

DEGREE: BACHELOR OF ARTS
MAJOR: COMMUNICATION
CONCENTRATION: MASS COMMUNICATION

CURRICULUM

CREDITS

See page 90 for University and College requirements.

MAJOR REQUIREMENTS

NOTE: All 4XX communication courses may be limited to COMM majors. COMM 245, 256, 301, and 330 comprise the four core courses in the communication interest major

COMM 245	Mass Communication and Culture	3
COMM 256	Principles of Communication Theory	3
COMM 301	Introduction to Communication Research Methods	3
COMM 330	Communication and Interpersonal Behavior	3
COMM 345	Legal Issues of the Mass Media	3
COMM 350	Public Speaking	3
COMM 370	Theories of Mass Communication	3

Two courses (six credits) chosen from the following list of courses: 6

COMM 418	Topics in Mass Communication	}
COMM 424	Media Message Analysis	
COMM 425	Advanced Topics in Politics and Broadcast Journalism	
COMM 450	Mass Communication Effects	
COMM 452	Communication and Persuasion	
COMM 454	Children and the Mass Media	

Six to 15 COMM elective credits. 6-15

for a total of not less than 33 nor more than 45 COMM credits. These may be taken from the other concentration, from listing above, or from the following:

Interpersonal Communication Electives

COMM 200	Human Communication Systems
COMM 204	Gender and Communication
COMM 343	Topics: Interpersonal Communication

Mass Communication Electives

COMM 313	Comm Principles in Advertising
COMM 318	Topics in Mass Communication
COMM 329	Broadcast Newswriting
COMM 486	Multi-Media Literacy

Politics & Media Communication Electives

COMM 319	Topics: Politics and Broadcast Journalism
COMM 340	Politics and the Media
COMM 427	Broadcast News
COMM 444	Global Agenda

Organizational Communication Electives

COMM 342	Topics in Organizational Communication
COMM 356	Small Group Communication
COMM 456	Communication in Organizations

Public Relations Electives

NOTE: COMM309 should be taken before any other Public Relations course with the exception of COMM401.

COMM 309	Introduction to Public Relations
COMM 311	Public Relations Writing
COMM 401	Careers in Communication
COMM 409	Public Relations Campaign Planning
COMM 413	Public Relations Program Management

Television Production

COMM 325	Studio Television Production
COMM 326	Field Television Production
COMM 327	TV Production Lab I
COMM 328	TV Production Lab II
COMM 388	Video Production Practicum

General Electives

COMM 251	Communicating Effectively
COMM 351	Oral Communication Fellows
COMM364	Internship
COMM 366/466	Independent Study/Special Problems
COMM 367/467	Experimental Courses not listed in Catalog
COMM 468	Undergrad Research in Communication
COMM 490/491	Honors Courses

ELECTIVES

After required courses are completed, sufficient elective credits must be taken to meet the minimum credit requirement for the degree.

Two courses (six credits) chosen from the following list of courses:.....6

- COMM 418 Topics in Mass Communication
- COMM 423 Communication, Advertising, and the Consumer
- COMM 424 Media Message Analysis
- COMM 425 Advanced Topics in Politics and Broadcast Journalism
- COMM 450 Mass Communication Effects
- COMM 452 Communication and Persuasion
- COMM 454 Children and the Mass Media

CREDITS TO TOTAL A MINIMUM OF 124

H. INSTRUCTIONS FOR CURRICULUM REVISIONS

1. Obtain a blank Academic Program Approval form from the Appendix or your college dean's office or the Faculty Senate Office.
2. Specify: A) if this revision is of an existing major or minor, B) the title of the major or minor, C) the corresponding major or minor code (a list of codes is found in the current catalog), D) if this revision is an addition or deletion of required courses, credit hours; if a concentration is to be added, including its corresponding title; or if a concentration is to be deleted and include its corresponding title.
3. Attach a photocopy of the requirements for the major/minor to be revised as they are found in the current Undergraduate and Graduate Catalog. Indicate what changes are being requested. This can be done by marking the photocopy of the current requirements or by providing a listing of the new requirements in the standard form as found in the Undergraduate and Graduate Catalog. Prepare a brief proposal referring to relevant items in the proposal outline in Section C. Complete all sections of the outline affected by the revision. Pay particular attention to having supporting documentation from any other unit affected by the proposed revision.
4. Make sure that you have any necessary supporting documentation.
5. Send Academic Program Approval form, Announcement for Challenge for Faculty Senate Agenda, Proposal, and all supporting documentation forward for approval. The routing sequence is specified on the bottom of the Academic Program Approval form and on the revisions flowchart.
6. After approval at the college level, all documentation should be sent to the Faculty Senate Office where it will be routed to the appropriate committee. Revisions must reach the Faculty Senate Office by the end of the fall semester in order to have a chance to be effective for students entering in the following fall semester. Because of the publication timeline for the catalog, items intended for the next academic year catalogs must be approved no later than the previous March Faculty Senate meeting.
7. Revisions will be cited in the Announcements for Challenge in the published agenda of the Faculty Senate. They are discussed only if challenged from the floor.
8. Upon Faculty Senate approval, the Registrar's Office will adjust the UD Student Information System and the catalog will be revised by the Office of the Provost.

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Charles Pavitt phone number x8027

Department: Communication email address chazzq@udel.edu

Action: Revise concentration
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term 10F
(use format 04F, 05W)

Current degree BA
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: BA
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: _____
Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting:

Undergraduate major / Concentration: Communication – Mass Communication BA
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: _____
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: _____
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?
(Be aware that approval of the curriculum is dependent upon these courses successfully passing through

the Course Challenge list. If there are no new courses enter "None")

Addition of newly proposed Communication 423: Communication, Advertising, and the Consumer. This course introduced students to the content of advertising, including portrayals of gender, race, and sexuality. It also investigates the relationship between advertising and the individual consumer, particularly what advertising's cognitive effects can be and how they may result in behavioral effects.

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

Goal 4: Examines the impact of advertising on self, community, and society at large.
Goal 9: Explores cultural diversity in terms of gender, race, and sexuality.

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter "None")

None

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

This addition broadens the curriculum options for Mass Communication concentration students.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

See accompanying comparison.

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson *Edward M. P.* Date 11-2-2009

Dean of College _____ Date _____

Chairperson, College Curriculum Committee _____ Date _____

Chairperson, Senate Com. on UG or GR Studies _____ Date _____

Chairperson, Senate Coordinating Com. _____ Date _____

Secretary, Faculty Senate _____ Date _____

Date of Senate Resolution _____ Date to be Effective _____

Registrar _____ Program Code _____ Date _____

Vice Provost for Academic Affairs & International Programs _____ Date _____

Provost _____ Date _____

Board of Trustee Notification _____ Date _____