

# COMM Curriculum Changes (Fall 2020)

## Overview of Proposed Changes

The Department of Communication seeks to change from a B.A. in Communication to a B.S. in Communication and to make a series of changes to courses offered by the department.

These changes are the result of a yearlong curriculum review that identified several areas where the curriculum could be strengthened, including (1) more thoroughly addressing diversity, both domestic and global, (2) requiring students to gain broader and deeper professional experience through professional electives, (3) providing students with more options for professional electives, and (4) providing students with options for the second required media writing course.

The B.S. in Communication includes the following changes:

- An increase in required COMM credit hours from a minimum of 33 to a minimum of 40 hours.
- The addition of a three-credit upper-division diversity and media course to the degree's core requirements (COMM 4210).
- The addition of a one-credit lower-division communication technology course to the degree's core requirements (COMM 1100).
- The option for students to take either a journalism writing (COMM 2310) or public relations writing (COMM 2330) course as their second required media writing course.
- An increase from 12 to 15 elective hours, with the requirement that 9 of these elective hours be taken from "professional" courses, with at least one of these professional courses being at the mastery level.
- The elimination of the computer literacy course requirement.
- The elimination of the foreign language requirement.

The department also seeks to make the following changes to the course catalog:

- B.A. in Communication: deactivate degree program.
- COMM 1100, Communication Technology: add course (B.S. degree requirement).
- COMM 1300, Basic Computer Skills for Communication Majors: deactivate course.
- COMM 2000r, Special Topics: add course (elective)
- COMM 2300: name change to Media Writing; prerequisite change.
- COMM 2310: name change to Multimedia Journalism; description change; prerequisite change.
- COMM 2330, Public Relations Writing: course number change from 3300 to 2330; prerequisite change.
- COMM 2710, Intro to Public Relations: deactivate course.

- COMM 3010r, Special Topics, Professional Elective: add course (professional elective).
- COMM 3020r, Special Topics, Professional Visual Skills: add course (professional elective to meet visual communication skills requirement).
- COMM 3300, Principles of PR & Advertising: add course (professional elective).
- COMM 3310, Crisis Communication: add course (professional elective).
- COMM 3350, Publication Design 1: prerequisite change.
- COMM 3400, Audio Production and Presentation: description change; prerequisite change.
- COMM 3420, Podcasting I: add course (professional elective).
- COMM 3450: name change to Video Production, prerequisite change and description change.
- COMM 3500, Television News Production: description change.
- COMM 3550: name change to Documentary Film Studies.
- COMM 3600 Screenwriting I: add course (professional elective).
- COMM 3620, Sports Writing: add course (professional elective).
- COMM 3630, Feature Writing: prerequisite change.
- COMM 3650, Online Advertising: deactivate course.
- COMM 3660, Creative Editing: deactivate course.
- COMM 4010r, Special Topics, Professional Elective: description change; name change.
- COMM 4020r, Special Topics, Professional Visual Skills: description change; name change.
- COMM 4210, Media and Diversity, add course (B.S. degree requirement).
- COMM 4400, Film Production, add course (visual communication skills / mastery-level professional elective).
- COMM 4420, Podcasting II, add course (mastery-level professional elective).
- COMM 4450: name change to Video Post Production.
- COMM 4550, Documentary Filmmaking: name change; description change; prerequisite change.
- COMM 4600, Screenwriting II, add course (mastery-level professional elective).
- COMM 4650, The Advertising Campaign: deactivate course.
- COMM 4700, The Public Relations Campaign: prerequisite change.
- COMM 4750: name change to Photojournalism II; description change.
- COMM 4820, Rising Rock, add course (mastery-level professional elective).

**Note:**

Faculty of the originating department approved this proposal on August 14, 2019 by a vote of 11 aye votes; 0 nay votes; 1 abstentions; 1 eligible voting members absent.

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## **B.S. in Communication: New Degree**

### **Description of Proposed Change**

The Department of Communication seeks to change from a B.A. in Communication to a B.S. in Communication.

These changes are the result of a yearlong curriculum review that identified several areas where the curriculum could be strengthened, including (1) more thoroughly addressing diversity, both domestic and global, (2) requiring students to gain broader and deeper professional experience through professional electives, (3) providing students with more options for professional electives, and (4) providing students with options for the second required media writing course.

The change to a B.S. degree also reflects the trend in our discipline of more programs offering B.S. degrees in communication. At present, we are one of only two undergraduate communication programs in the state that is not offering a B.S. degree.

The B.S. in Communication includes the following changes:

- An increase in required COMM credit hours from a minimum of 33 to a minimum of 40 hours.
- The addition of a three-credit upper-division diversity and media course to the degree's core requirements (COMM 4210).
- The addition of a one-credit lower-division communication technology course to the degree's core requirements (COMM 1100).
- The option for students to take either a journalism writing (COMM 2310) or public relations writing (COMM 2330) course as their second required media writing course.
- An increase from 12 to 15 elective hours, with the requirement that 9 of these elective hours be taken from "professional" courses, with at least one of these professional courses being at the mastery level.
- The elimination of the computer literacy course requirement.
- The elimination of the foreign language requirement.

### **Rationale for Requested Change**

The Department of Communication is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The department is currently preparing for re-accreditation, with the accreditation site team set to visit campus in February 2020.

As part of preparation for reaccreditation, the department conducted a yearlong curricular review. During the review, the department:

- analyzed assessment data;
- surveyed students;
- surveyed alumni and professionals;

- examined curricula at peer institutions; and
- mapped courses to ACEJMC values and competencies.

### **Assessment Data**

ACEJMC requires that all accredited programs prepare their graduates in 12 values and competencies. Our department regularly collects data accessing our graduates' knowledge and ability related to these values and competencies.

The department's September 2018 Assessment Report demonstrated that students were meeting targets for the following values and competencies:

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

The report demonstrated that students were not meeting targets for the following value and competency:

- Understand concepts and apply theories in the use and presentation of images and information.

The report demonstrated mixed results for the following values and competencies:

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Because several assessment measures had not been implemented, the report contained incomplete results for the following values and competencies:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Apply basic numerical and statistical concepts.

Based on the September 2018 assessment report the faculty determined curricular changes were needed.

To address the deficiency in visual communication, the department added a visual communication skills requirement to the B.A. degree, starting with the 2019-2020 undergraduate catalog.

To address the mixed results, the faculty decided a more in-depth review of the curriculum was needed.

### **Curriculum Mapping**

The department also mapped the 7 required courses in the current B.A. degree to the 12 values and competencies put forth by our accreditors.

Learning outcomes were mapped to each value and competencies, noting whether the course introduced, practiced, or provided mastery of the value and competency in terms of awareness, understanding, and application.

The mapping revealed that the B.A. core curriculum was not providing mastery-level learning experiences for the following values and competencies:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

### **Survey of Students**

A survey of current COMM students was conducted in Fall 2018. The survey identified what areas of communication our students are most interested in studying and what communication industries they hope to work in once they complete their degrees.

The survey results suggested the department needs to add courses in the following areas: social media; event planning; media entrepreneurship; video & television courses not focused on news; filmmaking courses beyond our current documentary course; sports communication; and podcasting.

## Survey of Alumni & Professionals

In December 2018, a survey was distributed to alumni and local professionals. The survey asked respondents to identify the top skills, abilities, or capabilities that they believe are most important for aspiring communication and media professionals. Top skills identified included: critical thinking, writing, use of technological tools, and legal and ethical decision making.

## Peer Institutions

The department reviewed the curricular requirements of degrees at 12 ACEJMC accredited peer institutions in the region. The peer institutions included all universities with ACEJMC accredited programs in the State of Tennessee. The review found the following:

- UTC is one of only two communication programs at a public university in the state not offering a Bachelor of Science.
- The total number of communication credit hours required ranged from 36 to 52 credit hours. The average number of required communication credit hours was 42 hours.
- The number of classes in the communication core ranged from 3 to 8 courses.
- All other institutions offer concentrations within the communication degree.

## Overall Results

Based on the assessment report, the curriculum mapping, the student survey, the alumni and professional survey, and the review of peer institutions, the department determined that the following curriculum changes were needed:

Need	Proposed Change
Offer a B.S. in Communication to remain competitive with other communication programs in the state.	Change from a B.A. to a B.S.
Students need a mastery-level course addressing domestic and global diversity.	Add COMM 4210, Media and Diversity, to the core requirements.
Students need to gain more practical experience to be successful in the workplace.	Increase the number of required professional electives from two to three courses.
Students need to gain mastery-level experience in at least one professional area.	Require that students take at least one of their three professional electives at the mastery-level.

Students who are interested in public relations need a required writing course focused on writing for public relations instead of writing for broadcast journalism.	For the second required writing course, students can choose from either 2310 Multimedia Journalism or 2330 Public Relations Writing.
Students want and need the opportunity to learn skills not currently addressed in our curriculum.	Add new professional electives to the course catalog.

In changing the second required media writing class from one option (2310) to two options (2310 or 2330) it was determined that some students would not learn the basic tools and technologies that had been introduced in 2310 (e.g., how to edit audio and video content).

The department decided to address this by proposing a new, one-credit technology course (1100) that will teach the tools and technologies previously addressed in 2310, alongside other tools and technologies relevant to communication professions. Requiring COMM 1100 in the core will ensure that all students are introduced to the tools and technologies of communication while also freeing COMM 2310 to focus more class time on writing instead of technology.

By creating a discipline-specific communication technology course, the department feels that the existing computer literacy requirement is no longer needed. In addition, we believe this new technology course will more closely meet the needs of students interested in working on communication fields as opposed to the computer courses offered by business and computer science.

### **Benefits of a B.S. in Communication**

Switching from a B.A. to a B.S. benefits the Department of Communication and students majoring in communication in several ways.

First, offering a B.S. degree will bring us into line with our counter parts in the state, all but one of whom are offering Bachelor of Science degrees.

Second, the B.S. degree will make it easier for students transferring from community colleges. Currently many community colleges, like Chattanooga State, offer both A.A. and A.S. degrees in related communication fields. In the case of Chattanooga State, enrollment in the A.S. degree is consistently greater than enrollment in the A.A. degree. When students with a A.S. degree transfer to UTC they arrive without having taken foreign language courses. To complete the foreign language requirement associated with the B.A. degree, students must complete up to four semesters of a language. Students currently struggle to complete the B.A. requirements in two years. For this reason, the department head at Chattanooga State currently advises communication students to transfer to MTSU or ETSU, where B.S. degrees are offered, rather than to UTC. If we

increase the number of required hours in communication from 33 to 40 hours without removing the foreign language requirement it will be very difficult for transfer students to complete the degree in two years.

Third, the removal of the foreign language requirement also benefits UTC students who change their major in their sophomore or junior years. Many communication students start in other majors and change to communication mid-way through their college experience. Over three quarters of all degree programs at UTC do not have a foreign language requirement, so most of the students who change majors start our degree without having taken foreign language classes. Students who change majors at the end of their sophomore year or during their junior year often struggle to complete both COMM requirements and the foreign language requirement and still graduate in four years. Increasing the number of COMM hours without removing the foreign language requirement will make it even more difficult for students who change their major to complete the degree in four years.

### Catalog Descriptions

<b>2019-20 Catalog Copy</b>	<b>Proposed 2020-21 Catalog Description</b>
<p>Communication (B.A.)</p> <p>General Education            Rhetoric and Composition: Two approved courses in rhetoric and composition (6 hours)            Natural Sciences: Two approved natural science courses, at least one including a laboratory component (7-8 hours)            Fine Arts and Humanities: Complete one approved course in each subcategory: historical understanding (3 hours), literature (3 hours), thought, value and beliefs (3 hours), visual and performing arts (3 hours).            Behavioral and Social Sciences: Two approved behavioral or social science course in two different disciplines (6 hours). May include Communication 3200 as one of the two courses.            Mathematics: One approved mathematics course (3 hours)            Statistics: One approved statistics course (3 hours)</p>	<p>Communication (B.S.)</p> <p>General Education            Rhetoric and Composition: Two approved courses in rhetoric and composition (6 hours)            Natural Sciences: Two approved natural science courses, at least one including a laboratory component (7-8 hours)            Fine Arts and Humanities: Complete one approved course in each subcategory: historical understanding (3 hours), literature (3 hours), thought, value and beliefs (3 hours), visual and performing arts (3 hours).            Behavioral and Social Sciences: Two approved behavioral or social science course in two different disciplines (6 hours). May include Communication 3200 as one of the two courses.            Mathematics: One approved mathematics course (3 hours)            Statistics: One approved statistics course (3 hours)</p>

<p>Non-Western Culture: One approved non-western culture course (3 hours).</p> <p>Foreign Language: Through second college year in one foreign language</p> <p>Minor Requirements: Completion of a minor with a minimum 2.0 grade point average.</p> <p>Program Requirements Completion of 33 hours of communication courses including</p> <ul style="list-style-type: none"> <li>• COMM 1010 – Intro to Mass Communication</li> <li>• COMM 2300 – Media Writing I</li> <li>• COMM 2310 – Media Writing II</li> <li>• COMM 3200 – Mass Communication Perspectives</li> <li>• COMM 4200 – Senior Seminar</li> <li>• COMM 4510 – Mass Communication Law and Ethics</li> <li>• COMM 4850 or COMM 4800</li> <li>• One course from the following to satisfy the visual communication skills requirement: 3350, 3370, 3450, 3500, 3700, 4020r, 4350, 4450, 4550, 4750</li> <li>• Other communication courses as electives for the total of 33 hours.</li> <li>• One approved computer literacy course.</li> </ul> <p>Communication majors must take a minimum of 72 hours in courses outside the major.</p> <p>2.0 GPA in all required major and related courses (including specified General Education courses).</p> <p>Minimum of 39 hours of 3000- and 4000-level courses</p> <p>Electives to complete 120 hours.</p>	<p>Non-Western Culture: One approved non-western culture course (3 hours).</p> <p>Minor Requirements: Completion of a minor with a minimum 2.0 grade point average.</p> <p>Program Requirements Completion of 40 hours of communication courses including</p> <ul style="list-style-type: none"> <li>• COMM 1010 – Intro to Mass Communication</li> <li>• COMM 1100: Communication Technology</li> <li>• COMM 2300 – Media Writing I</li> <li>• COMM 2310 or 2330 – Multimedia Journalism or Public Relations Writing</li> <li>• COMM 3200 – Mass Communication Perspectives</li> <li>• COMM 4200 – Senior Seminar</li> <li>• COMM 4210 – Media and Diversity</li> <li>• COMM 4510 – Mass Communication Law and Ethics</li> <li>• COMM 4850 or COMM 4800</li> <li>• One <b>professional</b> course from the following to satisfy the visual communication skills requirement: <b>3020</b>, 3350, 3370, 3450, 3500, 3700, 4020r, 4350, <b>4370</b>, 4400, 4550, 4750</li> <li>• <b>One COMM professional elective at the 3000 – 4000 level: 3010, 3020, 3300, 3310, 3350, 3370, 3400, 3420, 3450, 3500, 3600, 3610, 3620, 3630, 3700, 4010, 4020, 4100, 4350, 4370, 4400, 4420, 4450, 4550, 4600, 4700, 4750, 4820, 4995, 4997, 4998, 4999.</b></li> <li>• <b>One mastery level COMM professional elective: 4010, 4020, 4350, 4370, 4400, 4420, 4450, 4550, 4600, 4700, 4750, 4820, 4995, 4997, 4998, 4999.</b></li> <li>• Other communication courses as electives for the total of <b>40 hours</b>.</li> </ul>
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	<p>Communication majors must take a minimum of 72 hours in courses outside the major.</p> <p>2.0 GPA in all required major and related courses (including specified General Education courses).</p> <p>Minimum of 39 hours of 3000- and 4000-level courses</p> <p>Electives to complete 120 hours.</p>
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## **Student Learning Outcomes**

Our department adheres to the 12 values and competencies set forth by ACEJMC. We have grouped these values and competencies into five curricular aims that drive our curriculum, linking related values and competencies to each aim.

### **Tell different types of stories.**

- Understand concepts and apply theories in the use and presentation of images and information.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

### **Use research to solve problems.**

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Apply basic numerical and statistical concepts.

### **Explore culture through media.**

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

**Make legal and ethical decisions.**

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

**Gain professional experience.**

- Understand concepts and apply theories in the use and presentation of images and information.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply tools and technologies appropriate for the communications professions in which they work.

**Assessment**

The department has a detailed plan for assessing all 12 values and competencies using a variety of measures. Below is a list of assessment measures, organized by each value and competency.

Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

- Final exam in COMM 4510, Mass Communication Law & Ethics
- Supervisor evaluations in COMM 4850, Internship

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

- Test questions in COMM 1010, Intro to Mass Communication
- Supervisor evaluations in COMM 4850, Internship

Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

- Assignment in COMM 4210, Media and Diversity
- Supervisor evaluations in COMM 4850, Internship

Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

- Assignment in COMM 4210, Media and Diversity

Understand concepts and apply theories in the use and presentation of images and information.

- Supervisor evaluations in COMM 4850, Internship
- COMM 4850 final portfolio evaluated by professionals

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

- Project in COMM 4510, Mass Communication Law & Ethics
- Supervisor evaluations in COMM 4850, Internship

Think critically, creatively and independently.

- Research paper in COMM 4200, Senior Seminar
- Supervisor evaluations in COMM 4850, Internship

Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

- Research paper in COMM 4200, Senior Seminar
- Supervisor evaluations in COMM 4850, Internship

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

- Research paper in COMM 4200, Senior Seminar
- Supervisor evaluations in COMM 4850, Internship
- COMM 4850 final portfolio evaluated by professionals

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

- Supervisor evaluations in COMM 4850, Internship

Apply basic numerical and statistical concepts.

- Assignment in COMM 4200, Senior Seminar

Apply tools and technologies appropriate for the communications professions in which they work.

- Supervisor evaluations in COMM 4850, Internship

## Curriculum Map (Core Requirements)

The levels of address indicated throughout this map set the exit-level expectations for the courses to which the ACEJMC Values & Competencies are aligned. Courses assigned a “practice” level expectation may begin at the “introduction” level, but students will be expected to leave that course at the “practice” level. This map indicates baseline expectations; however, faculty may always elect to design courses in ways that exceed those expectations.

Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

Course	Awareness	Understanding	Application
1010	Introduction		
2300	Introduction	Introduction	Introduction
2310/2330	Practice	Practice	Practice
4510	Mastery	Mastery	Mastery

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Course	Awareness	Understanding	Application
1010	Introduction	Introduction	
3200	Practice	Practice	Practice
4850	Mastery	Mastery	Mastery

Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

Course	Awareness	Understanding	Application
1010	Introduction		
3200	Practice	Practice	Practice
4210	Mastery	Mastery	Mastery

Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

<b>Course</b>	<b>Awareness</b>	<b>Understanding</b>	<b>Application</b>
1010	Introduction		
3200	Practice	Practice	Practice
4210	Mastery	Mastery	Mastery

Understand concepts and apply theories in the use and presentation of images and information.

<b>Course</b>	<b>Awareness</b>	<b>Understanding</b>	<b>Application</b>
Vis Comm Skills Class	Practice	Practice	Practice
Mastery Level Professional Class	Mastery	Mastery	Mastery

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

<b>Course</b>	<b>Awareness</b>	<b>Understanding</b>	<b>Application</b>
1010	Introduction		
2300	Introduction	Introduction	Introduction
2310/2330	Practice	Practice	Practice
4510	Mastery	Mastery	Mastery

Think critically, creatively and independently.

<b>Course</b>	<b>Awareness</b>	<b>Understanding</b>	<b>Application</b>
2300	Introduction	Introduction	Introduction
2310/2330	Introduction	Introduction	Introduction
3200	Practice	Practice	Practice
4210	Practice	Practice	Practice
4200	Mastery	Mastery	Mastery
4800/4850	Mastery	Mastery	Mastery

Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

<b>Course</b>	<b>Awareness</b>	<b>Understanding</b>	<b>Application</b>
1010	Introduction		
2300	Introduction	Introduction	Introduction
2310/2330	Introduction	Introduction	Introduction
3200	Practice	Practice	Practice
4200	Mastery	Mastery	Mastery

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

<b>Course</b>	<b>Awareness</b>	<b>Understanding</b>	<b>Application</b>
2300	Introduction	Introduction	Introduction
2310/2330	Practice	Practice	Practice
Mastery Level Professional Class	Mastery	Mastery	Mastery

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Course	Awareness	Understanding	Application
2300	Introduction	Introduction	Introduction
2310/2330	Practice	Practice	Practice
Mastery Level Professional Class	Mastery	Mastery	Mastery

Apply basic numerical and statistical concepts.

Course	Awareness	Understanding	Application
1010	Introduction		
2300	Introduction		
4200	Mastery	Mastery	

Apply tools and technologies appropriate for the communications professions in which they work.

Course	Awareness	Understanding	Application
1100	Introduction	Introduction	Introduction
Vis Comm Skills Class	Practice	Practice	Practice
Mastery Level Professional Class	Mastery	Mastery	Mastery

A full curriculum map, including all electives, is available at:

<https://mocsutc0.sharepoint.com/:x:/s/CommDepartment/EbL93rxtFO5LmeeOuv5fQCYBr-OA1u4YqwuGo871HR4ZSw?e=p6XBi2>

### Impact on Program / New Resources

The increase in total required COMM hours from 33 to 40 will require an increase in the number of credit hours produced by the department each semester. For students to graduate in a timely manner, the department will need to increase the number of electives

courses, especially professional electives, offered each semester while also adding two new required courses to the schedule. Given the size of the major, these new required classes will need to be offered every semester and will potentially require several sections each semester.

To handle the increased credit hour production, the department will need to hire additional faculty and/or discontinue teaching general education courses like COMM 2200 Mass Media History, COMM 2250 Television and Pop Culture, and possibly COMM 3550 Documentary I: History, Theory and Practice (renamed Documentary Film Studies).

The increase in the number of required professional courses will result in increases in enrollment in professional courses. Increased enrollment in some professional courses will require the department to purchase additional equipment and resources. The Department of Communication currently assesses lab fees for all professional courses. These funds are used to support professional courses through the purchase and maintenance of equipment and other resources used by these courses. The increase in enrollment will correspond with an increase in lab fees collected, thus enabling the purchase of new equipment and resources.

### **Impact on Students**

These changes will positively impact students by providing them with more opportunities to acquire the knowledge and skills needed to be successful, professional communicators. This effort is clearly aligned with the emphasis outlined by the department's accrediting body (ACEJMC).

The proposed curriculum better prepares students in several areas including: providing them with a better understanding of diversity issues; providing them with more professional training, including a mastery-level professional course; and providing them the opportunity to select a required writing course that better aligns with their area of interest.

While the B.S. degree does require students to take more hours in COMM, the removal of the foreign language and computer literacy courses means students will take fewer overall hours in degree requirements. The removal of the foreign language requirement will make it easier for students transferring in from community colleges or changing majors from a degree program not requiring a foreign language to complete the degree in a timely manner.

The change to a B.S. will not impact students who remain in the B.A. degree. All core courses required in the B.A. degree will still be offered on a regular basis, as they are also core courses in the B.S. degree. Students in the B.A. program will be “taught out” in the very same classes that are “teaching in” students enrolled in the B.S. program.

**Clear Path**

See attachment:

[https://mocsutc0.sharepoint.com/:b:/s/CommDepartment/EYY069\\_DyxRkKQtcxrQzSgABRm95qxwK0-VWpIngjSKT2w?e=lbCNXY](https://mocsutc0.sharepoint.com/:b:/s/CommDepartment/EYY069_DyxRkKQtcxrQzSgABRm95qxwK0-VWpIngjSKT2w?e=lbCNXY)

## **B.A. in Communication: Deactivate Degree**

**Rational for change:** Assessment data has demonstrated that the current B.A. in Communication is not meeting several of the values and competencies put forth by the department's accreditor, ACEJMC. After a year-long curriculum review the faculty determined that a new degree program, a B.S. in Communication, will better serve our students.

We seek to deactivate the B.A. in Communication for two reasons. First, given the deficiencies found in the B.A. degree, keeping it puts the department at risk of being found out of compliance in curriculum and possibly assessment during our upcoming reaccreditation review. Being found out of compliance in these areas could place the department on probation. Second, by deactivating the B.A. while introducing the B.S. the department can submit a "degree change" proposal to THEC, rather than a new degree proposal. It is believed THEC will look more favorably on changing a degree rather than adding a degree.

**Impact on students / Teach Out Plan:** The deactivation of the B.A. degree will not impact students who remain in the B.A. degree. All core courses required in the B.A. degree will still be offered on a regular basis, as they are also core courses in the B.S. degree. Students in the B.A. program will be "taught out" in the very same classes that are "teaching in" students enrolled in the B.S. program.

# **COMM 1100, Communication Technology: New Course**

## **Course Name**

Communication Technology

## **Course Number**

COMM 1100

## **Credit Hours**

1 credit hour

## **Prerequisites or corequisites**

None

## **Proposed catalog description**

Introduction to the tools and technologies used in mass communication.

## **Rational for adding course**

With the proposed creation of a B.S. in Communication, students will have a choice in which writing course they take as their second writing course – taking either Multimedia Journalism or Public Relations Writing. This change means not all students will be introduced to the tools and technologies introduced in Multimedia Journalism (previously called Media Writing II).

To ensure that all students are introduced to the tools and technologies used by media professionals, the faculty has decided to create a one credit course that will be required of all students. By moving technology skills to a new course, this change also allows Multimedia Journalism to focus more on writing than on introducing the basic of audio and video editing.

## **How the course fits into the curriculum**

The course will be required of all students in the B.S. of Communication. Students will take this course prior to taking professional courses that utilize the tools and technologies introduced by this course.

## **Instructional method**

Online.

## **How the course will be graded**

To assess mastery of the course's learning outcomes, students are required to complete 15 Lab Assignments (worth 10 points each, for a total of 150 points).

The final grade break down is as follows:

- A = 135 – 150 pts (90 – 100%)
- B = 120 – 134 pts (80 – 89%)
- C = 105 – 119 pts (70 – 79%)
- D = 90 – 104 pts (60 – 69%)
- F = 0 – 89 pts (0 – 59%)

### **Lab Fees?**

No.

### **Effect Other Courses?**

The class will serve as a prerequisite for a number of our professional electives including: COMM 2310, 3020, 3350, 3400, 3420, 3450, 4820.

### **Sample syllabus**

<https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/ETG1nBJBVGvNiG5M7Meea00B8qaVxV1TR3eAc33QvchCqw?e=FefiAR>

## COMM 1300, Basic Computer Skills: Deactivate Course

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 1300 – Basic Computer Skills for Communication Majors</b>            Introduction to basic computer technology for mass communication. Basic elements of word processing, electronic mail, web page building and maintenance, and use of the World-Wide-Web for mass communication. Every semester. Laboratory 2 hours.</p>	

**Rational for change:** This course has not been taught for over two decades. The catalog description and course emphasis are out-of-date. The department is introducing a new course, COMM 1100, Communication Technology, which meets the needs of today's students and will be a requirement of the new B.S. degree. To reduce potential confusion over what course students should take to meet the B.S. requirement, we would like to remove COMM 1300 from the catalog.

**Impact on students / Teach Out Plan:** The change will have no impact on students. The course has not been offered in over two decades. Given this was an elective course that has not been taught in sometime, there is no need for a teach out plan.

## **COMM 2000r, Special Topics: New Course**

### **Course Name**

Special Topics

### **Course Number**

2000r

### **Credit Hours**

1-3 credit hours, repeatable

### **Prerequisites or corequisites**

None.

### **Proposed catalog description**

Specialized study of mass media designed to meet interests of students and faculty.

### **Rational for adding course**

The department currently has special topics courses at the 4000 level (4000, 4010, 4020). These special topics courses allow the department to explore new courses based on the interests and needs of students and/or changes in mass communication.

Currently the special topics courses exist only at the 4000 level. But there are times when faculty want to explore topics at a lower division level. Creating COMM 2000r will allow faculty to create special topics courses at a lower level.

### **How the course fits into the curriculum**

The course is an elective that could be taken by majors and minor to fulfill their COMM elective hours and can be taken by non-majors and non-minors for general elective hours.

### **Instructional method**

Depends on course, could be lecture or online.

### **How the course will be graded**

Grading will vary depending on the topic. A sample course "Introduction to Social Media" has been provided. That course was graded as follows:

Participation (40%)

- Reflections
- In-Class Projects
- Lowest grade dropped

**Projects (60%)**

- Curation Project (Scoop-It, Flipboard or Pinterest)
- Moving Image Project (YouTube, or Vimeo)
- Meme Project (Instagram)
- Dashboard Project (HootSuite)

**Lab Fees?**

None.

**Sample syllabus**

[https://mocsut0.sharepoint.com/:w:/s/CommDepartment/EWBiC0s0pfBEhZQsATu3qvEBWD4bVwLpbbithOq0\\_q-IhA?e=ONGbeT](https://mocsut0.sharepoint.com/:w:/s/CommDepartment/EWBiC0s0pfBEhZQsATu3qvEBWD4bVwLpbbithOq0_q-IhA?e=ONGbeT)

## COMM 2300, Media Writing: Catalog Changes

### Name Change: “Media Writing I” to “Media Writing”

### Prerequisite Change

<u>2019-20 Catalog Copy</u>	<u>Proposed 2020-21 Catalog Description</u>
<p><b>COMM 2300 – Media Writing I</b> Introduction to factual writing style for the media and the presentation of information in multiple formats to diverse audiences. News and public relations writing, information gathering, and interviewing. Every semester. Laboratory 4 hours. Prerequisites: ENGL 1010 or ENGL 1011 or UHON 1010 with a minimum grade of C, keyboard proficiency of 30 wpm or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 2300 – Media Writing</b> Introduction to factual writing style for the media and the presentation of information in multiple formats to diverse audiences. News and public relations writing, information gathering, and interviewing. Every semester. Laboratory 4 hours. Prerequisites: ENGL 1010 or ENGL 1011 or UHON 1010 with a minimum grade of C, or department head approval. Communication fee will be assessed.</p>

**Rational for name change:** Under the B.A. in Communication students were required to take both COMM 2300, Media Writing I and COMM 2310, Media Writing II. Under the new B.S. degree all students will take COMM 2300, but they will have a choice to take 2310 or 2330 as their second writing class. We are also changing the name for COMM 2310 from Media Writing II to Multimedia Journalism. Given these changes, it is appropriate to remove the “I” from the name for COMM 2300.

**Rational for prerequisite change:** The prerequisite of “keyboard proficiency of 30 wpm” is out-of-date and not enforceable. We seek to remove it.

## COMM 2310, Multimedia Journalism: Catalog Changes

### Name Change: “Media Writing II” to “Multimedia Journalism”

#### Description Change

#### Prerequisite Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 2310 – Media Writing II</b>            Researching, structuring, writing, and evaluating news stories for print, radio, television and the Web. Comparisons of news, public relations and converging media. Every semester. Laboratory 4 hours. Prerequisites: ENGL 1020 or UHON 1020 and COMM 2300 with minimum grades of C, keyboard proficiency of 36 wpm, or approval of the department head. Communication fee will be assessed.</p>	<p><b>COMM 2310 – Multimedia Journalism</b>            Researching, structuring, writing, and evaluating news stories for print, radio, television and the Web. Comparisons of news and converging media. Every semester. Laboratory 4 hours. Prerequisites: ENGL 1020 or <b>HIST 2100</b> or UHON 1020, COMM 2300 with minimum grade of C, <b>COMM 1100</b>, or approval of the department head. Communication fee will be assessed.</p>

**Rational for name change:** Under the B.A. in Communication students were required to take both COMM 2300, Media Writing I and COMM 2310, Media Writing II. Under the new B.S. degree all students will take COMM 2300, but they will have a choice to take COMM 2310 or COMM 2330 as their second writing class. COMM 2310 offers students more instruction in multimedia journalism while COMM 2330 offers students instruction in public relations writing. We are changing the course name to prevent students from thinking COMM 2310 is their only choice for their second writing course.

**Rational for description change:** With students able to choose between 2310 Multimedia Journalism or 2330, Public Relations Writing, as their second writing course, the department seeks to remove the reference to public relations from this course description. Students interested in public relations will choose to take 2330.

**Rational for prerequisite change:** Under the new B.S. in Communication students will be required to take COMM 1100, Communication Technology. This is a new course that includes content previously included in COMM 2310, specifically how to edit audio and video. With the shift of these audio and video editing skills from COMM 2310 to COMM 1100, students will need to take COMM 1010 prior to taking COMM 2310. We are adding HIST 2100 to the options for the Rhetoric and Writing II courses, as HIST 2100 is an approved general education option. The prerequisite of “keyboard proficiency of 36 wpm” is out-of-date and not enforceable. We seek to remove it.

**Impact on Students in BA:** The prerequisite change will have little impact on students enrolled in the B.S. degree, as COMM 1100 is required for these students. Students who

stay enrolled in the discontinued B.A. degree program are not required to take COMM 1100. Students enrolled in the B.A. program will be provided with a prerequisite override for COMM 1100 and will be given lab assignments to acquire the audio and video skills required to be successful in COMM 2310. The department expects students enrolled in the B.A. program to be processed through COMM 2310 within the first year of the new prerequisite requirement, as students take COMM 2310 early in the degree program.

## COMM 2330, Public Relations Writing: Catalog Changes

### Change Course Number from 3330 to 2330

### Change Course Prerequisite

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 3330 – Public Relations Writing</b></p> <p>Introduction to public relations writing style, preparation of persuasive copy to include documents typically used on a day-to-day basis within the profession. Creative and conceptual aspects emphasized. Every semester. Laboratory 4 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 2330 – Public Relations Writing</b></p> <p>Introduction to public relations writing style, preparation of persuasive copy to include documents typically used on a day-to-day basis within the profession. Creative and conceptual aspects emphasized. Every semester. Laboratory 4 hours. Prerequisites: <b>COMM 2300 with minimum grade of C</b>, or department head approval. Communication fee will be assessed.</p>

### Rational for change:

The department's yearlong curriculum review identified the need to provide students with options for the second required media writing course. Under the B.A. curriculum all students take 2310, Media Writing II, a course focused on broadcast and multimedia journalism. This course is not as relevant to students interested in public relations as our public relations writing course. As such, the B.S. curriculum allows students to take Public Relations Writing as their second required writing course.

To bring the existing COMM 3330 Public Relations Writing course in line with the new B.S. curriculum the department seeks to change the course number from 3330 to 2330 and change the prerequisite from COMM 2310 to COMM 2300.

The change in course number from 3330 to 2330:

- makes it clear to students that the course needs to be taken earlier in their progress through the degree. Currently student take the 3000-level course as an elective in their junior or senior year. In the new B.S., students interested in public relations will take the course during their sophomore year.
- brings the course to same level as COMM 2310, Multimedia Journalism, the other option for the second required writing course.
- allows students who take the course at a community college to receive credit towards the second writing course requirement. Under the current B.A. students can take both media writing courses at community colleges, if they so desire. By changing the public relations course to the 2000-level students can continue to take their second writing course while attending a community college.

The change in prerequisite from COMM 2310, Media Writing II (now called Multimedia Journalism), to COMM 2300, Media Writing, is needed to reflect the fact that under the new B.S. degree not all students will take COMM 2310. Instead, students will take Media Writing (2300) and then choose between Multimedia Journalism (2310) or Public Relations Writing (2330). The skills and knowledge provided in 2300, Media Writing, are enough to prepare students for public relations writing. Students do not need exposure to skills and concepts provided in 2310, Multimedia Journalism, to be successful in public relations writing.

### **Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EQJrWEtZUkdLvSsEH1uGOkkBPw\\_AfnZEICHRtDeqed4ckw?e=8aBE0g](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EQJrWEtZUkdLvSsEH1uGOkkBPw_AfnZEICHRtDeqed4ckw?e=8aBE0g)

## COMM 2710, Intro to PR: Deactivate Course

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 2710 – Introduction to Public Relations</b>            Fundamentals of establishing and maintaining effective relations with organizational publics. Introduction to promotion methods and management of public relations function. Every semester. Lecture 3 hours.</p>	

**Rational for change:** While many COMM students express an interest in public relations, many do not take COMM 2710, Introduction to Public Relations. This is, in part, because the course is at a 2000 level, when students need credit hours at the 3000-4000 level. In addition, the fact the course is at an “introductory” level may make the course appear as too rudimentary for many students.

In reviewing our curriculum, the faculty decided to make several changes to courses offered in public relations and strategic communication. One change involves replacing the 2000-level introduction to public relations course with a 3000-level course in the principles of public relations and advertising. The new course will be more rigorous and will cover not only public relations, but also advertising, an important part of strategic communication.

With the introduction of COMM 3300, Principles of PR & Advertising there is no longer a need for COMM 2710, Introduction to Public Relations. Thus, we are requesting the course be deactivated.

**Impact on students / Teach Out Plan:** The change will have little impact on COMM students. COMM 2710 serves as an elective in both our major and minor. COMM students interested in public relations will now be able to take COMM 3300 instead of COMM 2710.

The change will impact students enrolled in the B.S. in Sport, Outdoor Recreation, & Tourism Management. COMM 2710 is listed as one of thirteen courses that fulfill a requirement in that degree. We recommend that HHP submit a blanket petition substituting COMM 3300, Principles of PR & Advertising, for COMM 2710, Introduction to Public Relations.

## **COMM 3010r, Special Topics, Professional Elective: New Course**

### **Course Name**

Special Topics, Professional Elective

### **Course Number**

3010r

### **Credit Hours**

3 credit hours, repeatable

### **Prerequisites or corequisites**

COMM 2300.

### **Proposed catalog description**

Specialized study of mass media designed to meet interests of students and faculty. Topic addresses professional skills related to mass media production. Laboratory 4 hours.

Prerequisites: COMM 2300 or approval of the department head. Communication fee will be assessed.

### **Rational for adding course**

The department currently has special topics courses at the 4000 level (4000, 4010, 4020). These special topics courses allow the department to explore new courses based on the interests and needs of students and/or changes in mass communication.

Currently the special topics courses exist only at the 4000 level because in the past the difference between 3000-4000 level courses was not relevant. But under the new B.S. degree program, the level of a professional elective does matter. Students are required to take at least one of their professional electives at the mastery / 4000 level. To differentiate between classes that are and are not at the mastery level we need special topics courses at both levels.

### **How the course fits into the curriculum**

The course is considered a communication professional elective. The course is one of the professional electives that will meet the “One COMM professional elective at the 3000 – 4000 level” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

Depends on course, could be lecture or online.

**How the course will be graded**

Grading will vary depending on the topic. A sample course Strategic Communication for Non-Profits, has been provided. That course was graded as follows:

- Hands-on Activities (100 points)
- Homework Assignment: Non-Profit Org. Presentation: (100 points)
- Class Leadership Discussion (100 points)
- Mid-Term and Final Exams (150 points)
- Final Client Research Paper (100 points):
- Experiential Learning Client Presentation (100 points)
- Guest Speaker Discussion Sessions (100 points)
- Class Discussion (50 points)

**Lab Fees?**

Yes. Like all “laboratory” courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EfKu5Gdih6hOg8Y89ZPwqmQBqbEhJkYaLGozdl\\_UNR\\_5jA?e=GCwb1s](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EfKu5Gdih6hOg8Y89ZPwqmQBqbEhJkYaLGozdl_UNR_5jA?e=GCwb1s)

## **COMM 3020r, Special Topics, Professional Visual Skills: New Course**

### **Course Name**

Special Topics, Professional Visual Skills

### **Course Number**

3020r

### **Credit Hours**

3 credit hours, repeatable

### **Prerequisites or corequisites**

COMM 2300 and COMM 1100, or approval of department head.

### **Proposed catalog description**

Specialized study of mass media designed to meet interests of students and faculty. Topic addresses professional skills related to visual communication. Laboratory 4 hours.

Prerequisites: COMM 2300 and COMM 1100, or approval of the department head.

Communication fee will be assessed.

### **Rational for adding course**

The department currently has special topics courses at the 4000 level (4000, 4010, 4020). These special topics courses allow the department to explore new courses based on the interests and needs of students and/or changes in mass communication.

Currently the special topic courses exist only at the 4000 level because in the past the difference between 3000-4000 level courses was not relevant. But under the new B.S. degree program, the level of a professional course does matter. Students are required to take at least one of their professional courses at the mastery / 4000 level. To differentiate between special topics professional skills classes that are and are not at the mastery level we need special topics courses at both levels.

### **How the course fits into the curriculum**

The course is considered a professional visual communication skills elective. The course is one of the professional electives that will meet the "One visual communication skills elective" requirement of the new B.S. degree as well as the existing B.A. degree. It can also count as a general COMM elective for both majors and minors.

### **Instructional method**

Depends on course, could be lecture or online.

**How the course will be graded**

Grading will vary depending on the topic. A sample course, App Design, has been provided. That course was graded as follows:

- 4 quizzes (10 points each, for a total of 40 points)
- 6 Lab Assignments (worth 25 points each, for a total of 150 points)
- 3 Peer Critiques (worth 10 points each, for a total of 30 points)
- 3 Design Projects (worth 100 points each, for a total of 300 points)

**Lab Fees?**

Yes. Like all “laboratory” courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

<https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/ESkAH5vLN4VMh35s8b9lcZEBxeZM5XET8YXXeMgdvrTV8A?e=Tvw3Qu>

# **COMM 3300, Principles of PR & Advertising: New Course**

## **Course Name**

Principles of PR & Advertising

## **Course Number**

3300

## **Credit Hours**

3 credit hours

## **Prerequisites or corequisites**

None.

## **Proposed catalog description**

This course studies fundamentals of public relations and advertising as core components of strategic communication. It will include discussions of advertising and public relations historical foundations, theories, structure, planning, execution and evaluation. Lecture 3 hours.

## **Rational for adding course**

While many COMM students express an interest in public relations, many do not take COMM 2710, Introduction to Public Relations. This is, in part, because the course is at a 2000 level, when students need credit hours at the 3000-4000 level. In addition, the fact the course is at an “introductory” level may make the course appear as too rudimentary for many students.

In reviewing our curriculum, the faculty decided to make several changes to courses offered in public relations and strategic communication. One change involves replacing COMM 2710, Introduction to Public Relations course with COMM 3300, Principles of Public Relations and Advertising. COMM 3300 is more rigorous and covers not only public relations, but also advertising, an important part of strategic communication.

## **How the course fits into the curriculum**

The course is considered a professional elective. The course is one of the electives that will meet the “One COMM professional elective at the 3000 – 4000 level” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

## **Instructional method**

In person.

## **How the course will be graded**

Case Study Analyses (33 points x 6):	200 points
Q&A with PR Professional:	100 points
Press Kit:	150 points
Strategic Communications Campaign Plan:	150 points
Attendance/Participation:	100 points
Midterm Exam:	100 points
Final Exam:	200 points
 Total Points:	 1,000 points

### **Case Study Analyses:**

Eight times during the semester, you will work in groups to discuss and answer questions on assigned case studies. Each group will submit their paper end of that day.

### **Q&A with Strategic Communication Professional:**

You will individually interview and create a Q&A with an advertising/public relations professional of your choice.

### **Media Kit:**

For this assignment, each group will produce a complete press kit for an organization. Your press kit needs to include (1) a news release, (2) a fact sheet/backgrounder, (3) a Q&A sheet, (4) a pitch letter, and (5) photo.

### **Strategic Communications Relations Plan:**

You will work in groups to develop a PR plan. You will work in the same groups that you worked in for your case studies. Groups will use concepts learned in the course and research to develop an effective strategic campaign for a client that includes both advertising and public relations components. You will present your plan during designated the final exam time.

### **Lab Fees?**

No.

## **Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/Ee\\_c0xDhfdxAo2Igy-Dkg30BgnEEee3aNXjcYJdTQ\\_9Fvw?e=JcBbGH](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/Ee_c0xDhfdxAo2Igy-Dkg30BgnEEee3aNXjcYJdTQ_9Fvw?e=JcBbGH)

## **COMM 3310, Crisis Communication: New Course**

### **Course Name**

Crisis Communication

### **Course Number**

3310

### **Credit Hours**

3 credit hours

### **Prerequisites or corequisites**

COMM 2310 or COMM 2330

### **Proposed catalog description**

Principles of crisis communication, focusing on the communication surrounding an organization before, during and after a crisis. Lecture 3 hours. Prerequisites: COMM 2310 or COMM 2330 or approval of the department head.

### **Rational for adding course**

In Fall 2018, the department surveyed majors, asking them what types of elective courses they wanted to take and what industry they hoped to work in after graduation. The most popular choice for both was public relations.

The department currently offers only three courses in public relations. Given the student demand for this area of communication, the department believes more public relations courses need to be offered. Crisis communication is a key aspect of public relations and courses covering crisis communication are taught at other universities.

In Spring 2019, the department offered Crisis Communication under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add the course to the curriculum.

### **How the course fits into the curriculum**

The course is considered a professional elective. The course is one of the electives that will meet the “One COMM professional elective at the 3000 – 4000 level” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

In-person.

**How the course will be graded**

- Weekly Crisis Case Study Analyses (10 x 12 = 120 points), 120 points
- Presentation of Crisis Communication Case Study, 100 points
- Organization Analysis, 100 points
- S.W.O.T. Analysis, 100 points
- Press Conference Simulation, 80 points
- Weekly Reading Quizzes (10 x 10 = 100 points), 100 points
- Midterm Exam, 100 points
- Final Exam, 100 points
- Final Project (Organization Crisis Communication Plan), 100 points
- Participation/Attendance 100 points

Total Points: 1,000 points

**Lab Fees?**

No.

**Sample syllabus**

<https://mocsut0.sharepoint.com/:w:/s/CommDepartment/EUOJoFdca11Ot1sSRXypkuYBzkb49gVqoJOXtGzJU-Ic5w?e=XUMyJL>

## COMM 3350, Publication Design 1: Prerequisite Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 3350 – Publication Design I</b> Introduction to publication design, with special attention to design principles and techniques of publication layout. Every semester. Laboratory 4 hours. Prerequisites: COMM 2300, or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 3350 – Publication Design I</b> Introduction to publication design, with special attention to design principles and techniques of publication layout. Every semester. Laboratory 4 hours. Prerequisites: <b>COMM 1100 and</b> COMM 2300, or department head approval. Communication fee will be assessed.</p>

**Rational for change:** COMM 1100, Communication Technology, a new course required in the B.S. degree, covers technology used in COMM 3350, Publication Design 1. By requiring COMM 1100 as a prerequisite, students will arrive in COMM 3350 better prepared and thus COMM 3350 will be able to dedicate more time to advancing technological skills rather than introducing these skills.

**Impact on Students in BA:** The prerequisite change will have little impact on students enrolled in the B.S. degree, as COMM 1100 is required for these students. Students who stay enrolled in the discontinued B.A. degree program are not required to take COMM 1100. Students enrolled in the B.A. program will be provided with a prerequisite override for COMM 1100 and will be given lab assignments to acquire the technical skills required to be successful in COMM 3350. The department expects students enrolled in the B.A. program to be processed through this elective within two to three years, after which time prerequisite overrides will no longer be required.

## COMM 3400, Audio Production and Presentation: Catalog Changes

### Description Change

### Prerequisite Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 3400 – Audio Production and Presentation</b></p> <p>Producing and presenting content in radio and non-broadcast audio media, using both studio and portable facilities. Studio, control room, and field production procedures, recording and editing, music and sound effects. Every semester. Lecture 1 hour, laboratory 3 hours. Communication fee will be assessed.</p>	<p><b>COMM 3400 – Audio Production and Presentation</b></p> <p>Producing and presenting content in radio and non-broadcast audio media, using both studio and portable facilities. Studio, control room, and field production procedures, recording and editing, music and sound effects. Every semester. <b>Laboratory 4 hours. Prerequisites: COMM 1100 and COMM 2300, or department head approval.</b> Communication fee will be assessed.</p>

**Rational for catalog description change:** All other laboratory courses in the catalog are listed as “Laboratory 4 hours.” This indicates to students that the class meets for the equivalent of four hours a week. For an in-person class, this usually means the course meets twice a week for two hours a class period. COMM 4750 follows this model. It is unclear why the old description said “lecture 1 hour, laboratory 3 hours.” To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the change to “laboratory 4 hours.”

**Rational for prerequisite change:** COMM 1100, Communication Technology, a new course required in the B.S. degree, covers technology used in COMM 3400, Audio Production and Presentation. By requiring COMM 1100 as a prerequisite, students will arrive in COMM 3400 better prepared and thus COMM 3400 will be able to dedicate more time to advancing technological skills rather than introducing these basic skills. We are also adding COMM 2300, Media Writing. COMM 2300, a required course of the B.S. degree, provides students with the writing skills needed to write content for this course. In the past we have found that students who take COMM 3400 without having first taken COMM 2300 struggle to succeed in the course.

**Impact on Students in BA:** The prerequisite change will have little impact on students enrolled in the B.S. degree, as COMM 1100 is required for these students. Students who stay enrolled in the discontinued B.A. degree program are not required to take COMM 1100. Students enrolled in the B.A. program will be provided with a prerequisite override for COMM 1100 and will be given lab assignments to acquire the technical skills required to be successful in COMM 3400. The department expects students enrolled in

the B.A. program to be processed through this elective within two to three years, after which time prerequisite overrides will no longer be required.

# **COMM 3420, Podcasting I: New Course**

## **Course Name**

Podcasting I

## **Course Number**

3420

## **Credit Hours**

3 credit hours

## **Prerequisites or corequisites**

Prerequisite: COMM 1100 and COMM 2300, or approval of the department head.

## **Proposed catalog description**

Basic audio podcast and storytelling production. Laboratory 4 hours. Prerequisites: COMM 1100 and COMM 2300; or approval of the department head. Communication fee will be assessed.

## **Rational for adding course**

In Fall 2018 the department surveyed majors, asking them what types of electives courses they wanted to take. The results suggested that students want to take podcasting courses.

Between Fall 2017 and Fall 2018 the department offered Podcasting I under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add the course to the curriculum.

## **How the course fits into the curriculum**

The course is considered a professional elective. The course is one of the electives that will meet the “One COMM professional elective at the 3000 – 4000 level” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

## **Instructional method**

In-person.

## **How the course will be graded**

- Sonic ID 10%
- Podcast Pitch 5%
- Podcasts 75%

- Podcast Revisions 10%

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EfidsNLYwAlltPhp2IoqE9cBv18gtT7HO8YUm5\\_0DNPMOQ?e=4g5FfN](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EfidsNLYwAlltPhp2IoqE9cBv18gtT7HO8YUm5_0DNPMOQ?e=4g5FfN)

## COMM 3450, Video Production: Catalog Changes

### Name Change

### Prerequisite Change

### Description Change

<u>2019-20 Catalog Copy</u>	<u>Proposed 2020-21 Catalog Description</u>
<p><b>COMM 3450 – Video 1</b> Introduction to the basic techniques and theory of visual media production. Emphasis on producing public affairs, educational, and entertainment content for television and multiple formats. Lecture 2 hours, laboratory 3 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 3450 – Video Production</b> Introduction to the basic techniques and theory of visual media production. Emphasis on producing public affairs, educational, and entertainment content for television and multiple formats. <b>Laboratory 4 hours.</b> Prerequisites: <b>COMM 1100 and COMM 2300</b>, or department head approval. Communication fee will be assessed.</p>

**Rational for name change:** We are changing the name to make it clearer what the course covers.

**Rational for prerequisite change:** The proposed B.S. degree includes a change to the second required writing course. Under the existing B.A. degree all students take COMM 2310, Media Writing II. Under the new B.S. degree student will be able to choose between COMM 2310, renamed Multimedia Journalism, and COMM 2330, Public Relations Writing. Given not all B.S. students will take COMM 2310, a change to the prerequisite for this class is required. The new prerequisite includes COMM 2300, Media Writing and COMM 1100, Communication Technology, courses all B.S. students are required to take. COMM 1100 will provide the audio and video editing skills previously provided by COMM 2310.

**Rational for catalog description change:** All other laboratory courses in the catalog are listed as “Laboratory 4 hours.” This indicates to students that the class meets for four hours a week, usually twice a week for two hours a class period. COMM 3450 follow this model. It is unclear why the old description said “Lecture 2 hours, laboratory 3 hours.” To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the change to “laboratory 4 hours.”

**Impact on Students in B.A.:** The prerequisite change will have little impact on students enrolled in the B.S. degree, as COMM 2300 and COMM 1100 are required for these students. Students who stay enrolled in the discontinued B.A. degree program are not required to take COMM 1100. Students enrolled in the B.A. program will be provided with a prerequisite override for COMM 1100 and will be given lab assignments to acquire the audio and video skills required to be successful in COMM 3450.

## COMM 3500, TV News Production: Description Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 3500 – Television News Production</b> Principles and skills of producing television newscasts. Includes the production of two half-hour newscasts. Fall semester. Laboratory 3 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 3500 – Television News Production</b> Principles and skills of producing television newscasts. Includes the production of two half-hour newscasts. Fall semester. <b>Laboratory 4 hours.</b> Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>

**Rational for catalog description change:** All other laboratory courses in the catalog are listed as “Laboratory 4 hours.” This indicates to students that the class meets for the equivalent of four hours a week. For an in-person class, this usually means the course meets twice a week for two hours a class period. COMM 3500 follows this model. It is unclear why the old description said “laboratory 3 hours.” To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the change to “laboratory 4 hours.”

## **COMM 3550, Documentary Film Studies: Name Change**

### **“Documentary I: History, Theory and Practice” to “Documentary Film Studies”**

<u>2019-20 Catalog Copy</u>	<u>Proposed 2020-21 Catalog Description</u>
<p><b>Documentary I: History, Theory and Practice</b> Introduces students to the theory, history, aesthetics, editing practices, ethics, and political significance of the genre, as well as concept development and visual storytelling techniques. Includes analysis of significant documentaries and preparation of a treatment for a short documentary.</p>	<p><b>Documentary Film Studies</b> Introduces students to the theory, history, aesthetics, editing practices, ethics, and political significance of the genre, as well as concept development and visual storytelling techniques. Includes analysis of significant documentaries and preparation of a treatment for a short documentary.</p>

**Rational for name change:** When COMM 3550, Documentary I and COMM 4550, Documentary II, were added to the catalog more than a decade ago the two classes were envisioned as a series of classes, with students required to take COMM 3550 before taking COMM 4550. But in practice this prerequisite has been problematic, limiting the number of students who could take the documentary production course. After reviewing the two courses, the faculty teaching COMM 4550 determined that students could be successful in the course without taking COMM 3550, and in the past few years the prerequisite has been overridden for a number of students. As part of this larger proposal COMM 3550 will be removed as a prerequisite for COMM 4550. To reflect the fact that these two classes are no longer required to be taken in sequence a name change is required. We have selected “Documentary Film Studies” as the title for COMM 3550 because it signals that this course covers the history and theory of documentary and does not involve the production of a documentary film.

# **COMM 3600, Screenwriting I: New Course**

## **Course Name**

Screenwriting I

## **Course Number**

3600

## **Credit Hours**

3 credit hours.

## **Prerequisites or corequisites**

Prerequisites: ENGL 1020 or HIST 2100 or UHON 1020.

## **Proposed catalog description**

Writing for film, with focus on creatively building several types of short scripts and outlines. Laboratory 4 hours. Prerequisites: ENGL 1020 or HIST 2100 or UHON 1020, or department head approval. Communication fee will be assessed.

## **Rational for adding course**

In Fall 2018, the department surveyed majors, asking them what types of elective courses they wanted to take. The results suggested that students want to take screen writing courses.

In Fall 2018 and Spring 2019, the department offered a screen writing course under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add the course to the curriculum.

## **How the course fits into the curriculum**

The course is considered a professional elective. The course is one of the electives that will meet the “One COMM professional elective at the 3000 – 4000 level” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

## **Instructional method**

In-person.

## **How the course will be graded**

- Journal, 20 points (10 at midterm and 10 at final)
- Pop Quiz., 5 points
- 60-second Story, 10 points

- A short adaptation, log line, Summary, 10 points
- An original short, log line, Summary, 10 points
- A Feature outline that demonstrates A/B plot structure, 10 points
- Re-Written Final Portfolio, 15 Points
- Midterm, 15 points
- Professionalism, 10 points

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

<https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/ERvGLOMCdhFOqnMuNAtw/PIQBgcmqFjfnkJbAp7OqQ9Fusw?e=elt82X>

## **COMM 3620, Sports Writing: New Course**

### **Course Name**

Sports Writing

### **Course Number**

COMM 3620

### **Credit Hours**

3 hours

### **Prerequisites or corequisites**

Prerequisites: COMM 2300 or approval of the department head.

### **Proposed catalog description**

Students will learn techniques needed to be successful covering sports for print and electronic media outlets, with a strong emphasis on writing and reporting, to include research and interview skills. Laboratory 4 hours. Prerequisites: COMM 2300 or approval of the department head. Communication fee will be assessed.

### **Rational for adding course**

In Fall 2018, the department surveyed majors, asking them what types of elective courses they wanted to take. The results suggested that students want to take sports communication courses.

In Fall 2018 and Spring 2019 the department offered a sport writing course under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add the course to the curriculum.

### **How the course fits into the curriculum**

The course is considered a professional elective. The course is one of the electives that will meet the “One COMM professional elective at the 3000 – 4000 level” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

In-person.

### **How the course will be graded**

- Critiques of assigned reading—25%
- Short profiles of interview subjects, opinion pieces, personal bios—25%

- Long-form mid-term project—25%
- Long-form final project—25%

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

<https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EQKNZ7DV-dIKgB3yuzDDR4ABou3CiySl0s6szvzF-6hHiQ?e=YSKCFc>

## COMM 3630, Feature Writing: Prerequisite Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 3630 – Feature Writing</b>            Nonfiction writing for newspapers, magazines and specialized publications. Spring semester. Laboratory 4 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 3630 – Feature Writing</b>            Nonfiction writing for newspapers, magazines and specialized publications. Spring semester. Laboratory 4 hours. Prerequisites: COMM 2300 or department head approval. Communication fee will be assessed.</p>

**Rational for prerequisite change:** The proposed B.S. degree includes a change to the second required writing course. Under the existing B.A. degree all students take COMM 2310, Media Writing II. Under the new B.S. degree not all students will take COMM 2310. As such, a change in the prerequisite is needed. COMM 3630 is a course focusing on writing for newspapers and magazines. COMM 2300, Media Writing, which also focuses on writing for print publications, provides students with the background appropriate for this course.

## **COMM 3650, Online Advertising: Deactivate Course**

<u>2019-20 Catalog Copy</u>	<u>Proposed 2020-21 Catalog Description</u>
<p><b>COMM 3650 – Online Advertising</b>            Online Advertising examines current trends in digital advertising. On demand. Laboratory 4 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>	

**Rational for change:** This course was created by a former department head as a stand-alone course to match the interests of an adjunct faculty member. That adjunct faculty member is no longer with the department. The course has not been taught in several semesters as the department lacks a developed curriculum in advertising. In the future, if the department expands into advertising we will create a series of classes as part of a larger advertising curriculum.

**Impact on students / Teach Out Plan:** The change will have no impact on students. The elective course has not been offered in several semesters. Given this was an elective course, there is no need for a teach out plan.

## COMM 3660, Creative Editing: Deactivate Course

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 3660 – Creative Editing</b> Principles and basic skills in newspaper, magazine, electronic and specialized publication copy editing. Fall semester. Laboratory 4 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.</p>	

**Rational for change:** This course has not been taught for over five years and the department does not have plans to offer it in the near future. We seek to remove it from the catalog to reduce confusion over what courses we are currently offering.

**Impact on students / Teach Out Plan:** The change will have no impact on students. The elective course has not been offered in several years. Given this was an elective course, there is no need for a teach out plan.

## COMM 4000r, Special Topics: Description Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 4000r – Special Topics</b>            Specialized study of mass media designed to meet interests of students and faculty.            On demand. Prerequisites: Department head approval. Communication fee will be assessed.</p>	<p><b>COMM 4000r – Special Topics</b>            Specialized study of mass media designed to meet interests of students and faculty.            On demand. Prerequisites: Department head approval.</p>

**Rational for catalog description change:** We are seeking to remove the lab fee from COMM 4000r, Special Topics. In previous years all special topics classes, whether they were considered professional electives or not, used the COMM 4000 course number. Most special topics courses were professional courses taught as laboratory courses. Communication fees are applied to all laboratory courses to help cover the costs associated with teaching laboratory courses. But we recently split the special topics course into three courses: COMM 4000, Special Topics; COMM 4010, Special Topics – Professional Elective; and COMM 4020, Special Topics – Professional Visual Skills. Since the COMM 4000 number will now be used for classes that are not professional and are not considered “laboratory” courses, the communication fee needs to be removed.

## **COMM 4010r, Special Topics, Professional Elective: Catalog Changes**

### **Description Change**

### **Name Change**

<u>2019-20 Catalog Copy</u>	<u>Proposed 2020-21 Catalog Description</u>
<p><b>COMM 4010r – Special Topics, Skills</b>            Specialized study of mass media designed to meet interests of students and faculty. Topic addresses a skill related to mass media production. On demand.            Prerequisites: Department head approval. Communication fee will be assessed.</p>	<p><b>COMM 4010r – Special Topics, Professional Elective</b>            Specialized study of mass media designed to meet interests of students and faculty. Topic addresses <b>professional skills</b> related to mass media production. On demand. Prerequisites: Department head approval. Communication fee will be assessed.</p>

**Rational for change:** We are seeking to update the name and catalog description to match language used in the B.S. degree requirements, specifically that students take “professional” electives.

## **COMM 4020r, Special Topics, Professional Visual Skills: Catalog Changes**

### **Description Change**

### **Name Change**

<u>2019-20 Catalog Copy</u>	<u>Proposed 2020-21 Catalog Description</u>
<p><b>COMM 4020r – Special Topics, Visual Skills</b>            Specialized study of mass media designed to meet interests of students and faculty. Topic addresses a skill related to visual communication. On demand.            Prerequisites: Department head approval. Communication fee will be assessed.</p>	<p><b>COMM 4020r – Special Topics, Professional Visual Skills</b>            Specialized study of mass media designed to meet interests of students and faculty. Topic addresses <b>professional skills</b> related to visual communication. On demand. Prerequisites: Department head approval. Communication fee will be assessed.</p>

**Rational for change:** We are seeking to update the name and catalog description to match language used in the B.S. degree requirements, specially that students take “professional” electives.

# **COMM 4210, Media and Diversity: New Course**

## **Course Name**

Media & Diversity

## **Course Number**

4210

## **Credit Hours**

3 credit hours

## **Prerequisites or corequisites**

COMM 3200 or approval of the department head.

## **Proposed catalog description**

Examines media in relation to domestic diversity (race/ethnicity, sexuality, gender, socio-economic, etc.) and global cultures. Emphasis on using theory to analyze and interpret news, entertainment and strategic portrayals of diverse groups and on developing culturally sensitive media messages. Every semester. Lecture 3 hours. Prerequisites: COMM 3200 or department head approval.

## **Rational for adding course**

During our recent curriculum review, the department mapped the core curriculum of the existing B.A. degree against the twelve values and competencies set forth by our accreditor, ACEJMC. The mapping revealed that the B.A. core curriculum was not providing mastery-level learning experiences for the following values and competencies:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

To rectify this shortcoming, the core of the proposed B.S. degree has been expanded to include a senior-level class dedicated to media and domestic and global diversity.

## **How the course fits into the curriculum**

The course will be required of all students in the B.S. of Communication. The class builds on and expands upon diversity issues first addressed in COMM 1010, Introduction the Mass Communication, and COMM 3200, Mass Communication Perspectives. This course serves as a mastery-level course in media and diversity.

## **Instructional method**

Lecture.

**How the course will be graded**

- *Complete Reading Quizzes (10%)*
  - There are 11 quizzes worth 100 percentage points each.
  - The 10 highest quiz grades count so each quiz is worth 1% of the total course grade.
  - Put differently, a 100 on a quiz equates to 1 point of the final average.
- *Craft Critiques (50%)*
  - There are 5 critiques worth 100 percentage points each.
  - All critique grades count so each critique is worth 10% of the total course grade.
  - Put differently, a 100 on a critique equates to 10 points of the final average.
  - These grades will be determined with a rubric, which is available in UTC Learn.
- *Produce and Present a Media Project (e.g., a journalistic/documentary story, an ad design, a short film, a podcast etc.) (40%)*
  - There is 1 project worth 100 points each.
  - This grade counts.
  - Put differently, a 100 on a project equates to 40 points of the final average.
  - These grades will be determined with a rubric, which is available in UTC Learn.

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	59% and below

**Lab Fees?**

No.

**Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/Eb5T851SraJBsF9m\\_j\\_wdRcBR6t1uxgl8sTGSrcee3EpXg?e=uVMLg6](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/Eb5T851SraJBsF9m_j_wdRcBR6t1uxgl8sTGSrcee3EpXg?e=uVMLg6)

## **COMM 4400, Film Production: New Course**

### **Course Name**

Film Production

### **Course Number**

4400

### **Credit Hours**

3 credit hours

### **Prerequisites or corequisites**

Prerequisite: Comm 3450 or department head approval.

### **Proposed catalog description**

Working as a classroom studio to create a short film or pilot. Laboratory 4 hours.

Prerequisite: Comm 3450 or department head approval. Communication fee will be assessed.

### **Rational for adding course**

In Fall 2018, the department surveyed majors, asking them what types of elective courses they wanted to take. The results suggested that students want to take courses in film production techniques beyond our existing documentary film courses.

In Spring 2019 the department offered a film production course under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add a film production course to the curriculum.

### **How the course fits into the curriculum**

The course is considered a visual communication skills / mastery level professional elective. The course is one of the electives that will meet the “One mastery level COMM professional elective” requirement of the new B.S. degree. It can also count as a visual communication skills elective or a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

In-person.

### **How the course will be graded**

- Finished Edited Film First Draft.....10 points
- Midterm .....10 points
- Dailies Review.....5 points

- Producer Bible.....20 points
- Secured Script.....10 points
- Class Practice Projects and Professionalism..... 15 points
- Final Film Ready For Submission.....30 points

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

<https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EWQeVkDO7IIFjnWmPpJjVhwB29Jv35Q8JaHAvmSVDDwI6g?e=cnxuWo>

## **COMM 4420, Podcasting II: New Course**

### **Course Name**

Podcasting II

### **Course Number**

4420

### **Credit Hours**

3 credit hours

### **Prerequisites or corequisites**

Prerequisite: COMM 3420 or approval of the department head.

### **Proposed catalog description**

Advanced audio podcast and storytelling production. Laboratory 4 hours. Prerequisites: COMM 3420, or approval of the department head. Communication fee will be assessed.

### **Rational for adding course**

In Fall 2018, the department surveyed majors, asking them what types of elective courses they wanted to take. The results suggested that students want to take podcasting courses.

In Spring 2019, the department offered Podcasting II under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add the course to the curriculum.

### **How the course fits into the curriculum**

The course is considered a mastery level communication professional elective. The course is one of the professional electives that will meet the “One mastery level COMM professional elective” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

In-person.

### **How the course will be graded**

- Sonic ID 10%
- Podcast Pitch 5%
- Podcasts 75%

- Podcast Revisions 10%

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EXbUqXqsFhxKssKaexIY\\_dABeO\\_1\\_Nb-krS\\_jO98cno5dg?e=tWF7cV](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EXbUqXqsFhxKssKaexIY_dABeO_1_Nb-krS_jO98cno5dg?e=tWF7cV)

## **COMM 4450, Video Post-Production: Name Change**

### **Name Change**

<b>2019-20 Catalog Copy</b>	<b>Proposed 2020-21 Catalog Description</b>
<p><b>COMM 4450 – Video 1</b> Advanced visual media production theory and techniques. Emphasis on writing effective scripts, project management, and legal and ethical issues. Spring semester. Lecture 2 hours, laboratory 3 hours. Prerequisites: COMM 3450 or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 4450 – Video Post-Production</b> Advanced visual media production theory and techniques. Emphasis on writing effective scripts, project management, and legal and ethical issues. Spring semester. <b>Laboratory 4 hours.</b> Prerequisites: COMM 3450 or department head approval. Communication fee will be assessed.</p>

**Rational for name change:** We are changing the name to make it clearer what the course covers.

**Rational for description change:** All other laboratory courses in the catalog are listed as “Laboratory 4 hours.” This indicates to students that the class meets for the equivalent of four hours a week. For an in-person class, this usually means the course meets twice a week for two hours a class period. COMM 4450 follows this model. It is unclear why the old description said “Lecture 2 hours, laboratory 3 hours.” To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the addition of “laboratory 4 hours.”

## COMM 4550, Documentary Filmmaking: Catalog Changes

**Name Change: “Documentary II: Production and Post-Production” to “Documentary Filmmaking”**

**Description Change**

**Prerequisite Change**

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>Documentary II: Production and Post-Production</b>            Documentary video production and post-production, including advanced shooting, lighting, audio, and nonlinear editing. Students produce and edit a short documentary conceptualized and researched in Documentary I. Prerequisites: COMM 3550 or department head approval. Communication fee will be assessed.</p>	<p><b>Documentary Filmmaking</b>            Documentary video production and post-production, including advanced shooting, lighting, audio, and nonlinear editing. <b>Laboratory 4 hours.</b> Prerequisites: <b>COMM 3450</b> or department head approval. Communication fee will be assessed.</p>

**Rational for name and prerequisite changes:** When COMM 3550, Documentary I and COMM 4550, Documentary II, were added to the catalog more than a decade ago the two classes were envisioned as a series of classes, with students required to take COMM 3550 before taking COMM 4550. But in practice this prerequisite has been problematic, limiting the number of students who could take the documentary production course. After reviewing the two courses, the faculty teaching COMM 4550 determined that students could be successful in the course without taking COMM 3550, a course focusing on the history and theory of documentaries. In the past few years the prerequisite has been overridden for a number of students.

We are seeking to remove COMM 3550 as the prerequisite and replace it with COMM 3450, Video I. COMM 3450 provides students with the basics of video production, skills needed to be successful in producing a documentary film.

To reflect the fact that these two classes are no longer required to be taken in sequence a name change is required. We have selected “Documentary Filmmaking” as the title for COMM 4550 because it signals that this course covers production of a documentary film.

**Rational for description change:** All other laboratory courses in the catalog are listed as “Laboratory 4 hours.” This indicates to students that the class meets for the equivalent of four hours a week. For an in-person class, this usually means the course meets twice a

week for two hours a class period. COMM 4550 follows this model. It is unclear why the old description did not include this phrase. To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the addition of “laboratory 4 hours.”

## **COMM 4600, Screenwriting II: New Course**

### **Course Name**

Screenwriting II

### **Course Number**

4600

### **Credit Hours**

3 credit hours

### **Prerequisites or corequisites**

Prerequisite: COMM 3600 or approval of the department head.

### **Proposed catalog description**

Introduces students to the conventions and practices associated with writing serial narratives. Students will learn to conceptualize, plan, and execute scripts. Laboratory 4 hours. Prerequisite: COMM 3600 or approval of the department head. Communication fee will be assessed.

### **Rational for adding course**

In Fall 2018, the department surveyed majors, asking them what types of elective courses they wanted to take. The results suggested that students want to take screenwriting courses.

In Fall 2018 and Spring 2019, the department offered a screenwriting course under the COMM 4000 Special Topics course number. The class was a success and the department is now seeking to add two screenwriting courses. In a separate proposal, we proposed adding COMM 3600, Screenwriting I. We are also seeking to add a mastery level course in screenwriting, COMM 4600, Screenwriting II. Adding this mastery level course will enable students interested in screenwriting to gain additional experience and build a better portfolio of screenwriting.

### **How the course fits into the curriculum**

The course is considered a mastery level communication professional elective. The course is one of the electives that will meet the “One mastery level COMM professional elective” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

In-person.

**How the course will be graded**

- Journal, 20 points (10 at midterm and 10 at final)
- Pop Quiz 5 points
- Bible 25 Points
- An episode Log Line 5 points
- An Episode Outline 15 Points
- Finished Episode 20 points
- Professionalism, 10 points

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EZi\\_nfgxpDhAkMHdV\\_i7qv8BwjK8wBRKd6JYkWqyNlds0Q?e=Ba4IGP](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/EZi_nfgxpDhAkMHdV_i7qv8BwjK8wBRKd6JYkWqyNlds0Q?e=Ba4IGP)

## **COMM 4650, The Advertising Campaign: Deactivate Course**

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 4650 – The Advertising Campaign</b> Principles of campaign research, planning, implementation, and presentation applied to an account. On demand. Lecture 1 hour, laboratory 3 hours. Prerequisites: COMM 3330 or department head approval.</p>	

**Rational for change:** Over the last decade this course has only been offered once or twice, with the last time several semesters ago. The department does not have plans to offer it in the near future. We seek to remove it from the catalog to reduce confusion over what courses we are currently offering.

**Impact on students / Teach Out Plan:** The change will have no impact on students. The elective course has not been offered in several years. Given this was an elective course, there is no need for a teach out plan.

## **COMM 4700, The Public Relations Campaign: Catalog Changes**

### **Description Change**

### **Prerequisite Change**

<b>2019-20 Catalog Copy</b>	<b>Proposed 2020-21 Catalog Description</b>
<p><b>COMM 4700 – The Public Relations Campaign</b> Principles of campaign research, planning, implementation, and evaluation, and their application. Spring semester. Lecture 1 hour, laboratory 3 hours. Prerequisites: COMM 2710 and COMM 3330 or department head approval.</p>	<p><b>COMM 4700 – The Public Relations Campaign</b> Principles of campaign research, planning, implementation, and evaluation, and their application. Spring semester. <b>Laboratory 4 hours.</b> Prerequisites: <b>COMM 2330 and COMM 3300</b> or department head approval.</p>

**Rational for catalog description change:** We are requesting a change to the catalog description to make it clear how this class differs from the new COMM 4300, Public Relations Planning and Strategies. It is unclear why the old description said “lecture 1 hour, laboratory 3 hours.” This course is taught in a 3-hour lecture format. To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the change to “lecture 3 hours.”

**Rational for prerequisite change:** As part of the department’s larger curriculum changes several changes are being made to courses in public relations. Public Relations Writing is being renumbered from COMM 3330 to COMM 2330. COMM 2710, Introduction to Public Relations, is being deactivated. We are seeking to replace it with COMM 3300, Principles of OR & Advertising.

## COMM 4750, Photojournalism 2:

### Title Change

### Description Change

2019-20 Catalog Copy	Proposed 2020-21 Catalog Description
<p><b>COMM 4750 – Photojournalism 2</b> Introduction to advanced photojournalism, with special attention paid to visual storytelling. Lecture 1 hour, laboratory 3 hours. Prerequisites: COMM 3700 or department head approval. Communication fee will be assessed.</p>	<p><b>COMM 4750 – Photojournalism II</b> Introduction to advanced photojournalism, with special attention paid to visual storytelling. <b>Laboratory 4 hours.</b> Prerequisites: COMM 3700 or department head approval. Communication fee will be assessed.</p>

**Rational for catalog name change:** All other second level professional electives use a roman number to signify the “2.” We are seeking to change the title of this class to align with the use of roman numbers in course titles.

**Rational for catalog description change:** All other laboratory courses in the catalog are listed as “Laboratory 4 hours.” This indicates to students that the class meets for the equivalent of four hours a week. For an in-person class, this usually means the course meets twice a week for two hours a class period. COMM 4750 follows this model. It is unclear why the old description said “lecture 1 hour, laboratory 3 hours.” To bring the catalog description in line with current course scheduling and to make it consistent with other laboratory courses, we are requesting the change to “laboratory 4 hours.”

## **COMM 4820, Rising Rock: New Course**

### **Course Name**

Rising Rock

### **Course Number**

COMM 4820

### **Credit Hours**

3 credit hours.

### **Prerequisites or corequisites**

Prerequisite: COMM 1100; COMM 3420 or COMM 3450 or COMM 3610 or COMM 3620 or COMM 3630 or COMM 3700 or COMM 4420 or COMM 4450 or COMM 4550 or COMM 4750 or approval of the department head.

### **Proposed catalog description**

Advanced nonfiction storytelling, with special attention paid to producing stories about people in the context of everyday life in the Chattanooga area. Laboratory 4 hours. COMM 1100; COMM 3420 or COMM 3450 or COMM 3610 or COMM 3620 or COMM 3630 or COMM 3700 or COMM 4420 or COMM 4450 or COMM 4550 or COMM 4750 or approval of the department head. Communication fee will be assessed.

### **Rational for adding course**

In Fall 2017, the Department of Communication launched RisingRock.net, a web site featuring non-fiction stories about greater Chattanooga created by students at UTC. The first year the site featured stories created in a variety of COMM classes. After the first year the department decided to expand the impact of Rising Rock by creating a class in which students would not only create content for the site but also manage the day to day operations.

In Fall 2018 and Spring 2019 the department offered Rising Rock under the COMM 4000 Special Topics course number. The class was a success and the department now wants to permanently add the course to the curriculum.

### **How the course fits into the curriculum**

The course is considered a mastery level communication professional elective. The course is one of the electives that will meet the “One mastery level COMM professional elective” requirement of the new B.S. degree. It can also count as a general COMM elective for both majors and minors. The course will also count as an elective in the old B.A. degree.

### **Instructional method**

In person.

**How the course will be graded**

- Weekly Assignments (lab) and quizzes 25%
- Test and/or weekly projects 25%
- Portfolio and Multi-media Project 50%

**Lab Fees?**

Yes. Like all laboratory courses in the department, the course will include a \$50 lab fee. Lab fees are used to pay for the technology needed to support this and other laboratory courses.

**Sample syllabus**

[https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/ESzzHSfLxY9DkpEwDpNVKZsBoa8B1WBnZ\\_tbUTXrg4\\_-aQ?e=OiwWsT](https://mocsutc0.sharepoint.com/:w:/s/CommDepartment/ESzzHSfLxY9DkpEwDpNVKZsBoa8B1WBnZ_tbUTXrg4_-aQ?e=OiwWsT)

## **2020-2021 Undergraduate Catalog Copy in Full**

### **Communication**

Associate Professor Felicia McGhee, Head

UTC's Department of Communication is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

#### **Mission Statement**

The principal mission of the Department of Communication at the University of Tennessee at Chattanooga is to provide a strong preparation in communication practice and research based on a firm grounding in the liberal arts and sciences. The department aims to provide its students hands-on opportunities to help them develop into thoughtful, caring, engaged, skilled communication professionals and global citizens. We offer our students a flexible curriculum that allows them to pursue their own interested and professional goals under faculty guidance. The faculty is committed to making contributions to the discipline of communication through scholarship and professional practice.

The Department of Communication offers the bachelor of science degree requiring a combination of broad liberal learning and specialized study in communication.

In addition to completing the university's general education curriculum, Communication majors complete a 25-hour core of nine courses and select 15 hours in communication electives that allow for focused learning in specific professional areas. Faculty members strive to incorporate relevant ACEJMC Values and Competencies\* into every course in the curriculum.

Communication majors are required to complete an internship of 150 hours, which is designed to give students practical experience in a professional setting. Faculty members assist in the placement and oversight of interns.

Graduates work professional fields including print and broadcast journalism, magazine production, public relations, advertising, broadcast production, Web development and design, multi-media production and presentation, corporate communications, media relations, television and film industries, and many, many others.

The communication degree at UTC also provides a solid foundation for further study in graduate or professional schools. Graduates have entered the University of Florida, Michigan State University, Ohio State University, University of South Florida, University of Texas, University of Mississippi Law Schools and others.

### **Learning outcomes**

UTC's Communication Department provides a curriculum and instruction that enable students to learn the knowledge, competencies and values the Accrediting Council on Education in Journalism and Mass Communication defines for preparing students to work in a diverse global and domestic society. The department has grouped these values and competencies into five curricular aims that drive the curriculum, linking related values and competencies to each aim.

#### **Tell different types of stories.**

- **Understand concepts and apply theories in the use and presentation of images and information.**
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

#### **Use research to solve problems.**

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Apply basic numerical and statistical concepts.

#### **Explore culture through media.**

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

#### **Make legal and ethical decisions.**

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

#### **Gain professional experience.**

- **Understand concepts and apply theories in the use and presentation of images and information.**
- Think critically, creatively and independently.

- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply tools and technologies appropriate for the communications professions in which they work.

### **Diversity Statement**

UTC's Department of Communication is committed to achieving and maintaining diversity in its curriculum, educational environment, and faculty and student populations. This includes creating a supportive climate for the underrepresented and disadvantaged, encouraging the free expression of diverse intellectual and cultural perspectives, and regularly evaluating progress toward diversity goals.

Faculty believe that diversity advances social equality in the communication fields and in society as a whole, empowers individuals to explore and appreciate their unique attributes and life experiences, challenges stereotypes and promotes critical thinking skills, prepares our graduates to communicate effectively to increasingly multicultural audiences, and enriches the experiences of everyone in the academic community. The faculty work to create a safe, welcoming and nurturing environment for underrepresented faculty and students, including ethnic, religious and racial minorities; people with disabilities; lesbian, gay, bisexual and transgendered individuals; the economically disadvantaged; and nontraditional and international students.

Faculty and staff members will strive to create and maintain a diverse and inclusive program that serves and reflects society and that embraces the Values and Competencies related to diversity as defined by ACEJMC:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in a domestic society in relation to mass communication.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

### **Communication (B.S.)**

#### **General Education**

- Rhetoric and Composition: Two approved courses in rhetoric and composition (6 hours)
- Natural Sciences: Two approved natural science courses, at least one including a laboratory component (7-8 hours)
- Fine Arts and Humanities: Complete one approved course in each subcategory: historical understanding (3 hours), literature (3 hours), thought, value and beliefs (3 hours), visual and performing arts (3 hours).

- Behavioral and Social Sciences: Two approved behavioral or social science course in two different disciplines (6 hours). May include Communication 3200 as one of the two courses.
- Mathematics: One approved mathematics course (3 hours)
- Statistics: One approved statistics course (3 hours)
- Non-Western Culture: One approved non-western culture course (3 hours).

### **Minor Requirements**

Completion of a minor with a minimum 2.0 grade point average.

### **Program Requirements**

Completion of 40 hours of communication courses including

- COMM 1010, Intro to Mass Communication
- COMM 1100, Communication Technology
- COMM 2300, Media Writing I
- COMM 2310, Multimedia Journalism or 2330, Public Relations Writing
- COMM 3200, Mass Communication Perspectives
- COMM 4200, Senior Seminar
- COMM 4210, Media and Diversity
- COMM 4510, Mass Communication Law and Ethics
- COMM 4850, Individual Internship or COMM 4800, Directed Project
- One professional course from the following to satisfy the visual communication skills requirement: 3020, 3350, 3370, 3450, 3500, 3700, 4020r, 4350, 4370, 4400, 4550, 4750
- One COMM professional elective at the 3000 – 4000 level: 3010, 3020, 3300, 3310, 3350, 3370, 3400, 3420, 3450, 3500, 3600, 3610, 3620, 3630, 3700, 4010, 4020, 4100, 4350, 4370, 4400, 4420, 4450, 4550, 4600, 4700, 4750, 4820, 4995, 4997, 4998, 4999.
- One mastery level COMM professional elective: 4010, 4020, 4350, 4370, 4400, 4420, 4450, 4550, 4600, 4700, 4750, 4820, 4995, 4997, 4998, 4999.
- Other communication courses as electives for the total of 40 hours.

### **Additional Information and Notes**

Communication majors must take a minimum of 72 hours in courses outside the major.

2.0 GPA in all required major and related courses (including specified General Education courses).

Minimum of 39 hours of 3000- and 4000-level courses

Electives to complete 120 hours.

## **Courses**

### **COMM 1010, Introduction to Mass Communication (3 credit hours)**

An introduction to the field of mass communication. Explores the historical development and current structure of the mass media. Examines the process of creating mass communication messages and economic, legal and ethical issues facing media outlets. Every semester. Lecture 3 hours.

### **COMM 1100, Communication Technology (1 credit hour)**

Introduction to the tools and technologies used in mass communication.

### **COMM 1999r, Special Projects (1-9 credit hours)**

Individual or group studies. On demand. Laboratory 1 to 3 hours. Prerequisites: department head approval.

### **COMM 2000r, Special Topics (1-3 credit hours)**

Specialized study of mass media designed to meet interests of students and faculty.

### **COMM 2200, Mass Media History (3 credit hours)**

An exploration of the major developments in the history of mass media, with an emphasis on developing an understanding of how historical narratives and arguments are created. Every semester. Lecture 3 hours.

### **COMM 2250, Television and Pop Culture (3 credit hours)**

Television is often assumed to be an escapist enterprise that does not demand critical attention. This assumption occurs without full consideration of the medium's aesthetic language and its broader socio-cultural roles and impacts. This course – rooted in the critical/cultural tradition – interrogates that assumption by closely analyzing TV aesthetics and its cultural roles and impacts.

### **COMM 2300, Media Writing (3 credit hours)**

Introduction to factual writing style for the media and the presentation of information in multiple formats to diverse audiences. News and public relations writing, information gathering, and interviewing. Every semester. Laboratory 4 hours. Prerequisites: ENGL 1010 or ENGL 1011 or UHON 1010 with a minimum grade of C, or department head approval. Communication fee will be assessed.

### **COMM 2310, Multimedia Journalism (3 credit hours)**

Researching, structuring, writing, and evaluating news stories for print, radio, television and the Web. Comparisons of news and converging media. Every semester. Laboratory 4 hours. Prerequisites: ENGL 1020 or HIST 2100 or UHON 1020, COMM 2300 with minimum grade of C, COMM 1100, or approval of the department head. Communication fee will be assessed.

**COMM 2330, Public Relations Writing (3 credit hours)**

Introduction to public relations writing style, preparation of persuasive copy to include documents typically used on a day-to-day basis within the profession. Creative and conceptual aspects emphasized. Every semester. Laboratory 4 hours. Prerequisites: COMM 2300 with a minimum grade of C, or department head approval. Communication fee will be assessed.

**COMM 2999r, Group Studies (1-9 credit hours)**

On demand. Prerequisites: Department head approval. Department may have additional prerequisite requirements.

**COMM 3010r, Special Topics, Professional Elective (3 credit hours)**

Specialized study of mass media designed to meet interests of students and faculty. Topic addresses professional skills related to mass media production. Laboratory 4 hours. Prerequisites: COMM 2300 or approval of the department head. Communication fee will be assessed.

**COMM 3020r, Special Topics, Professional Visual Skills (3 credit hours)**

Specialized study of mass media designed to meet interests of students and faculty. Topic addresses professional skills related to visual communication. Laboratory 4 hours. Prerequisites: COMM 2300 and COMM 1100, or approval of the department head. Communication fee will be assessed.

**COMM 3200, Mass Communication Perspectives (3 credit hours)**

History and development of mass media and mass media issues in American society. Cultural, technological, economic and societal consequences of the media. Every semester. Lecture 3 hours. Prerequisites: COMM 1010 or department head approval. Junior standing.

**COMM 3240, Race, Gender and the Media (3 credit hours)**

Examines U.S. mass media construction of race, ethnicity, gender, and sexuality within an historical context and investigates the role of women and minority groups in U.S. media industries. On demand. Lecture 3 hours. Prerequisites: department head approval. Junior standing. May be registered as WSTU 3240. Credit not allowed in both COMM 3240 and WSTU 3240.

**COMM 3300, Principles of PR & Advertising (3 credit hours)**

This course studies fundamentals of public relations and advertising as core components of strategic communication, with the first half of the semester focusing on public relations, and the second half of the semester connecting public relations to advertising and integrated marketing communication. It will include discussions of advertising and public relations historical foundations, theories, structure, planning, execution and evaluation. Lecture 3 hours.

**COMM 3310, Crisis Communication (3 credit hours)**

Principles of crisis communication, focusing on the communication surrounding an organization before, during and after a crisis. Laboratory 4 hours. Prerequisites: COMM 2310 or COMM 2330 or approval of the department head. Communication fee will be assessed.

**COMM 3350, Publication Design I (3 credit hours)**

Introduction to publication design, with special attention to design principles and techniques of publication layout. Every semester. Laboratory 4 hours. Prerequisites: COMM 1100 and COMM 2300, or department head approval. Communication fee will be assessed.

**COMM 3370, Web Design (3 credit hours)**

Special topics in Web design with a focus on effectively presenting images, video, audio, and written material on the Web. On demand. Laboratory 4 hours. Prerequisites: COMM 3350 or department head approval. Communication fee will be assessed.

**COMM 3400, Audio Production and Presentation (3 credit hours)**

Producing and presenting content in radio and non-broadcast audio media, using both studio and portable facilities. Studio, control room, and field production procedures, recording and editing, music and sound effects. Every semester. Laboratory 4 hours. Prerequisites: COMM 1100 and COMM 2300. Communication fee will be assessed.

**COMM 3420, Podcasting I (3 credit hours)**

Basic audio podcast and storytelling production. Laboratory 4 hours. Prerequisites: COMM 1100 and COMM 2300, or approval of the department head. Communication fee will be assessed.

**COMM 3450, Video Production (3 credit hours)**

Introduction to the basic techniques and theory of visual media production. Emphasis on producing public affairs, educational, and entertainment content for television and multiple formats. Laboratory 4 hours. Prerequisites: COMM 2300 and COMM 1100, or department head approval. Communication fee will be assessed.

**COMM 3500, Television News Production (3 credit hours)**

Principles and skills of producing television newscasts. Includes the production of two half-hour newscasts. Fall semester. Laboratory 4 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.

**COMM 3550, Documentary Film Studies (3 credit hours)**

Introduces students to the theory, history, aesthetics, editing practices, ethics, and political significance of the genre, as well as concept development and visual storytelling techniques. Includes analysis of significant documentaries and preparation of a treatment for a short documentary.

**COMM 3600, Screenwriting I (3 credit hours)**

Writing for film, with focus on creatively building several types of short scripts and outlines. Laboratory 4 hours. Prerequisites: ENGL 1020 or HIST 2100 or UHON 1020. Communication fee will be assessed.

**COMM 3610, Advanced Reporting (3 credit hours)**

Reporting and writing news from city and county sources, with emphasis on researching public documents. Explorations and discussions of news and its relationship to society. On demand. Laboratory 4 hours. Prerequisites: COMM 2310 or department head approval. Communication fee will be assessed.

**COMM 3620, Sports Writing (3 credit hours)**

Students will learn techniques needed to be successful covering sports for print and electronic media outlets, with a strong emphasis on writing and reporting, to include research and interview skills. Laboratory 4 hours. Prerequisites: COMM 2300 or approval of the department head. Communication fee will be assessed.

**COMM 3630, Feature Writing (3 credit hours)**

Nonfiction writing for newspapers, magazines and specialized publications. Spring semester. Laboratory 4 hours. Prerequisites: COMM 2300 or department head approval. Communication fee will be assessed.

**COMM 3700, Photojournalism (3 credit hours)**

Introduction to photojournalism, with special attention paid to visual storytelling. On demand. Laboratory 4 hours. Prerequisites: COMM 2300 or department head approval. Communication course fee applies.

**COMM 3999r, Group Studies (1-9 credit hours)**

On demand. Prerequisites: department head approval. Department may have additional prerequisite requirements.

**COMM 4000r, Special Topics (3 credit hours)**

Specialized study of mass media designed to meet interests of students and faculty. On demand. Prerequisites: Department head approval.

**COMM 4010r, Special Topics, Professional Elective (3 credit hours)**

Specialized study of mass media designed to meet interests of students and faculty. Topic addresses professional skills related to mass media production. On demand. Prerequisites: Department head approval. Communication fee will be assessed.

**COMM 4020r, Special Topics, Professional Visual Skills (3 credit hours)**

Specialized study of mass media designed to meet interests of students and faculty. Topic addresses professional skills related to visual communication. On demand. Prerequisites: Department head approval. Communication fee will be assessed.

**COMM 4100, Public Communication and Environmental Issues (3 credit hours)**

Seminar concerning environmental policy, information, and education, environmental reporting, and environmental public relations. Also discusses risk communication and the multiracial environmental justice movement. On demand. Prerequisites: Completion of natural science/lab requirements, or department head approval. Junior or senior standing or department head approval.

**COMM 4200, Senior Seminar (3 credit hours)**

Current issues in mass media and completion of a research project. Every semester. Prerequisites: COMM 3200 or department head approval.

**COMM 4210, Media and Diversity (3 credit hours)**

Examines media in relation to domestic diversity (race/ethnicity, sexuality, gender, socio-economic, etc.) and global cultures. Emphasis on using theory to analyze and interpret news, entertainment and strategic portrayals of diverse groups and on developing culturally sensitive media messages. Every semester. Lecture 3 hours. Prerequisites: COMM 3200 or department head approval.

**COMM 4300, Public Relations Strategies (3 credit hours)**

This course develops the ability to create strategies and tactics for a public relations campaign plan based upon conducting and interpreting applied public relations research. Prerequisites: COMM 3300 or approval of the department head. Lecture 3 hours.

**COMM 4350, Publication Design II (3 credit hours)**

Advanced study in publication design with special attention to techniques of publication production. Spring semester. Laboratory 4 hours. Prerequisites: COMM 3350 or department head approval. Communication fee will be assessed.

**COMM 4400, Film Production (3 credit hours)**

Working as a classroom studio to create a short film or pilot. Prerequisite: Comm 3450 or department head approval. Laboratory 4 hours. Communication fee will be assessed.

**COMM 4420, Podcasting II (3 credit hours)**

Advanced audio podcast and storytelling production. Laboratory 4 hours. Prerequisites: COMM 3420, or approval of the department head. Communication fee will be assessed.

**COMM 4450, Video Post Production (3 credit hours)**

Advanced visual media production theory and techniques. Emphasis on writing effective scripts, project management, and legal and ethical issues. Spring semester. Lecture 2 hours, laboratory 3 hours. Prerequisites: COMM 3450 or department head approval. Communication fee will be assessed.

**COMM 4510, Mass Communication Law and Ethics (3 credit hours)**

United States legal system, elements of constitutional law, the law of mass communication. Personal and professional ethics as they apply to communications disciplines. Every semester. Lecture 3 hours.

**COMM 4550, Documentary Filmmaking (3 credit hours)**

Documentary video production and post-production, including advanced shooting, lighting, audio, and nonlinear editing. Laboratory 4 hours. Prerequisites: COMM 3450 or department head approval. Communication fee will be assessed.

**COMM 4600, Screenwriting II (3 credit hours)**

Introduces students to the conventions and practices associated with writing serial narratives. Laboratory 4 hours. Communication fee will be assessed.

**COMM 4700, The Public Relations Campaign (3 credit hours)**

Principles of campaign research, planning, implementation, and evaluation, and their application. Spring semester. Lecture 3 hours. Prerequisites: COMM 2330 and COMM 3300, or department head approval.

**COMM 4750, Photojournalism II (3 credit hours)**

Introduction to advanced photojournalism, with special attention paid to visual storytelling. Laboratory 4 hours. Prerequisites: COMM 3700 or department head approval. Communication fee will be assessed.

**COMM 4800, Directed Project (3 credit hours)**

Guided project designed to demonstrate proficiency at professional level in a specific area. Every semester. Senior standing and approval of the department head in the semester preceding enrollment.

**COMM 4820, Rising Rock (3 credit hours)**

Advanced nonfiction storytelling, with special attention paid to producing stories about people in the context of everyday life in the Chattanooga area. Laboratory 4 hours. COMM 1100; COMM 3420 or COMM 3450 or COMM 3610 or COMM 3620 or COMM 3630 or COMM 3700 or COMM 4420 or COMM 4450 or COMM 4550 or COMM 4750 or approval of the department head. Communication fee will be assessed.

**COMM 4850, Individual Internship (3 credit hours)**

Working experience in a professional situation. Every semester. Senior standing and approval of the department head in the semester preceding enrollment.

**COMM 4995r, Departmental Thesis (1-3 credit hours)**

Requires University Honors approval. Department may have additional prerequisite requirements. Student must submit an Individual Studies/Research Contract to the Records Office at the time of registration. Every semester.

**COMM 4997r, Research** (1-9 credit hours)

Student must submit an Individual Studies/Research Contract to the Records Office at the time of registration. Every semester. Prerequisites: department head approval.

Department may have additional prerequisite requirements.

**COMM 4998r, Individual Studies** (1-9 credit hours)

Student must submit an Individual Studies/Research Contract to the Records Office at the time of registration. Every semester. Prerequisites: department head approval.

Department may have additional prerequisite requirements.

**COMM 4999r, Group Studies** (1-9 credit hours)

On demand. Prerequisites: department head approval. Department may have additional prerequisite requirements.