

UNDERGRADUATE AND PROFESSIONAL MAJOR CHANGE BULLETIN NO. 7

Fall 2011

---COURSES---

Faculty Senate Approved 2/9/2012

The courses listed below reflect the undergraduate major curricular changes approved by the Catalog Subcommittee since approval of the last Undergraduate Major Change Bulletin. All new and revised courses are printed in their entirety under the headings Current and Proposed, respectively. The column to the far right indicates the date each change becomes effective.

Prefix	Course Number	New Revise Drop	Current	Proposed	Effective Date
Adver		Drop	Drop “Adver” prefix	--N/A--	8-12
Adver	495	Drop	Advertising Professional Internship V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours. Prereq Adver 381 or 382; Mktg 360; certified major in communications; by interview only. S, F grading.	--N/A--	8-12
Adver	499	Drop	Special Problems V 1 (0-3) to 4 (0-12) May be repeated for credit. S, F grading.	--N/A--	8-12
Bdcst		Drop	Drop “Bdcst” prefix	--N/A--	8-12
Bdcst	365	Drop	[M] News and Public Affairs for Radio 3 (2-3) Prereq Com 295; Bdcst 350; certified major in communications.	--N/A--	8-12
Bdcst	475	Drop	[M] Seminar in Broadcasting 3 May be repeated for credit; cumulative maximum 9 hours. Prereq certified major in communications; senior or graduate standing.	--N/A--	8-12
COM	101	Revise	[S] Mass Communication, Society, and Theory 3 Mass media's influence in contemporary society.	[S] Media and Society 3 Mass media's influence in contemporary society.	8-12
COM	105	New	--N/A--	Communication in Global Contexts 3 Communication	8-12

				processes and how they influence human behavior and construction of social reality across global contexts.	
COM	210	New	--N/A--	Multimedia Content Creation 3 Collect, create, integrate, and distribute media content.	8-12
Com	265	Drop	The Murrow Legacy 3 Prereq sophomore standing. Foundational and contemporary readings and media presentations highlighting Edward R. Murrow's career including ethics, integrity, democracy, social responsibility, intercultural/international communication and understanding.	--N/A--	8-12
COM	295	Revise	Media Writing 3 (2-3) Prereq Com 101; application. Writing for the media; journalistic and persuasive writing. (The typing proficiency may be waived on an individual basis for otherwise qualified students.)	Writing in Communication 3 (2-3) <u>Course Prerequisite: Certified major or minor in Communication.</u> Journalistic and persuasive writing. (The typing proficiency may be waived on an individual basis for otherwise qualified students.)	8-12
COM	415	Revise	Law of Mass Communications 3 Prereq-certified major in communications; junior standing.	Media Law 3 <u>Course Prerequisite: Certified major or minor in Communication;</u> junior standing. <u>Basic concepts and theories of the First Amendment's protection of speech and press.</u>	8-12
COM	471	Revise	[T,D] Stereotypes and The Media 3 Prereq completion of one Tier I course; three Tier II courses. Examines portrayals of social groups in the media and the impact portrayals have on perceptions, expectations, and aspirations of members of portrayed groups and nonmembers.	[T,D] Stereotypes in Communication 3 <u>Course Prerequisite: Certified in a major.</u> Examines portrayals of social groups in the media and the impact portrayals have on perceptions, expectations, and aspirations of members of portrayed groups and nonmembers. (Course offered as COM 471, CES 404)	8-12
ComSt	475	Drop	Seminar in Communication	--N/A--	8-12

			Studies 3 May be repeated for credit; cumulative maximum 9 hours. Prereq certified major in communications; senior or graduate standing.		
COMJOUR		New	--N/A--	New subject "COMJOUR": Journalism and Media Production	8-12
COMJOUR	150	Revise	Introduction to Broadcast Equipment 1 By interview only. Orientation to broadcast equipment; audio, studio television, and field television, as applied to various functions. S, F grading.	(Bdcast) Introduction to Broadcast Equipment 1 Course <u>Prerequisite:</u> By interview only. Orientation to broadcast equipment; audio, studio television, and field television, as applied to various functions. S, F grading.	8-12
COMJOUR	333	New	--N/A--	[M] Reporting Across Platforms 3 Course Prerequisite: COM 295; Certified major in Communication. Instruction in reporting, writing and editing news stories that are suitable for publication and on-air presentation.	8-12
COMJOUR	335	New	--N/A--	Editing Across Platforms 3 (2-3) 1 Course Prerequisite: COMJOUR 333; Certified major in Communication. Instruction in editing on various platforms, including written, audiovisual, and multimedia content.	8-12
COMJOUR	350	Revise	Introduction to Telecommunications 3 (2-3) Prereq-Com 295; certified major in communications. Fundamentals of the history, structure, economics and operations of broadcasting and cable.	(Bdcast) News and Society 3 (2-3) 1 Course Prerequisite: COM 295; certified major in Communication. Fundamentals of <u>historic, contemporary, and emerging models of news production; social contexts and effects, alternative sources, and critiques of news.</u>	8-12
COMJOUR	351	Revise	Broadcast Performance/Interpretation 3 Prereq certified major in communications. Voice and diction, interpretation of copy for broadcast.	(ComSt) Broadcast Performance/Interpretation 3 Course Prerequisite: Certified major <u>or minor</u> in Communication. Voice and diction, interpretation of copy for	8-12

				broadcast.	
COMJOUR	355	Revise	Studio TV Production 3 (1-6) Prereq Bdest 350 ; certified major in communications.	<u>(Bdest) Beginning Television Production</u> 3 (1-6) Course Prerequisite: COM 210; certified major in Communication; <u>declared media production specialization. Beginning television studio production, directing, lighting, graphic design, editing, video/audio compression.</u>	8-12
COMJOUR	360	Revise	Writing for Television 3 (2-3) Prereq-certified major in communications. Theory and practice of writing scripts: analysis of dramatic, comedic, commercial, documentary scripts; writing scripts for each genre.	<u>(Bdest) Writing for Television</u> 3 (2-3) Course Prerequisite: Certified major in Communication. Theory and practice of writing scripts: analysis of dramatic, comedic, commercial, documentary scripts; writing scripts for each genre.	8-12
COMJOUR	390	New	--N/A--	Acquisition and Design of Digital Content 3 (2-3) Course Prerequisite: COM 210; certified major in Communication. Acquire, design, edit, and compress quality video and audio; basic lighting techniques.	8-12
COMJOUR	425	Revise	[M] Reporting of Public Affairs 3 Prereq Jour 305 ; certified major in communication. Research covering public and private sectors.	<u>(Jour) [M] Reporting of Public Affairs</u> 3 Course Prerequisite: <u>COMJOUR 333</u> ; certified major in Communication. Research covering public and private sectors.	8-12
COMJOUR	433	New	--N/A--	Advanced Radio News and Production 3 (2-3) Course Prerequisite: COMJOUR 333; certified major in Communication. Intense radio news and production course designed to refine radio news writing, reporting, and on-air presentation skills.	8-12
COMJOUR	455	Revise	Field TV Production 3 (1-6) May be repeated for credit; cumulative maximum 6 hours. Prereq Bdest 350 ; Bdest 355 ; certified major in	<u>(Bdest) Advanced Television Production</u> 3 (1-6) May be repeated for credit; cumulative maximum 6 hours. <u>Course</u>	8-12

			communication. Field production; editing; advanced studio production.	<u>Prerequisite: COMJOUR 350; COMJOUR 355; certified major in Communication. Field production; editing; advanced studio production.</u>	
COMJOUR	465	Revise	[M] Broadcast News Writing, Reporting, and Editing 3 (2-3) May be repeated for credit; cumulative maximum 6 hours. Prereq Bdest 365 ; certified major in communications. Writing, reporting, and editing broadcast news; development and production of documentaries.	<u>(Bdcst) [M] Advanced Television News</u> 3 (2-3) May be repeated for credit; cumulative maximum 6 hours. <u>Course Prerequisite: COMJOUR 425</u> ; certified major in Communication. Writing, reporting, and editing broadcast news; development and production of documentaries.	8-12
COMJOUR	466	Revise	Digital Video Editing for News Reporting and Documentary 3 (2-3) Prereq certified major in communications. Video editing for news reporting; feature-length editing for news and public affairs topics; documentaries; visual storytelling.	<u>(Bdcst) Digital Video Editing for News Reporting and Documentary</u> 3 (2-3) <u>Course Prerequisite: Certified major in Communication. Video editing for news reporting; feature-length editing for news and public affairs topics; documentaries; visual storytelling.</u>	8-12
COMJOUR	475	Revise	Seminar in Journalism 3 May be repeated for credit; cumulative maximum 9 hours. Prereq certified major in communications.	<u>(Jour) Murrow News Service</u> 3 May be repeated for credit; cumulative maximum 9 hours. <u>Course Prerequisite: COMJOUR 425; certified major in Communication. Advanced journalism and media production to produce investigative, watchdog news reports for media outlets and public.</u>	8-12
COMJOUR	481	Revise	Broadcast Management 3 Prereq certified major in communications; senior standing.	<u>(Bdcst) Broadcast Management</u> 3 <u>Course Prerequisite: Certified major in Communication; senior standing.</u>	8-12
COMJOUR	495	Revise	Broadcasting Professional Internship V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours. Prereq Bdest 365, 455, or 465 ; certified major in communications; by interview only. S, F grading.	<u>(Bdcst) Broadcasting Professional Internship</u> V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours. <u>Course Prerequisite: COMJOUR 365, 455, or 465</u> ; certified major in Communication; by interview only. S, F grading.	8-12

COMJOUR	499	Revise	Special Problems V 1 (0-3) to 4 (0-12) May be repeated for credit. S, F grading.	(Bdcast) Special Problems V 1 (0-3) to 4 (0-12) May be repeated for credit. S, F grading.	8-12
COMSOC		New	--N/A--	New Subject "COMSOC": Communication and Society.	8-12
COMSOC	230	Revise	[C] Principles of Group Communication 3 Theoretical and practical aspects of communication in groups; classroom exercises and films demonstrate principles and develop skills.	(ComSt 235) [C] Principles of Group Communication 3 Theoretical and practical aspects of communication in groups; classroom exercises and films demonstrate principles and develop skills.	8-12
COMSOC	235	Revise	Organizational Communication 3 Prereq-certified major in communications. Communication theory and organizational functions; communication influences on organizational behavior, managerial effectiveness, corporate culture, organizational power and politics.	(ComSt 335) Organizational Communication 3 Course <u>Prerequisite: Certified major in Communication. Effective workplace communication principles and practices associated with managers and employees across a variety of industries.</u>	8-12
COMSOC	301	Revise	Persuasion 3 Prereq-certified major in communications. Theories of persuasion and social action; study of strategies and techniques for the persuasive use of language and other symbols.	(ComSt 401) Foundations of Persuasion 3 Course <u>Prerequisite: Certified major in Communication. Theories of persuasion and social action; study of strategies and techniques for the persuasive use of language and other symbols.</u>	8-12
COMSOC	302	Revise	[C] Advanced Public Speaking 3 Prereq-ComSt 102; certified in a major. Advanced principles of public speaking and their practical implementation for effective communication.	(ComSt) [C] Advanced Public Speaking 3 Course <u>Prerequisite: COM 102; certified in a major. Advanced principles of public speaking and their practical implementation for effective communication.</u>	8-12
COMSOC	321	Revise	[I] Intercultural Communication 3 Prereq-certified in a major. Culture and communication.	(COM) [I] Intercultural Communication 3 Course <u>Prerequisite: Certified in a major. Culture and communication.</u>	8-12
COMSOC	324	Revise	[C, M] Argumentation 3 Prereq-ComSt 102; certified in a major. Theory, analysis and application of	(ComSt) [C, M] Reasoning and Writing 3 Course <u>Prerequisite: Certified major in</u>	8-12

			written and oral arguments in everyday use.	Communication. <u>Theories of persuasion and social action; study of strategies and techniques for the persuasive use of language and other symbols.</u>	
COMSOC	335	Revise	Advanced Organizational Communication 3 Prereq ComSt 335; certified major in communications. Advanced concepts, models and methods for in-depth analysis of contemporary organizations.	<u>(ComSt 435) Communication and Leadership in Contemporary Organizations</u> 3 Course Prerequisite: COMSOC 235; COMSOC 324; certified major in Communication. Advanced concepts, models and methods for in-depth analysis and leadership of contemporary organizations.	8-12
COMSOC	421	Revise	[T] Intercultural Processes in Global Contexts 3 Prereq completion of one Tier I course; three Tier II courses. Global cultural changes and their influences on intercultural communication including perspectives and readings from different disciplines.	<u>(ComSt) [T] Intercultural Processes in Global Contexts</u> 3 Course Prerequisite: <u>Junior standing.</u> Global cultural changes and their influences on intercultural communication including perspectives and readings from different disciplines. (Course offered as COMSOC 421, CES 421)	8-12
COMSOC	476	New	--N/A--	Environmental Communication 3 Course Prerequisite: COMSOC 324; certified major in Communication. How communication shapes human understanding and decision making concerning the natural environment in local, national, and global contexts.	8-12
COMSOC	477	New	--N/A--	Risk Communication 3 Course Prerequisite: COMSOC 324; certified major in Communication. Research on perceptions of risk among stakeholders about complex environmental and natural resource issues.	8-12
COMSOC	478	New	--N/A--	Organizing for Social Change	8-12

				3 Course Prerequisite: COMSOC 324; certified major in Communication. Models of social change campaigns, social movements, and organizing grassroots organizations.	
COMSOC	485	Revise	Organizational Consulting 3 Develop and practice consulting skills relevant to a practical situation and apply organizational literature to a client.	<u>(Com St) Organizational Training and Consulting 3</u> <u>Course Prerequisite: COMSOC 335; certified major in Communication.</u> Develop and practice consulting <u>and training</u> skills relevant to a practical situation and apply organizational literature to a client.	8-12
COMSOC	495	Revise	Communication Studies Professional Internship V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours. Prereq -by interview only. S, F grading.	<u>(ComSt) Communication and Society Professional Internship V 2 (0-6) to 12 (0-36)</u> May be repeated for credit; cumulative maximum 12 hours. <u>Course Prerequisite: By interview only.</u> S, F grading.	8-12
COMSOC	499	Revise	Special Problems V 1 (0-3) to 4 (0-12) May be repeated for credit. Prereq -certified major in communications; by interview only. S, F grading.	<u>(ComSt) Special Problems V 1 (0-3) to 4 (0-12)</u> May be repeated for credit. <u>Course Prerequisite: Certified major in Communication; by interview only.</u> S, F grading.	8-12
ComSt	475	Drop	Seminar in Communication Studies 3 May be repeated for credit; cumulative maximum 9 hours. Prereq certified major in communications; senior or graduate standing.	--N/A--	8-12
COMSTRAT		New	--N/A--	New subject "COMSTRAT": Strategic Communication.	8-12
COMSTRAT	310	New	--N/A--	Digital Content Promotion 3 Course Prerequisite: COM 210; COM 295; certified major in Communication. Practice and promotion of public relations and advertising through digital and social media.	8-12

COMSTRAT	312	Revise	Principles of Public Relations 3 Prereq Com 295; certified major in communications. Principles, theories, methods and objectives of public relations; public relations problems and practices.	(P R) Principles of Public Relations 3 <u>Course Prerequisite:</u> COM 295; certified major in Communication. Principles, theories, methods and objectives of public relations; public relations problems and practices.	8-12
COMSTRAT	380	Revise	Advertising Principles and Practices 3 Advertising history, theory and practice by advertising agencies and organizations.	(Adver) Advertising Principles and Practices 3 <u>Course Prerequisite:</u> Certified major in Communication. Advertising history, theory and practice by advertising agencies and organizations.	8-12
COMSTRAT	381	Revise	[M] Advertising Copywriting and Creative Strategies 3 Prereq Adver 380; certified major in communications. Development of effective advertising copy and creative strategies.	(Adver) [M] Creative Media Strategies and Techniques 3 <u>Course Prerequisite:</u> COM 210; COM 295; certified major in Communication. Development of <u>creative content for persuasive campaigns through different media.</u>	8-12
COMSTRAT	382	Revise	Media Planning 3 Prereq Adver 380; certified major in communications. Media planning theories, strategies, and practices.	(Adver) Media Planning 3 <u>Course Prerequisite:</u> COMSTRAT 380; certified major in Communication. Media planning theories, strategies, and practices.	8-12
COMSTRAT	409	Revise	Quantitative Research 3 Prereq certified major in communications. Measurement, questionnaire construction, sampling, data collection techniques, analysis and hypothesis testing in communication research.	(COM) Quantitative Research Methods 3 <u>Course Prerequisite:</u> Certified major <u>or minor</u> in Communication. Measurement, questionnaire construction, sampling, data collection techniques, analysis and hypothesis testing in communication research.	8-12
COMSTRAT	412	Revise	Public Relations Management and Campaign Design 3 Prereq Com 409, P R 312, Jour 305 or P R 313; certified major in communications. Application of public relations principles,	(P R) [M] Public Relations Management and Campaign Design 3 <u>Course Prerequisite:</u> COMSTRAT 409; COMSTRAT 312; COMJOUR 333; certified major in Communication.	8-12

			management, persuasion theory and research methods to public relations issues.	Application of public relations principles, management, persuasion theory and research methods to public relations issues.	
COMSTRAT	475	Revise	Public Relations Seminar 3 May be repeated for credit; cumulative maximum 9 hours. Prereq -certified major in communications; senior or graduate standing. Theory, methods, and applications of communication and campaign management; political communication, health communication, freedom of expression, special audiences.	<u>(P R) Strategic Communication Seminar in Public Relations</u> 3 May be repeated for credit; cumulative maximum 9 hours. <u>Course Prerequisite:</u> Certified major in Communication; senior or graduate standing. Theory, methods, and applications of communication and campaign management; political communication, health communication, freedom of expression, special audiences.	8-12
COMSTRAT	476	Revise	Seminar in Advertising 3 May be repeated for credit; cumulative maximum 9 hours. Prereq -certified major in communications.	<u>(Adver 475) Strategic Communication Seminar in Advertising</u> 3 May be repeated for credit; cumulative maximum 9 hours. <u>Course Prerequisite:</u> Certified major in communication; <u>senior or graduate standing</u> . Theories, strategies, and practices of contemporary advertising.	8-12
COMSTRAT	480	Revise	Advertising Agency Operation and Campaigns 3 Prereq Adver 380; Adver 381; Adver 382; certified major in communications. Principles and functions of advertising management: campaign planning, execution, presentation and evaluation.	<u>(Adver) [M] Advertising Agency Operations and Campaigns</u> 3 <u>Course Prerequisite:</u> COMSTRAT 380; COMSTRAT 381; COMSTRAT 382; certified major in Communication. Principles and functions of advertising management: campaign planning, execution, presentation and evaluation.	8-12
COMSTRAT	495	Revise	Public Relations Professional Internship V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours. Prereq Jour 305; P R 313; certified	<u>(P R) Strategic Communication Professional Internship</u> V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours.	8-12

			major in communications; by interview only. May be repeated for credit; cumulative maximum 12 hours. S, F grading.	<u>Course Prerequisite: MKTG 360; one series: COMJOUR 333 and COMSTRAT 312, or COMSTRAT 380 and COMSTRAT 382; certified major in Communications; by interview only. S, F grading.</u>	
COMSTRAT	499	Revise	Special Problems V 1 (0-3) to 4 (0-12) May be repeated for credit. Prereq -certified major in communications. S, F grading.	(P R) Special Problems V 1 (0-3) to 4 (0-12) May be repeated for credit. <u>3 Course Prerequisite: Certified major in Communication. S, F grading.</u>	8-12
JAPANESE	361	New	--N/A--	Advanced Japanese for the Professions 3 Course Prerequisite: JAPANESE 204. Communication in Japanese for professional purposes, including letter/e-mail writing, telephoning, interpreting, role-playing, and negotiating in the Japanese business world.	8-12
Jour		Drop	Drop “Jour” prefix	--N/A--	8-12
Jour	305	Drop	[M] Reporting 3 Prereq Com 295; certified major in communications.	--N/A--	8-12
Jour	330	Drop	News Editing 3 (2-3) Prereq Jour 305; certified major in communications. Basic copy editing and design skills for print media.	--N/A--	8-12
Jour	431	Drop	News Editing 3 (2-3) Prereq Jour 305; certified major in communications. Basic copy editing and design skills for print media.	--N/A--	8-12
Jour	495	Drop	Journalism Professional Internship V 2 (0-6) to 12 (0-36) May be repeated for credit; cumulative maximum 12 hours. Prereq Jour 305; Jour 330; Jour 425; by interview only. S, F grading.	--N/A--	8-12
Jour	499	Drop	Special Problems V 1 (0-3) to 4	--N/A--	8-12

			(0-12) May be repeated for credit. S, F grading.		
MECH	251	New	--N/A--	Numerical Computing for Engineers 2 Course Prerequisite: MATH 172; MATH 220 or c//. Introduction to numerical computing in the context of problem solving including data analysis, data visualization, MATLAB programming and numerical techniques.	8-12
NEP	370	New	--N/A--	Physiological Biochemistry 3 Course Prerequisite: 8 hours of chemistry; 3 hours biology. Biochemical foundations of human physiology; biochemistry of carbohydrate, amino acid, and lipid homeostasis from the molecular to the physiological level.	8-12
P R		Drop	Drop “P R” prefix	--N/A--	8-12
P R	313	Drop	[M] Public Relations Techniques and Media Usage 3 (2-3) Prereq Com 295; Jour 305; P R 312; certified major in communications. Practical applications of public relations theory and techniques with emphasis on writing and media use.	--N/A--	8-12
SOC	334	New	--N/A--	Issues in Global Human Health 3 Human populations and life expectancies; inequity across global regions.	8-12
VET MED	522	Revise	Fundamentals of Pharmacology 2 Prereq veterinary medicine student. Pharmacokinetics and fundamentals of drug action. S, M, F grading.	Fundamentals of Pharmacology 3 Course Prerequisite: Veterinary Medicine student. <u>Fundamentals of pharmacology, including pharmacokinetics (absorption, distribution, metabolism, excretion), receptor theory and general mechanisms of drug action.</u> - S, M, F grading.	8-12
VET MED	566	New	--N/A--	Population Theriogenology -	8-12

				<p>Food Animal 3 (2-1) Course Prerequisite: Veterinary medicine student. Population theriogenology in food animal or mixed animal practice. S, M, F grading.</p>	
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