

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

Date: September 18, 2012

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 13F
(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: no change
Proposed new name for revised or new major / minor / concentration / academic unit (if applicable)

Revising or Deleting:

Undergraduate major / Concentration: Mass Communication
(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")

None

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

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.)

Health communication and science communication are established areas of study in the communication discipline, and last year we added courses (COMM453 and COMM458 respectively) on those topics. Their addition to our curriculum provides valuable learning opportunities for students choosing the Mass Communication concentration. As such, the courses are worthy of inclusion as options for students choosing this concentration.

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 attached

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

Department Chairperson Jennifer Lambe Date 9/18/12

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 _____

Checklist for Curriculum Proposals

 . 1. Are all **signatures on the hard copy of the proposal**?

✓. 2. Is the **effective date** correct?

✓. 3. Is the **rationale** for the proposal consistent with the changes proposed?

NA. 4. Does the proposed **number of credits** match the stated number?

NA. 5. Have affected units been identified and contacted? Are required **support letters** attached?

No. 6. Is a **resolution** necessary? If so, is it attached?

(Necessary for: establishing a major; disestablishing a major; a name change to any program with permanent status; a name change to a department or college; a transfer or creation of any department; request for permanent status).

✓. 7. Are all **courses (required or referenced)** in the UDSIS Inventory or in the approval process?

NA. 8. Are all **university requirements** correctly specified?

 . A. Breadth requirements.

 . B. Multicultural requirement.

 . C. Writing requirement.

 . D. DLE requirement.

NA. 9. Are all **college requirements** correctly specified?

✓. 9. Is a **side-by-side comparison** provided?

OLD

NEW

DEGREE: BACHELOR OF ARTS
MAJOR: COMMUNICATION

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

CONCENTRATION: MASS COMMUNICATION

CURRICULUM

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CONCENTRATION: MASS COMMUNICATION

CURRICULUM

University and College Requirements.

CREDITS

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:

- COMM 418 Topics in Mass Communication 6
- COMM 423 Communication, Advertising, & 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 18 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 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 458 Science Communication
- COMM 486 Multi-Media Literacy

Politics & Media Communication Electives

- COMM 305 Topics: Communication & Politics
- COMM 306 Digital Technology in Politics
- COMM 319 Topics: Politics and Broadcast Journalism
- COMM 337 Political Comm Lecture Series
- COMM 340 Politics and the Media
- COMM 427 Broadcast News
- COMM 444 Global Agenda
- COMM 447 National Agenda

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CONCENTRATION: MASS COMMUNICATION

CURRICULUM

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MAJOR REQUIREMENTS

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- COMM 370 Theories of Mass Communication 3

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Public Relations Electives

NOTE: COMM 309 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 Management

Broadcast Production Electives

- COMM 324 Electronic Media Production
- COMM 325 Studio Television Production
- COMM 326 Field Television Production
- COMM 327 Production Laboratory I
- COMM 328 Production Laboratory II
- COMM 388 Video Production Practicum

General Electives

- COMM 200 Human Communication Systems
- COMM 351 Oral Communication Fellows
- COMM 364 Internship
- COMM 366/COMM 466 Independent Study/Special Problems

COMM 367/COMM

- 467 Experimental Courses not listed in Catalog
- COMM 453 Health Communication
- COMM 468 Undergrad Research in Communication
- COMM 490/COMM 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

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