

**UNIVERSITY CURRICULUM COMMITTEE MINUTES**

**Date: October 6, 2011**

Minutes Approved by:  Date Approved 11/13/11

TO: Dr. Eric Pani  
Interim Vice President of Academic Affairs

FROM: Dr. Lon Smith, Chair  
University Curriculum Committee

FACULTY MEMBERS PRESENT: L. Smith, J. Boulton, J. Burgess, D. Davis, D. Engler, C. Grinnell, R. Hanser, D. Luse (late), H. Rappaport, R. Stevens, B. Strunk, K. Tolson, T. Zagar

FACULTY MEMBERS ABSENT:

FACULTY MEMBERS EXCUSED: A. Clark, L. Colvin

EX-OFFICIO MEMBERS PRESENT: A. Robinson, D. Williams

EX-OFFICIO MEMBERS ABSENT:

EX-OFFICIO MEMBERS EXCUSED: C. Lee

**1. THE DEPARTMENT OF MATHEMATICS requests:**

Presenter:	B. Strunk
Action:	<b>CATALOG CHANGE</b> , Undergraduate Catalog (2010-11), pgs. 205-206. Move course descriptions for MATH 4007 and 4009 from p. 205 (for Undergraduates) to p. 206 (for Undergraduates and Graduates).
<b>Current Catalog Material:</b>	
<b>Page 205:</b>	
3086. <b>MODERN ALGEBRA. 3 cr.</b> Axioms and the nature of proof, groups, rings, integral domains, fields, homomorphisms and isomorphisms. Prerequisite: A grade of "C" or better in MATH 2002 and MATH 2040.	
4007. <b>HISTORY OF MATHEMATICS. 3 cr.</b> Selected topics on the development of mathematics as a human endeavor; numeration systems; growth of algebra, trigonometry, geometry, and the calculus; contributions from various cultures; selected biographies of mathematicians. Prerequisites: A grade of "C" or better in MATH 2040 and either MATH 3080 or MATH 3086.	
4009. <b>CRYPTOLOGY. 3 cr.</b> Introduction to modern applications of mathematics. Private key ciphers, including shift, affine and vigenere; attacks on these ciphers. Modern public key ciphers including RSA and Knapsack. Prerequisite: A grade of "C" or better in Math 2040 or permission of the instructor.	
4011. <b>FUNDAMENTALS OF MIDDLE SCHOOL MATHEMATICS I. 3 cr.</b> For the middle-school teacher; number concepts and relationships; geometry and measurement; algebra and algebraic structures. Emphasis is on teaching mathematics at the middle school level. Not applicable toward a major nor minor in mathematics at undergraduate or graduate level. Applies to elementary and middle school certification.	

**Proposed Catalog Material:**

**Page 206:**

**4006. THEORY OF FUNCTIONS OF A COMPLEX VARIABLE. 3 cr.**

Real and complex numbers, differentiation and integration of functions of a complex variable, mapping by elementary functions, transformations, infinite series, and theory of residues and poles. Prerequisite: MATH 2032.

**4007. HISTORY OF MATHEMATICS. 3 cr.** Selected topics on the development of mathematics as a human endeavor; numeration systems; growth of algebra, trigonometry, geometry, and calculus; contributions from various cultures; selected biographies of mathematicians. Prerequisites: A grade of "C" or better in MATH 2040 and either MATH 3080 or MATH 3086.

**4009. CRYPTOLOGY. 3 cr.** Introduction to modern applications of mathematics. Private key ciphers, including shift, affine and vigenere; attacks on these ciphers. Modern public key ciphers including RSA and Knapsack. Prerequisite: A grade of "C" or better in Math 2040 or permission of the instructor.

**4019. TOPOLOGY. 3 cr.** Point sets, axiomatic bases, topology of the line and the plane. Emphasis on connectedness, compact sets and continuous transformations. Prerequisite: MATH 2040 and 1032.

Credit Hours:	
Current Level:	Undergraduate, switching to Undergraduate and Graduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Fall 2012 (201340)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved, with following changes:</b>
Notes:	<b>In the syllabi for 4007 and 4009, re-write the learning verbs. Use Bloom's Taxonomy.</b>

**1. THE DEPARTMENT OF MATHEMATICS requests:**

Presenter:	B. Strunk
Action:	<b>CATALOG CHANGE</b> , Graduate Catalog (2010-11), pg. 59. Add MATH 4007 and 4009.

**Current Catalog Material:**

**Page 59:**

**4006. THEORY OF FUNCTIONS OF A COMPLEX VARIABLE (3 Cr.)** Real and complex numbers, differentiation and integration of functions of a complex variable, mapping by elementary functions, transformations, infinite se-

ries, and theory of residues and poles. Prerequisite: 2032.  
 4019. **TOPOLOGY** (3 Cr.) Point sets, axiomatic bases, topology of the line and the plane. Emphasis on connectedness, compact sets, and continuous transformations. Prerequisites: 2002 and 2032.

**Proposed Catalog Material:**

**Page 59:**

4006. **THEORY OF FUNCTIONS OF A COMPLEX VARIABLE** (3 Cr.) Real and complex numbers, differentiation and integration of functions of a complex variable, mapping by elementary functions, transformations, infinite series, and theory of residues and poles. Prerequisite: 2032.

**4007. HISTORY OF MATHEMATICS. 3 cr.** Selected topics on the development of mathematics as a human endeavor; numeration systems; growth of algebra, trigonometry, geometry, and calculus; contributions from various cultures; selected biographies of mathematicians. Prerequisites: A grade of "C" or better in MATH 2040 and either MATH 3080 or MATH 3086.

**4009. CRYPTOLOGY. 3 cr .** Introduction to modern applications of mathematics. Private key ciphers, including shift, affine and vigenere; attacks on these ciphers. Modern public key ciphers including RSA and Knapsack. Prerequisite: A grade of "C" or better in Math 2040 or permission of the instructor.

4019. **TOPOLOGY** (3 Cr.) Point sets, axiomatic bases, topology of the line and the plane. Emphasis on connectedness, compact sets, and continuous transformations. Prerequisites: 2002 and 2032.

Credit Hours:	
Current Level:	Undergraduate, switching to Undergraduate and Graduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Fall 2012 (201340)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved, with following changes:</b>
Notes:	<b>In the syllabi for 4007 and 4009, re-write the learning verbs. Use Bloom's Taxonomy.</b>

**2. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>ADDITION OF A CONCENTRATION</b> in Digital Media Production to the B.A. in Mass Communications.

**Proposed Concentration Requirements:**

MCOM 3051. Photocommunication **OR** MCOM 3052. Video Production **OR** MCOM 3054. Electronic Media Design

MCOM 4010. Web Media Design	
MCOM 4055. Mobile Media Design	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**3. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>ADDITION OF A CONCENTRATION</b> in Journalism to the B.A. in Mass Communications.
<b>Proposed Concentration Requirements:</b>	
MCOM 3030. News Reporting & Writing	
MCOM 4030. Investigative Journalism	
MCOM 4033. Electronic News Gathering	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	

UCC Decision:	<b>Approved</b>
Notes:	

4. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>ADDITION OF A CONCENTRATION</b> in Public Relations to the B.A. in Mass Communications.
<b>Proposed Concentration Requirements:</b>	
MCOM 3060. PR Principles and Case Studies	
MCOM 3061. PR Writing and Planning	
MCOM 4060. PR Campaigns	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

5. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>CATALOG CHANGE</b> , Undergraduate Catalog (2010-11), pg. 89.
<b>Current Catalog Material:</b>	
COMMUNICATION	Mass Communications BA
	Communication Studies BA
<b>Proposed Catalog Material:</b>	
COMMUNICATION	Communication Studies BA
	Mass Communications BA
	Concentrations:
	Digital Media Production

Journalism Public Relations	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**6. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>CATALOG CHANGE</b> , Undergraduate Catalog (2010-11), pg. 94.
<b>Current Catalog Material:</b>	
<b>Page 94:</b>	
<b>MASS COMMUNICATIONS</b>	
<p>This curriculum is designed to provide students maximum flexibility, through the appropriate selection of Mass Communications coursework, to pursue careers in journalism, public relations, media management, or media production.</p> <p>The requirements for the major in Mass Communications include cognate courses consisting of related studies in communication. A student electing a major in Mass Communications has the option of choosing an academic minor.</p> <p>A student must earn a grade of "C" or better in each course required in the major, including the University Capstone, COMM 4000. A grade of "D" is non-progressive; the course must be repeated with a minimum grade of "C" before a student can progress to the next sequential course. A course transferred from another institution must show a grade of "C" or better.</p> <p>All students must pass a departmental grammar examination before progressing in the major. This exam is administered as part of MCOM 2010, both near the</p>	

beginning and near the end of the semester. It is often offered once between semesters. Students may retake the exam on any of its scheduled offerings.

Mass Communications majors must take arts and sciences and general electives outside the major. A minimum of 80 semester hours must be completed outside of Mass Communications, of which a minimum of 65 hours must be in the basic arts and sciences.

A minimum of six hours of the Mass Communications electives must be completed at the 4000 level.

Cognate Requirement: a maximum of six hours of the Mass Communications cognate requirement are to be chosen from one of the following groups; the remaining three hours of the cognate requirement are to be chosen from the alternative group.

COGNATE GROUP I: Communication Studies 1001, 1002, 1010, 1018, 2001, or 2060.

COGNATE GROUP II: Communication Studies 3002, 3010, 3011, 3030, 3041, 3044, 4050, or Philosophy 2003.

**Freshman Year Hrs.**

Core English Composition* .....	6
Core Humanities*.....	6
Core Natural/Physical Science * .....	3
Core Social Science” .....	3
Core Fine Arts*.....	3
Cognate Requirement .....	3
Mass Communications 2001, 2010.....	6
UNIV 1001.....	(1)
30	

**Sophomore Year**

Core Humanities*.....	3
Core Mathematics*.....	6
Core Natural/Physical Science*.....	6
Foreign Language.....	6
Mass Communications 3011, 3012, 4011, or 4012.....	3
Mass Communications 3030, 3041, or 3060.....	3
Mass Communications Elective.....	3
30	

**Junior Year**

Core Social Science*.....	3
Cognate Requirement.....	3
Mass Communications 3050, 3051, 3052, 3054, 3055, or 4033.....	6
Mass Communications 3061, 4035, or 4082.....	3
Mass Communications 3070, 3090, 4081.....	7
Arts and Sciences Electives.....	3
Minor/Electives .....	6
31	

**Senior Year**

Communication 4000 <sub>uc</sub> .....	3
Cognate Requirement.....	3
Mass Communications 4090.....	2
Mass Communications Electives.....	9
Arts and Sciences Electives.....	6
Minor/Electives .....	9
32	

Total hours for a degree, 123.

\*Mass Communications majors should see Core Curriculum requirements in the College of Arts and Sciences section of the catalog.

**Proposed Catalog Material:**

**Page 94:**

**MASS COMMUNICATIONS**

This curriculum provides students with flexibility plus knowledge and skills to pursue careers in digital media production, journalism and public relations.

Majors in Mass Communications are required to complete core courses, one of the three concentrations named above, and cognate courses in Communication Studies. Students are advised to include additional MCOM courses among their general electives. Majors may but are not required to complete a minor.

Students must earn a grade of “C” or better in all courses in the major, including required COMM courses and CMST courses taken for the cognate. If “D” or “F” is earned in a course that is a pre-requisite, the course must be repeated until a “C” or better is earned before attempting the course for which it is a pre-requisite.

A departmental writing skills exam is administered several times throughout the semester as part of MCOM 2010. All students must pass the exam with a score of 60 or better in order to pass the course and advance in the MCOM major.

Mass Communications majors must take at least 80 hours of coursework outside the major, of which 65 hours must be in the College of Arts & Sciences.

Cognate: Six hours of the cognate must be chosen from one of the two groups listed below. The remaining three hours must be chosen from the alternate group.

COGNATE GROUP 1: CMST 1001, 1002, 1010, 1018, 2001, or 2060.

COGNATE GROUP 2: CMST 3002, 3010, 3011, 3030, 3041, 3044, or 4050.

<b>Freshman Year</b>	<b>Hrs</b>
Core English Composition*.....	6
Core Humanities*.....	6
Core Mathematics*.....	3
Core Biological/Physical Science*.....	3
Core Social Science*.....	3
Core Fine Arts*.....	3
Cognate.....	3
MCOM 2001.....	3
UNIV 1001.....	(1)

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<b>Sophomore Year</b>	
Core Humanities*.....	3
Core Mathematics*.....	3
Core Biological/Physical Science*.....	6



Core Social Science*.....	3	
Foreign Language.....	6	
Cognate.....	3	
MCOM 2010.....	3	
MCOM Concentration.....	3	30
<b>Junior Year</b>		
Cognate.....	3	
MCOM 3090.....	1	
MCOM Core.....	6	
MCOM Concentration.....	3	
Arts & Sciences Electives.....	6	
Minor/MCOM/General Electives.....	12	31
<b>Senior Year</b>		
COMM 4000 & 4090.....	5	
MCOM Core.....	6	
MCOM Concentration.....	3	
Arts & Sciences Electives.....	3	
Minor/MCOM/General Electives.....	12	29
Total Hours for the degree.....	120	
*See Core Curriculum requirements in the College of Arts & Sciences section of the catalog.		

Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

7. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>CATALOG CHANGE</b> , Undergraduate Catalog (2010-11), pgs. 203-204.

**Current Catalog Material:**

**Pages 203-204:**

**PAGE 203:**

**MASS COMMUNICATIONS (MCOM)**

Required for a major in Mass Communications: MCOM 2001; 2010; 3011, 3012, 4011, or 4012; 3030, 3041, or 3060; six hours from 3050, 3051, 3052, 3054, 3055, or 4033; 3070; 3090; 4035, 4065, or 4082; 4081; 4090; twelve hours of Mass Communications electives, at least six hours of which must be at the 4000 level - Total of 42 semester hours.

A student electing a major in Mass Communications has the option of choosing an academic minor.

Required for a minor in Mass Communications: MCOM 2001; 2010; 3030, 3041 or 3060; 3050, 3051, 3052, 3054, or 3055; 3070; 0481 - Total of 18 semester hours.

Mass Communications majors and minors must participate in co-curricular activities within the Mass Communications program.

**For Undergraduates Only**

**1001. MEDIA LITERACY. 3 cr.** A critical survey of print and electronic media designed to enhance the user's media literacy and media consumer skills. For non-MCOM majors only.

**2001. MASS COMMUNICATIONS AND SOCIETY. 3 cr.** History, structure and practices of media industries and professions, and their roles in society; introduction to issues, vocabulary and technological trends for media producers.

**2002. MEDIA PERFORMANCE. 3 cr.** The role of the announcer; principles of communication in the electronic media; voice and diction, including foreign pronunciation; techniques for various program types A \$50 fee is charged each student to help defray expenses related to this course.

**2010. WRITING FOR MEDIA. 3 cr.** Introduction to writing for mass media, including basics of print and broadcast news writing, print and broadcast copywriting, and writing for online media, with special attention to the AP Stylebook. Prerequisite: ENGL 1002.

**3011. FEATURE WRITING. 3 cr.** Preparation of human interest and feature articles for newspapers and magazines. Prerequisite: MCOM 2010 or consent of department head.

**3012. BROADCAST COPYWRITING. 3 cr.** Preparation of short-form copy for radio and television, including public service, advertising and promotional material, with emphasis on the relationship between writers and users of electronic media. Prerequisite: MCOM 2010.

**3030. JOURNALISM I. 3 cr.** Concepts, theories, and practices of writing news for print and broadcast media, including news judgment, use of sources, organizing information, and copy editing. Introduction to news reporting for print and broadcast.

Prerequisites: MCOM 2010, ENGL 1002, passing grade on departmental grammar exam.

**3031. JOURNALISM II. 3 cr.** Builds upon MCOM 3030 with develop-

ment of news gathering, writing and editing for print and broadcast media, emphasizing interviewing techniques, newscasting and special events and stories. Students will be assigned campus beats. Prerequisite: MCOM 3030.

**3041. BROADCAST PROGRAMMING. 3 cr.** Analysis of program forms used in the electronic media, effective program structure, and consideration of the audience in relation to programming. Prerequisite: sophomore standing.

**3050. AUDIO PRODUCTION. 3 cr.** Introduction to audio production for radio, video, film and music recording, including principles, equipment, pre-production, production, and post-production. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: sophomore standing.

**3051. PHOTOCOMMUNICATION. 3 cr.** Introduction to photo-communication for print media, using digital technology in news, public relations, and related mass communications applications. Prerequisite: sophomore standing.

**3052. VIDEO PRODUCTION. 3 cr.** Introduction to in-studio video production, including camera techniques and effects, equipment utilization and lighting. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: sophomore standing.

**3054. ELECTRONIC MEDIA DESIGN. 3 cr.** Graphics, typography, layout, design and related creative techniques for a variety of mass communications applications. Prerequisite: sophomore standing.

**3055. INTERACTIVE MEDIA PUBLISHING. 3 cr.** An integrated approach to interactive media publishing, focusing on the establishment of an effective online presence through the design, development, and management of Internet web sites utilizing text, images, sound and video. Prerequisites: MCOM 3054 or permission of instructor.

**3060. PUBLIC RELATIONS PRINCIPLES AND CASE STUDIES. 3 cr.** Overview of the evolution, structure, principles and practices of the public relations profession, emphasizing human behavior in social situations and the role of public opinion in contemporary society. Prerequisite: sophomore standing.

**3061. PUBLIC RELATIONS WRITING AND PLANNING. 3 cr.** Publicity planning, writing for all media, and developing techniques for working with mass media and other publics. Prerequisite: MCOM 2010 and 3060.

**3070. MASS COMMUNICATION THEORY AND RESEARCH. 3 cr.** Theories and research techniques for the study of mass communications processes and effects, emphasizing methods of audience identification, measurement and evaluation for print and electronic media. Prerequisites: MATH 1011 or higher; junior standing.

**3090. PRACTICUM. 1 cr.** Supervised, on-campus application of methods and techniques in an area of mass communications. Prerequisite: Completion of 12 credit hours of Mass Communications coursework; approval of advisor and supervisor.

**4001. MASS COMMUNICATIONS SEMINAR (non-repeatable) 3 cr.** Scholarly approaches to contemporary topics in mass communications. Content varies. Prerequisite: junior standing.

**4011. OPINION WRITING. 3 cr.** Analysis of news media editorial policy and study of the principles of interpretive comment on current affairs, with emphasis on editorial writing and presentation. Prerequisite: MCOM 2010 or consent of department head.

**4040. MEDIA SALES AND PROMOTIONS. 3 cr.** In-depth study of selling for media, from prospecting to servicing accounts, with emphasis on adapting sales techniques to the special needs of print and broadcast media. Prerequisite: junior standing.

**4045. BROADCAST MANAGEMENT. 3 cr.** Organization and administration of broadcast stations and other electronic media systems, with attention to operations, community relations, and financial management. Prerequisite: junior standing.

**PAGE 204:**

**4082. BROADCAST REGULATION. 3 cr.** The study of electronic media law and the Federal Communication's rules and procedures, including an examination of current trends of the Commission and their possible effects on the industry and society. Prerequisite: MCOM 4081.

**4091. DIRECTED STUDY. 1-3 cr.** Individualized study of selected topics in the field of mass communications. Prerequisites: Junior standing; approval of advisor and directed study supervisor.

**For Undergraduates and Graduates**

**4012. SCRIPTWRITING. 3 cr.** Preparation of scripts for all long-program formats, with emphasis on writing and marketing radio, television, and film drama and documentaries. Prerequisite: MCOM 2010 or consent of department head.

**4032. ADVANCED REPORTING FOR PRINT MEDIA. 3 cr.** Depth reporting and critical writing on police, court, political, financial, governmental and other social events and issues. Prerequisite: MCOM 3031.

**4033. ELECTRONIC NEWS GATHERING. 3 cr.** Concepts and practices of news coverage for the electronic media, with special attention to field techniques, visualization and editing. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3031.

**4035. JOURNALISM MANAGEMENT. 3 cr.** Methods and practices for the production, promotion, and management of print and broadcast news; issues and techniques of managing and leading media companies in rapidly changing business and cultural environments. Prerequisite: junior standing.

**4051. ADVANCED PHOTOCOMMUNICATION. 3 cr.** Theory and techniques of photocommunication for print media, emphasizing use of still photography for in-depth investigating and reporting. Prerequisite: MCOM 3051.

**4052. ADVANCED VIDEO PRODUCTION. 3 cr.** Theory and techniques of video production from conception to completion, for a variety of mass communications applications. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3052.

**4054. ADVANCED ELECTRONIC MEDIA DESIGN. 3 cr.** Theory and principles of electronic media design from conception to completion, for a variety of mass communications applications emphasizing multimedia. Prerequisite: MCOM 3054.

**4060. PUBLIC RELATIONS CAMPAIGNS. 3 cr.** Use of research to identify problems and development of strategies to meet public relations needs for actual clients. Prerequisites: MCOM 3061 and credit for or concurrent registration in MCOM 3070.

**4071. VISUAL COMMUNICATION. 3 cr.** Theories of perception, methods of analysis of visual media, and principles and strategies of visual communication, emphasizing critical thinking about the role and function of media in society.

**4072. MEDIA ANALYSIS AND CRITICISM. 3 cr.** Critical methodologies and analysis of media content and programming, emphasizing aesthetic, historical, social, cultural, and industrial factors affecting audience response. Prerequisite: junior standing.

**4081. MASS COMMUNICATIONS LAW. 3 cr.** Legal limitations and privileges affecting publishing, advertising, broadcasting, telecasting; consideration of legal philosophy bearing on mass communications media. Prerequisite: junior standing.

**4090. INTERNSHIP. 2 cr.** Field experience under the general supervision of a faculty member and the direct supervision of an industry professional, with academic components including a final paper and presentation. Prerequisites: MCOM 3090 and approval of academic advisor, faculty internship supervisor and site supervisor.

**Proposed Catalog Material:**

**Pages 203-204:**

## MASS COMMUNICATIONS (MCOM)

**Required for a major in Mass Communications:**

**MCOM 2001; 2010; 3070; 3090; 4009 or 4012; 4071 or 4072; 4081; and COMM 4090; plus one of the following concentrations:**

**Digital Media Production – MCOM 3051 or 3052 or 3054; 4010; and 4055.**

**Journalism – MCOM 3030; 4030; and 4033.**

**Public Relations – MCOM 3060; 3061; and 4060.**

**Total for the major – 30 credit hours.**

**Required for a minor in Mass Communications: MCOM 2001; 2010; 3030 or 3051 or 3052 or 3054 or 3060; 3070; 3090; 4081 – Total 16 credit hours.**

**Mass Communications majors and minors are expected to participate in co-curricular activities within the Mass Communications program.**

### For Undergraduates Only

**2001. MASS COMMUNICATIONS AND SOCIETY. 3 cr.** History, structure and practices of media industries and professions, and their roles in society; introduction to issues, vocabulary and technological trends for media producers.

**2002. MEDIA PERFORMANCE. 3 cr.** **The role of the announcer; principles of communication in the electronic media; voice and diction, including foreign pronunciation; techniques for various program type. Lecture and lab.** A \$50 fee is charged each student to help defray expenses related to this course.

**2010. WRITING FOR MEDIA. 3 cr.** **Introduction to writing for mass media; basic news, advertising and public relations writing for print, broadcast, and online media; AP Stylebook. Includes departmental writing exam required to progress in the MCOM major. Lecture and lab. Prerequisite: ENGL 1002.**

**3030. NEWS REPORTING & WRITING. 3 cr.** Concepts, theories, and practices of writing news for print and broadcast media, including news judgment, use of sources, organizing information, and copy editing. Introduction to news reporting for print and broadcast. **Lecture and lab.** Prerequisites: MCOM 2010, ~~ENGL 1002 and passing grade on departmental grammar exam.~~

**3041. BROADCAST PROGRAMMING. 3 cr.** Analysis of program forms used in the electronic media, effective program structure, and consideration of the audience in relation to programming. Prerequisite: sophomore standing.

**3051. PHOTOCOMMUNICATION. 3 cr.** Introduction to photocommunication for print media, using digital technology in news, public relations, and related mass communications applications. **Lecture and lab.** Prerequisite: **MCOM 2010 or permission of instructor.**

**3052. VIDEO PRODUCTION. 3 cr.** Introduction to in-studio video production, including camera techniques and effects, equipment utilization and lighting. **Lecture and lab.** A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: **MCOM 2010 or permission of instructor.**

**3054. ELECTRONIC MEDIA DESIGN. 3 cr.** Graphics, typography, layout, design and related creative techniques for a variety of mass communications applications. **Lecture and lab.** Prerequisite: **MCOM 2010 or permission of instructor.**

**3060. PUBLIC RELATIONS PRINCIPLES AND CASE STUDIES. 3 cr.**

Overview of the evolution, structure, principles and practices of the public relations profession, emphasizing human behavior in social situations and the role of public opinion in contemporary society. Prerequisite: **MCOM 2010.**

**3061. PUBLIC RELATIONS WRITING AND PLANNING. 3 cr.** Publicity planning, writing for all media, and developing techniques for working with mass media and other publics. **Lecture and lab.** Prerequisite: MCOM 2010 ~~and 3060.~~

**3070. MASS COMMUNICATION THEORY AND RESEARCH. 3 cr.** Theories and research techniques for the study of mass communications processes and effects, emphasizing methods of audience identification, measurement and evaluation for print and electronic media. Prerequisites: MATH 1011 or higher; junior standing.

**3090. PRACTICUM. 1 cr.** Supervised, on-campus application of methods and techniques in an area of mass communications. Prerequisite: Completion of 12 credit hours of Mass Communications coursework; approval of advisor and supervisor.

**4001. MASS COMMUNICATIONS SEMINAR (non-repeatable) 3 cr.** Scholarly approaches to contemporary topics in mass communications. Content varies. Prerequisite: junior standing.

**4010. WEB MEDIA DESIGN. 3 cr.** **Exploration and acquisition of interactive web media development techniques. Lecture and lab.** Prerequisites: **MCOM 2010 and MCOM 3051 or MCOM 3052 or MCOM 3054 or permission of instructor.**

**4040. MEDIA SALES AND PROMOTIONS. 3 cr.** In-depth study of selling for media, from prospecting to servicing accounts, with emphasis on adapting sales techniques to the special needs of print and broadcast media. Prerequisite: junior standing.

**4055. MOBILE MEDIA DESIGN. 3 cr.** **Interactive media publishing, focusing on the establishment of an effective mobile presence through design, development, and management of mobile web media. Lecture and lab.** Prerequisites: **MCOM 4010 or permission of instructor.**

**4091. DIRECTED STUDY. 1-3 cr.** Individualized study of selected topics in the field of mass communications. Prerequisites: Junior standing; approval of advisor and directed study supervisor.

**For Undergraduates and Graduates**

**4009. FEATURE & EDITORIAL WRITING. 3 cr. Researching and writing human-interest features; analyzing political, social and economic affairs and writing opinions; print, Web and electronic media styles and formats. Prerequisite: MCOM 2010.**

**4012. SCRIPTWRITING. 3 cr.** Preparation of scripts for all long-program formats, with emphasis on writing and marketing radio, television, and film drama and documentaries. Prerequisite: MCOM 2010 or consent of department head.

**4030. INVESTIGATIVE JOURNALISM. 3 cr. Investigating and in-depth reporting/writing on single topics such as crime, corporate malfeasance, political corruption and institutional neglect; print, Web and electronic media styles and formats. Prerequisites: MCOM 3030.**

**4033. ELECTRONIC NEWS GATHERING. 3 cr.** Concepts and practices of news coverage for the electronic media, with special attention to field techniques, visualization and editing. **Lecture and lab.** A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3030.

**4052. ADVANCED VIDEO PRODUCTION. 3 cr.** Theory and techniques of video production from conception to completion, for a variety of mass communications applications. **Lecture and lab.** A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3052.

**4060. PUBLIC RELATIONS CAMPAIGNS. 3 cr.** Use of research to identify problems and development of strategies to meet public relations needs for actual clients. Prerequisites: MCOM 3061 and credit for or concurrent registration in MCOM 3070.

**4071. VISUAL COMMUNICATION. 3 cr.** Theories of perception, methods of analysis of visual media, and principles and strategies of visual communication, emphasizing critical thinking about the role and function of media in society.

**4072. MEDIA ANALYSIS AND CRITICISM. 3 cr.** Critical methodologies and analysis of media content and programming, emphasizing aesthetic, historical, social, cultural, and industrial factors affecting audience response. Prerequisite: junior standing.

**4081. MASS COMMUNICATIONS LAW. 3 cr.** Legal limitations and privileges affecting publishing, advertising, broadcasting, telecasting; consideration of legal philosophy bearing on mass communications media. Prerequisite: junior standing.

Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**8. THE DEPARTMENT OF MASS COMMUNICATIONS requests:**

Presenter:	B. Kauffman
Action:	<b>COURSE CLOSURE/REMOVAL</b> , Remove MCOM 1001, Media Literacy from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To	

Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

9. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CLOSURE/REMOVAL</b> , Remove MCOM 3011, Feature Writing from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

10. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CLOSURE/REMOVAL</b> , Remove MCOM 3012, Broadcast Copywriting from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To	

Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

11. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 3031, Journalism II from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

12. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 3050, Audio Production from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To	



Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

13. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 3055, Interactive Media Publishing from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

14. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4011, Opinion Writing from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	

Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

15. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4032, Advanced Reporting for Print Media from Undergraduate Catalog (2010-11), pg. 204.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	Proposal to remove course from Graduate Catalog (2010-11) pg. 45, coming soon.

16. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4035, Journalism Mgmt. from Undergraduate Catalog (2010-11), pg. 204.
Credit Hours:	

Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	Proposal to remove course from Graduate Catalog (2010-11) pg. 45, coming soon.

**17. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4045, Broadcast Management from Undergraduate Catalog (2010-11), pg. 203.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**18. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4051, Adv. Photo Communication from Undergraduate Catalog (2010-11), pg. 204.

Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	Proposal to remove course from Graduate Catalog (2010-11) pg. 45, coming soon.

**19. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4054, Advanced Electronic Media from Undergraduate Catalog (2010-11), pg. 204.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	Proposal to remove course from Graduate Catalog (2010-11) pg. 45, coming soon.

**20. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
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Action:	COURSE CLOSURE/REMOVAL, Remove MCOM 4082, Broadcast Regulation from Undergraduate Catalog (2010-11), pg. 204.
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	Spring 2011 (201160)
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

21. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 2002, Media Performance. Undergraduate Catalog (2010-11), pg. 203. Add missing period and mention of lab requirement to course description.
<b>Current Catalog Material:</b>	
<b>MCOM 2002. Media Performance. 3 Cr.</b> The role of the announcer; principles of communication in the electronic media; voice and diction, including foreign pronunciation; techniques for various program types A \$50 fee is charged each student to help defray expenses related to this course.	
<b>Proposed Catalog Material:</b>	
<b>MCOM 2002. Media Performance. 3 Cr.</b> The role of the announcer; principles of communication in the electronic media; voice and diction, including foreign pronunciation; techniques for various program types. Lecture and lab. A \$50 fee is charged each student to help defray expenses related to this course.	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	

Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**22. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 2010, Writing for Media. Undergraduate Catalog (2010-11), pg. 203. Include in course description mention of lab requirement and alert students to role of this course as gateway to progress in MCOM major.
<b>Current Catalog Material:</b>	
<b>MCOM 2010. Writing for Media. 3 Cr.</b> Introduction to writing for mass media, including basics of print and broadcast newswriting, print and broadcast copywriting, and writing for online media, with special attention to the AP Stylebook. Prerequisite: ENGL 1002.	
<b>Proposed Catalog Material:</b>	
<b>MCOM 2010. Writing for Media. 3 Cr.</b> Introduction to writing for mass media; basic news, advertising and public relations writing for print, broadcast, and online media; AP Stylebook. Includes departmental writing exam required to progress in the MCOM major. Lecture and lab. Prerequisite: ENGL 1002.	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>

Notes:	
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23. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 3030, Journalism I Undergraduate Catalog (2010-11), pg. 203. Course title change, include in course description mention of lab requirement and remove mention of grammar exam.
<b>Current Catalog Material:</b>	
<p><b>MCOM 3030. Journalism I. 3 Cr.</b> Concepts, theories, and practices of writing news for print and broadcast media, including news judgment, use of sources, organizing information, and copy editing. Introduction to news reporting for print and broadcast. Prerequisites: MCOM 2010, ENGL 1002, passing grade on departmental grammar exam.</p>	
<b>Proposed Catalog Material:</b>	
<p><b>MCOM 3030. News Reporting &amp; Writing. 3 Cr.</b> Concepts, theories, and practices of writing news for print and broadcast media, including news judgment, use of sources, organizing information, and copy editing. Introduction to news reporting for print and broadcast. Lecture and lab. Prerequisites: MCOM 2010.</p>	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	News Rprtng & Wrtg
UCC Decision:	<b>Approved</b>
Notes:	

24. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 3051, Photocommunication Undergraduate Catalog (2010-11), pg. 203. Include in course description mention of lab requirement and prerequisite.
<b>Current Catalog Material:</b>	

<b>MCOM 3051. Photocommunication. 3 Cr.</b> Introduction to photocommunication for print media, using digital technology in news, public relations, and related mass communications applications. Prerequisite: sophomore standing.	
<b>Proposed Catalog Material:</b>	
<b>MCOM 3051. Photocommunication. 3 Cr.</b> Introduction to photocommunication for print media, using digital technology in news, public relations, and related mass communications applications. Lecture and lab. Prerequisite: MCOM 2010 or permission of instructor.	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

25. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 3052, Video Production. Undergraduate Catalog (2010-11), pg. 203. Include in course description mention of lab requirement and prerequisite.
<b>Current Catalog Material:</b>	
<b>MCOM 3052. Video Production. 3 Cr.</b> Introduction to in-studio video production, including camera techniques and effects, equipment utilization and lighting. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: sophomore standing.	
<b>Proposed Catalog Material:</b>	
<b>MCOM 3052. Video Production. 3 Cr.</b> Introduction to in-studio video production, including camera techniques and effects, equipment utilization and lighting. Lecture and lab. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 2010 or permission of instructor.	
Credit Hours:	



Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**26. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 3054, Electronic Media Design. Undergraduate Catalog (2010-11), pg. 203. Include in course description mention of lab requirement and prerequisite.
<b>Current Catalog Material:</b>	
<b>MCOM 3054. Electronic Media Design. 3 Cr.</b> Graphics, typography, layout, design and related creative techniques for a variety of mass communications applications. Prerequisite: sophomore standing.	
<b>Proposed Catalog Material:</b>	
<b>MCOM 3054. Electronic Media Design. 3 Cr.</b> Graphics, typography, layout, design and related creative techniques for a variety of mass communications applications. Lecture and lab. Prerequisite: MCOM 2010 or permission of instructor.	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	

UCC Decision:	<b>Approved</b>
Notes:	

27. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 3060, Public Relations Principles and Case Studies. Undergraduate Catalog (2010-11), pg. 203. Change in prerequisite.
<b>Current Catalog Material:</b>	
<p><b>MCOM 3060. Public Relations Principles and Case Studies. 3 Cr.</b> Overview of the evolution, structure, principles and practices of the public relations profession, emphasizing human behavior in social situations and the role of public opinion in contemporary society. Prerequisite: Sophomore standing.</p>	
<b>Proposed Catalog Material:</b>	
<p><b>MCOM 3060. Public Relations Principles and Case Studies. 3 Cr.</b> Overview of the evolution, structure, principles and practices of the public relations profession, emphasizing human behavior in social situations and the role of public opinion in contemporary society. Prerequisite: MCOM 2010.</p>	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

28. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 3061, Public Relations Writing and Planning. Undergraduate Catalog (2010-11), pg. 203. Include in course description mention of lab requirement and change prerequisite.
<b>Current Catalog Material:</b>	

**MCOM 3061. Public Relations Writing and Planning. 3 Cr.** Publicity planning, writing for all media, and developing techniques for working with mass media and other publics. Prerequisite: MCOM 2010 and 3060.

**Proposed Catalog Material:**

**MCOM 3061. Public Relations Writing and Planning. 3 Cr.** Publicity planning, writing for all media, and developing techniques for working with mass media and other publics. Lecture and lab. Prerequisite: MCOM 2010.

Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	

**29. THE DEPARTMENT OF MASS COMMUNICATIONS requests:**

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 4033, Electronic News Gathering. Undergraduate Catalog (2010-11), pg. 204. Include in course description mention of lab requirement and change prerequisite.

**Current Catalog Material:**

**MCOM 4033. Electronic News Gathering. 3 Cr.** Concepts and practices of news coverage for the electronic media, with special attention to field techniques, visualization and editing. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3031.

**Proposed Catalog Material:**

**MCOM 4033. Electronic News Gathering. 3 Cr.** Concepts and practices of news coverage for the electronic media, with special attention to field techniques, visualization and editing. Lecture and lab. A \$50 fee is charged each student to help defray expenses

related to this course. Prerequisite: MCOM 3030.	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	Proposal to change course on Graduate Catalog (2010-11) pg. 45, coming soon.

**30. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE CHANGE</b> , MCOM 4052, Advanced Video Production. Undergraduate Catalog (2010-11), pg. 204. Include in course description mention of lab requirement.
<b>Current Catalog Material:</b>	
<p><b>MCOM 4052. Advanced Video Production. 3 Cr.</b> Theory and techniques of video production from conception to completion, for a variety of mass communications applications. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3052.</p>	
<b>Proposed Catalog Material:</b>	
<p><b>MCOM 4052. Advanced Video Production. 3 Cr.</b> Theory and techniques of video production from conception to completion, for a variety of mass communications applications. Lecture and lab. A \$50 fee is charged each student to help defray expenses related to this course. Prerequisite: MCOM 3052.</p>	
Credit Hours:	
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	
Cross-Listed:	
Change Effective:	Spring 2012 (201260)

First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	<b>Approved</b>
Notes:	Proposal to change course on Graduate Catalog (2010-11) pg. 45, coming soon.

**31. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE ADDITION</b> , MCOM 4009, Feature & Editorial Writing, Add to pg. 204 of Undergraduate Catalog (2010-11). <b>Be sure addition is made to pg. 204, under "For Undergraduates and Graduates."</b>
<b>Proposed Course Description:</b>	
<b>4009. FEATURE &amp; EDITORIAL WRITING. 3Cr.</b> Researching and writing human-interest features; analyzing political, social and economic affairs and writing opinions; print, Web and electronic media styles and formats. Prerequisite: MCOM 2010.	
Credit Hours:	3
Current Level:	Undergraduate and Graduate
Activity Type:	LEC
Maximum Hours To Be Earned:	3
Cross-Listed:	N/A
Change Effective:	Spring 2012 (201260)
First Term Offered:	Spring 2012 (201260)
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	N/A
Abbreviated Course Title:	Feature Ed Wrtg
UCC Decision:	<b>Approved</b>
Notes:	<b>Be sure addition is made to pg. 204, under "For Undergraduates and Graduates."</b> Proposal to add course to Graduate Catalog (2010-11) pg. 45, coming soon. Course was actually taught under a different Course # in Spring 2011.

**32. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE ADDITION</b> , MCOM 4010, Web Media Design, Add

	to pg. 203 of Undergraduate Catalog (2010-11).
<b>Proposed Course Description:</b>	
<b>4010. WEB MEDIA DESIGN. 3Cr.</b> Exploration and acquisition of interactive web media development techniques. Lecture and lab. Prerequisite: MCOM 2010 and MCOM 3052, or MCOM 3054, or MCOM 3051, or permission of instructor.	
Credit Hours:	3
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	3
Cross-Listed:	N/A
Change Effective:	Spring 2012 (201260)
First Term Offered:	Spring 2012 (201260)
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	N/A
Abbreviated Course Title:	N/A
UCC Decision:	<b>Approved</b>
Notes:	Course was actually taught under a different Course # in Spring 2011.

**33. THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE ADDITION, MCOM 4030, Investigative Journalism, Add to pg. 204 of Undergraduate Catalog (2010-11). Be sure addition is made to pg. 204, under "For Undergraduates and Graduates."</b>
<b>Proposed Course Description:</b>	
<b>4030. INVESTIGATIVE JOURNALISM. 3Cr.</b> Investigating and in-depth reporting/writing on single topics such as crime, corporate malfeasance, political corruption and institutional neglect; print, Web and electronic media styles and formats. Prerequisites: MCOM 3030.	
Credit Hours:	3
Current Level:	Undergraduate and Graduate
Activity Type:	LEC
Maximum Hours To Be Earned:	3
Cross-Listed:	N/A
Change Effective:	Spring 2012 (201260)
First Term Offered:	Spring 2012 (201260)

Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	N/A
Abbreviated Course Title:	Investigative Journ
UCC Decision:	<b>Approved</b>
Notes:	<b>Be sure addition is made to pg. 204, under "For Undergraduates and Graduates."</b> Proposal to add course to Graduate Catalog (2010-11) pg. 45, coming soon. Course was actually taught under a different Course # in Fall 2011.

34. **THE DEPARTMENT OF MASS COMMUNICATIONS** requests:

Presenter:	B. Kauffman
Action:	<b>COURSE ADDITION</b> , MCOM 4055, Mobile Media Design, Add to pg. 203 of Undergraduate Catalog (2010-11).
<b>Proposed Course Description:</b>	
<b>4055. MOBILE MEDIA DESIGN. 3Cr.</b> Interactive media publishing, focusing on the establishment of an effective mobile presence through design, development, and management of mobile Web media. Lecture and lab. Prerequisites: MCOM 2010 and MCOM 4010 or permission of instructor.	
Credit Hours:	3
Current Level:	Undergraduate
Activity Type:	LEC and LAB
Maximum Hours To Be Earned:	3
Cross-Listed:	N/A
Change Effective:	Spring 2012 (201260)
First Term Offered:	Spring 2012 (201260)
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	N/A
Abbreviated Course Title:	N/A
UCC Decision:	<b>Approved</b>
Notes:	Course was actually taught under a different Course # in Summer I, 2011.

35. **THE DEPARTMENT OF HEALTH STUDIES** requests:

Presenter:	J. Dolecheck
Action:	<b>COURSE CHANGE</b> , AHSC 2000, Medical Terminology, Undergraduate Catalog (2010-11) pg. 158. Change to Variable Credit hours (2-3cr.) and Change Course Description.

<b>Current Course Description:</b>	
<p><b>2000. MEDICAL TERMINOLOGY. 2 cr.</b> Origin of words and principles of their construction. Definitions of medical terms, diseases, syndromes, and procedures are stressed. (Formerly AHSC 330)</p>	
<b>Proposed Course Description:</b>	
<p><b>2000. MEDICAL TERMINOLOGY. 2-3 cr.</b> Origin of words and principles of their construction. Definitions of medical terms, diseases, syndromes and application of terms in clinical practice are stressed. Overview of anatomy and physiology and application to each system is reviewed.</p>	
Credit Hours:	2-3
Current Level:	Undergraduate
Activity Type:	
Maximum Hours To Be Earned:	3
Cross-Listed:	N/A
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	Variable
Variable Range:	2-3
Abbreviated Course Title:	Med Term
UCC Decision:	<b>Approved</b>
Notes:	

**36. THE DEPARTMENT OF HEALTH STUDIES** requests:

Presenter:	J. Dolecheck
Action:	<b>CATALOG CHANGE</b> , Undergraduate Catalog (2010-11) pg. 158. Change to Variable Credit hours (2-3cr.) and Change Course Description of AHSC 2000.
<b>Current Catalog Material:</b>	
<p><b>2000. MEDICAL TERMINOLOGY. 2 cr.</b> Origin of words and principles of their construction. Definitions of medical terms, diseases, syndromes, and procedures are stressed. (Formerly AHSC 330)</p>	
<b>Proposed Catalog Material:</b>	
<p><b>2000. MEDICAL TERMINOLOGY. 2-3 cr.</b> Origin of words and principles of their construction. Definitions of medical terms, diseases, syndromes and application of terms in clinical practice are stressed. Overview of anatomy and physiology and application to each system is reviewed.</p>	
Credit Hours:	2-3
Current Level:	Undergraduate
Activity Type:	



Maximum Hours To Be Earned:	3
Cross-Listed:	N/A
Change Effective:	Spring 2012 (201260)
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	Variable
Variable Range:	2-3
Abbreviated Course Title:	Med Term
UCC Decision:	<b>Approved</b>
Notes:	

## **Addendum**

Following items were discussed at the meeting:

1. The ULM Core Competencies Proposal for Adoption of new common core curriculum was discussed again.

- It was determined by the UCC that #4 of the "Core Curriculum Guidelines" should be eliminated, as it may disrupt smooth transfer of 2+2 students.
- It was motioned, seconded and then approved that a survey be sent out to the whole of the ULM faculty allowing them to vote for one of the following:
  - a. The Old ULM Common Core Curriculum
  - b. The New ULM Common Core Curriculum
  - c. The New ULM Common Core Curriculum, with Amendments made by Administration requiring English Literature.
- Lon Smith will construct the survey with assistance in "word-smithing" from Johanna Boulton, Donna Luse and Dara Engler.
- Once decided upon, the UCC will create the necessary paperwork to change the ULM Common Core Curriculum in the catalog.