

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 *Elena 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 _____

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

Note: A minimum grade of C- must be earned in all required Communication courses.

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	

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

HONORS BACHELOR OF SCIENCE: CHEMISTRY OR BIOCHEMISTRY

The recipient must complete:

- All requirements for the Bachelor of Science degree in Chemistry or Biochemistry.
- All of the University's generic requirements for the Honors Baccalaureate degree (see p. 48 of this catalog).

Note: Courses at the 600-level or higher in chemistry in excess of the 600-level courses required for the B.S. degree may be considered as Honors courses. Only one 3- or 4-credit required course in a related technical area may be considered as part of the twelve credits described in the University's generic requirements for the Honors Degree.

- The additional requirement of a grade point index of at least 3.30 in chemistry courses at the time of graduation.

MINOR IN BIOCHEMISTRY

The minor in biochemistry requires 22 credits as follows:

	CREDITS
CHEM 103/104 General Chemistry	8
or	
CHEM 111/112/119 General and Quantitative Chemistry	9
CHEM 321/322 Organic Chemistry	
or	
CHEM 331/332/333 Organic Chemistry	8
CHEM 641 Biochemistry	3
CHEM 642 Biochemistry	
or	
CHEM 643 Intermediary Metabolism	3

Students must have a minimum grade of C- in each course counted toward the minor. CHEM 643 is recommended in place of CHEM 642 for those students who have taken BISC 401 Molecular Biology of the Cell.

MINOR IN CHEMISTRY

The minor in chemistry requires a minimum of 19 credits as follows:

	CREDITS
CHEM 103/104 [or CHEM 111/112/119]	8 (or 9)
Any three of the following:	
CHEM 220/221 (or CHEM 437/438)	4
CHEM 321 (or CHEM 331/333)	4-5
CHEM 457/458	4
CHEM 418/445 (or 443/445)	4
CHEM 527 or 641	3

Students must have a minimum grade of C- in each course counted toward the minor.

COMMUNICATION

Telephone: (302) 831-8041

<http://www.udel.edu/communication/index.html>

Faculty Listing: http://www.udel.edu/communication/people_faculty.html

The Communication Department offers an undergraduate major program in Communication, with concentrations in Interpersonal Communication and in Mass Communication. An Honors Degree option is also available.

The major in communication is designed around two central goals: increasing knowledge about communication processes and their impact on society, and developing communication skills and competencies. In pursuing these goals, the Department of Communication has adopted a social and behavioral science orientation toward the study of human communication. All majors study communication in a wide variety of contexts, including interpersonal and mass communication in both mediated and face-to-face settings. A broad spectrum of classes enables students to critically analyze communication as well as recognize their own ethical responsibilities to self and community. The communication

faculty is also committed to turning theory into effective skills for speaking, critical thinking, writing, and media production so the academic knowledge and experience extend beyond the classroom into future opportunities for students.

Students enter this major as communication interest majors. A 2.0 overall GPA is required to declare the communication interest major. Communication interest majors must complete the four core courses: COMM 245, 256, 301 and 330. Based on their GPA in these four courses, the top 100 students will annually be allowed to matriculate into the communication major.

Students who major in communication will work with their assigned faculty advisor to plan a program of courses that leads to the degree of Bachelor of Arts.

DEGREE: BACHELOR OF ARTS

MAJOR: COMMUNICATION

CONCENTRATION: INTERPERSONAL COMMUNICATION

CURRICULUM

NOTE: A minimum grade of C- or better must be earned in all required communication courses.

See page 86 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 250	Electronic Communication Skills	1
COMM 256	Principles of Communication Theory	3
COMM 301	Introduction to Communication Research Methods	3
COMM 330	Communication and Interpersonal Behavior	3
COMM 341	Theories of Interpersonal Communication	3
COMM 350	Public Speaking	3
Three courses (nine credits) chosen from the following list of courses:		9
COMM 417	Communication and Management of Conflict	3
COMM 421	Intercultural Communication	3
COMM 440	Topics in Interpersonal Communication	3
COMM 442	Topics in Organizational Communication	3
COMM 452	Communication and Persuasion	3
COMM 456	Communication in Organizations	3
COMM 485	Analysis of Face-to-Face Communication	3

Six to 15 COMM elective credits. 6-15
for a total of not less than 34 nor more than 45 COMM credits. These may be taken from the other concentration, from above listing, or from the following:

Interpersonal Communication Electives

COMM 343 Topics: Interpersonal Communication

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

Mass Communication Electives

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

Organizational Communication Electives

COMM 342 Topics in Organizational Communication
COMM 356 Small Group Communication

Public Relations Electives

NOTE: ENGL 307 is prerequisite to the following sequence and should be taken in the sophomore year. COMM309 should be taken before any other Public Relations courses 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 Management

Television Production

COMM 325 Studio Television Production
COMM 326 Field Television Production

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.