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APPROVED CLASS 2/21



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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: Feb. 15, 2014
RE: Adding COMM 3358 as an approved course in four additional concentrations

Background:

When COMM 3358 Leadership Communication and Organizations was brought into permanent inventory, it was added as an approved course to only the Corporate Communication Concentration. However, the course has applications and relevance to these additional concentrations:

- Advertising
- Health Communication
- Integrated Communication
- Public Relations

Our Undergraduate Committee has approved adding this course as an approved elective to these additional concentrations and we now seek approval from CLASS and the UC.

Proposed change:

Add COMM 3358 Leadership Communication and Organizations as an approved elective to the Advertising, Health Communication, Integrated Communication and Public Relations concentrations of the Jack J. Valenti School of Communication.

If this proposal is approved, the appropriate catalog changes will be made during the annual revision prior to the publication of the 2014-15 catalog.