Professional Internship **Credit Hours: 3.0**
- COMM 4397 - Selected Topics in Communication **Credit Hours: 3.0**
- COMM 4398 - Independent Study **Credit Hours: 3.0**

3. Select 6 hours (2 courses) from:

- COMM 3319 - Preproduction Management **Credit Hours: 3.0**
- COMM 3323 - Multimedia Production I **Credit Hours: 3.0**
- COMM 3324 - Photojournalism I **Credit Hours: 3.0**
- COMM 3329 - Media Performance **Credit Hours: 3.0**
- COMM 3350 - Media Management **Credit Hours: 3.0**
- COMM 3353 - Information and Communication Technologies I **Credit Hours: 3.0**

- COMM 3355 - Programming and Distribution in the Information Society **Credit Hours: 3.0**
- COMM 3362 - Broadcast and Cable Sales Advertising Sales **Credit Hours: 3.0**
- COMM 3364 - Principles of Broadcast Programming and Ratings **Credit Hours: 3.0**
- COMM 3370 - History of Cinema **Credit Hours: 3.0**
- COMM 3372 - Gender and Media **Credit Hours: 3.0**
- COMM 3373 - Television: History and Culture **Credit Hours: 3.0**
- COMM 3376 - Media Effects **Credit Hours: 3.0**
- COMM 4320 - Media Production Workshop I **Credit Hours: 3.0**
- COMM 4322 - Television Producing and Directing I **Credit Hours: 3.0**
- COMM 4323 - Multimedia Production II **Credit Hours: 3.0**
- COMM 4324 - Advanced Audio Production **Credit Hours: 3.0**
- COMM 4328 - Broadcast and Film Dramatic Writing **Credit Hours: 3.0**
- COMM 4337 - Television and the Family **Credit Hours: 3.0**
- COMM 4353 - Information and Communication Technologies II **Credit Hours: 3.0**
- COMM 4378 - The Social Impact of New Information Technology **Credit Hours: 3.0**
- COMM 4380 - Media Production Workshop II **Credit Hours: 3.0**
- COMM 4381 - Digital Cinematography and Narrative Storytelling **Credit Hours: 3.0**
- COMM 4382 - Advanced Non-Linear Editing **Credit Hours: 3.0**
- COMM 4392 - Professional Internship **Credit Hours: 3.0**
- COMM 4397 - Selected Topics in Communication **Credit Hours: 3.0**
- COMM 4398 - Independent Study **Credit Hours: 3.0**

Concentration in Media Studies

Students will deal critically with media issues that create and affect public policy and will explore media management policy. Course materials will also cover content, technology, training, programming, marketing, and audiences in national and international contexts.

1. Requirements:

- COMM 2320 - Fundamentals of Media Production **Credit Hours: 3.0**
- COMM 4378 - The Social Impact of New Information Technology **Credit Hours: 3.0**

2. Select 3 hours from:

- COMM 3376 - Media Effects **Credit Hours: 3.0**
- COMM 4314 - Social Issues in Journalism **Credit Hours: 3.0**
- COMM 4370 - Social Aspects of Film **Credit Hours: 3.0**
- COMM 4372 - Media, Power, and Society **Credit Hours: 3.0**

3. In addition to the required courses,

Students must take 18 advanced hours (six courses) from

- COMM 3350 - Media Management **Credit Hours: 3.0**
- COMM 3360 - Principles of Advertising **Credit Hours: 3.0**
- COMM 3362 - ~~Broadcast and Cable Sales~~ Advertising Sales **Credit Hours: 3.0**
- COMM 3368 - Principles of Public Relations **Credit Hours: 3.0**
- COMM 3370 - History of Cinema **Credit Hours: 3.0**
- COMM 3372 - Gender and Media **Credit Hours: 3.0**
- COMM 3373 - Television: History and Culture **Credit Hours: 3.0**
- COMM 3375 - International Communications **Credit Hours: 3.0**
- COMM 3376 - Media Effects **Credit Hours: 3.0**
- COMM 4314 - Social Issues in Journalism **Credit Hours: 3.0**
- COMM 4334 - Sex, Love, and Romance in Popular Culture **Credit Hours: 3.0**
- COMM 4337 - Television and the Family **Credit Hours: 3.0**
- COMM 4338 - The Family in Popular Culture **Credit Hours: 3.0**
- COMM 4350 - Case Studies in Media Management **Credit Hours: 3.0**
- COMM 4355 - Organizational Communication **Credit Hours: 3.0**
- COMM 4364 - Rhetoric and Criticism of Public Relations Discourse **Credit Hours: 3.0**
- COMM 4367 - Issues Management **Credit Hours: 3.0**
- COMM 4370 - Social Aspects of Film **Credit Hours: 3.0**
- COMM 4372 - Media, Power, and Society **Credit Hours: 3.0**
- COMM 4374 - News Media in Contemporary Society **Credit Hours: 3.0**
- COMM 4376 - Economic Aspects of Mass Communication **Credit Hours: 3.0**
- COMM 4392 - Professional Internship **Credit Hours: 3.0**
- COMM 4397 - Selected Topics in Communication **Credit Hours: 3.0**
- COMM 4398 - Independent Study **Credit Hours: 3.0**