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

CURRICULUM

See page 90 for University and College requirements.

MAJOR REQUIREMENTS
NOTE: All 4XX communication courses may be listed under 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 Intercultural 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 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
Six to 15 COMM elective credits, 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 News Writing
COMM 460 Multimedia Literacy

Politics & Media Communication Electives
COMM 329 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: COMM 409 should be taken before any other Public Relations course with the exception of COMM 401.
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 225 Studio Television Production
COMM 236 Field Television Production
COMM 327 TV Production Lab I
COMM 328 TV Production Lab II
COMM 398 Video Production Practicum

General Electives
COMM 251 Communicating Effectively
COMM 351 Oral Communication Fellows
COMM 361 Internship
COMM 456/466 Independent Study/Special Problems
COMM 467/468 Experimental Courses not listed in Catalog
COMM 468 Undergrad Research in Communication
COMM 499/491 Honors Courses

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

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: ___________________________ phone number__x8027________
Department: ___________________________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 ___________________________ Date ________

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 ________

Revised 10/23/2007 /khs