Program Request - Abbreviated Template
University of Utah
BA / BS Communication
02/14/2012

Section I: Request

The Department of Communication at the University of Utah is requesting a consolidation of its 2 current majors (BA/BS Mass Communication and BA/BS Speech Communication), into 1 major (BA/BS Communication; see attachment A for current and proposed curriculum). The Department is collapsing the current ten narrowly defined sequences into three sequences and increasing the required number of courses from 13 to 14.

Section II: Need

The consolidation of the two current degrees into one degree reflects fundamental changes in the discipline of Communication, the Department of Communication faculty, as well as adapting to the needs of students. In 1972, the former Departments of Journalism and Speech Communication were merged to form the present Department of Communication, thus creating one of the first (if not the first) fully integrated academic units in the nation. Originally, all of the degree programs maintained the designation of journalism and mass communication or speech communication at the bachelor’s and master’s levels, though the Ph.D. degree was in Communication from the time of the Department’s inception in 1972. Over time, the separate designations at the master’s level disappeared, leaving only the mass communication and speech communication curriculum and degree distinctions at the undergraduate level. Given the faculty’s decision not to seek continued ACEJMC accreditation two years ago -- consistent with a growing trend among major Research I institutions -- the faculty was free for the first time to fully explore the potential of a truly integrated curriculum.

The Communication faculty engaged in more than a year of systematic data collection, involving alumni and professional interviews, student feedback, and a review of curriculum trends across the nation as it considered how to best meet the needs of students. Technological innovation, the impact of the Internet, and the increased availability of information and connections to others has obfuscated the traditional separation of Mass and Speech Communication. For example, concepts in Interpersonal Communication (Speech) would apply to people using Facebook, a mass medium. Concepts in Organizational Communication (Speech) would apply to Integrated Marketing (Mass) and both could be distributed on the web (New Media).

While the single major provides a symbolic commitment to the study of all aspects of communication, collapsing the current 10 narrowly defined sequences into three sequences and increasing the required number of courses from 13 to 14 allows students to take and faculty to teach courses in all areas of Communication and better reflects the integrated world in which people communicate. The single undergraduate major will offer increased flexibility to students wishing to fully benefit from the breadth of Utah’s integrated curriculum.

Students will be able to focus their studies within the general interdisciplinary program designated as Communication Studies, or pursue more concentrated sequences in Strategic Communication (for careers in public relations, advertising, and integrated marketing) or Journalism (for careers in online, broadcast, and print journalism). These changes should result in programs of study for all of our students, regardless of their academic and professional interests that prepare them for the challenges of tomorrow.
Section III: Institutional Impact

The Department of Communication does not anticipate any negative effects on enrollments within the Department or enrollments at other state institutions. The new curriculum reorganizes the Department’s existing course offerings, offering students increased flexibility while still retaining the academic rigor of the previous structure. One potential benefit of the new curriculum is that even with the increase of one required course within the major, students should be able to decrease their time to graduation. The previous 10 sequences often produced “bottleneck” courses and slowed down student progress when the final course in a sequence was only taught once a year.

Section IV: Finances

The Department of Communication does not anticipate any costs or savings associated with this change. The changes simply repackage the current course offerings. The single major and curriculum reorganization will be attractive to current students, and may result in increased student demand for the major.

Appendix A

Proposed Curriculum Reorganization

COMMUNICATION MAJOR
14 courses – effective Fall 2012
You must pass all Communication courses with a grade C or better.
Communication Studies
A general, interdisciplinary course of study in communication -- interpersonal, organizational, rhetorical, cultural, science/health/environmental, new media, and mass communication.

**Required - Choose 4 courses**
1270 Analysis of Argument
2110 Intro Interpersonal Comm.
3050 Theoretical Perspectives in Comm
3315 Comm Science, Health, Environ
3405 Rhetoric & Persuasion
3415 Cultural Communication
3505 Living in a Media World

**Choose 10 Electives**
You may choose any Communication course. One MUST be a 5000-level course

See Career & Interest Guidelines for help in choosing electives.

NOTE: Students interested in media careers are strongly recommended to take COMM 5300, Mass Comm Law.

Strategic Communication
Public relations, advertising, integrated marketing.

**Required 5 courses**
1610 Intro to News Writing (WTG 2010)
3505 Living in a Media World
3550 Prin. of Visual Comm
4580 Strateig Comm Theory & Practice
5300 Mass Comm Law (3505)

**Choose 3 courses**
One MUST be 4590 or 5580.
3580, Strategic Comm, Special Topics
3610, Internship
3670, Principles of Advertising
3680, Adv. Media Analysis/Plan. (3670)
4590, Wig for Strategic Comm (1610)
(4580)
5580, PR Cases & Campaigns (3505, 1610, 4580)
5590, Integrated Marketing Comm.

**Choose 1 course**
3710, Intro to Quant. (QI)
5710, Comm Research (3710 or equiv.) (QI)

**Choose 1 course**
1270 Analysis of Argument
2110 Intro Interpersonal Comm.
3050 Theoretical Perspec. in Comm
3405 Rhetoric & Persuasion
3415 Cultural Communication
3315 Comm Science, Health, Environ

**Choose 4 courses**
You may choose any Communication course. One MUST be 5000-level course.

Journalism
On-line, broadcast, print journalism.

**Required 5 courses**
1610 Intro to News Writing (WTG 2010)
3505 Living in a Media World
3550 Prin. of Visual Comm
3555 Convergence Journalism (1610 & 3550)
5300 Mass Comm Law (3505)

**Choose 3, at least 1 from each list**

**WRITING/REPORTING**
3520, Radio Journalism (1610) (CW)
3600, Editing Process (WTG 2010) (CW)
3660, Intermediate Reporting (1610) (CW)
4520, TV Journalism (1610, 3555 or 3560)
4610, Magazine Writing (1610) (CW)

**VISUAL**
2530, Photojournalism (1535 or 3555)
3530, Adv. Photography (1535)
3560, Video Production I (3550)
4570, Visual Editing (3550)
5550, Digital Imaging (3550)
5555, Doc. Photography (1535 or equivalent)
5770, Communication Design, Special Topics

**Required 1 course**
4670, Specialty Reporting (1610) (CW)
(Students must first take one of the following:
3520, 3600, 3660, 4520, or 4610)
(4670 may be taken 3X for credit if different topic.)

**Choose 1 course**
3610, Internship
3620, Editorial Conference
3570, Newsbreak (3560, or instr. permission)

**Choose 4 courses**
You may choose any Communication course. One MUST be 5000-level course.

Teaching Speech in High School
Media Studies Minor
Documentary Studies Minor
Peace & Conflict Minor

Fall 2012 Class Schedule
Curriculum Guide

University Catalog, Communication
# Current Communication Curriculum

## Department of Communication
Mass Communication Degree – Effective August 24, 2009

### 1. Mass Comm Core

Take all three courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1500</td>
<td>Intro to Mass Comm</td>
</tr>
<tr>
<td>3550</td>
<td>Prin. of Visual Comm</td>
</tr>
<tr>
<td>5300</td>
<td>Mass Comm Law</td>
</tr>
</tbody>
</table>

*COMMS 300 ONLINE from BYU does NOT fulfill this requirement. Effective August 1, 2007.

### 2. Electives

Choose four courses

You may choose any Communication course 2000-level and above, or 1530, OR 1535, that you do not use to fulfill the Core or Sequence requirements. Please note: Choose either COMM 1530 or COMM 1535; you cannot count both toward degree completion.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM ________</td>
<td>_________</td>
</tr>
</tbody>
</table>

One MUST be a 5000-level course.

Any 5000-level COMM course.

**NOTE:** A course can fulfill only one Department of

### 3. Choose One Sequence

#### A. Journalism Sequence

**Required 2 courses**

- 1610, Intro to News Writing (WTG 2010)
- 3555, Convergence Journalism (1610 & 3550)

**Choose 3 courses, at least one from each list**

**WRITING/REPORTING**

- 3520, Radio Journalism (1610) (CW)
- 3600, Editing Process (1610) (CW)
- 3660, Intermediate Reporting (1610) (CW)
- 4520, TV Journalism (1610, 3555 or 3560)
- 4610, Magazine Writing (1610) (CW)
- 4670, Speciality Reporting (1610) (CW) (repeatable for credit)

**VISUAL**

- 2530, Photojournalism (1530 or 3555)
- 3530, Adv. Photography (1530 or 2530)
- 3550, Digital Imaging (3550)
- 3555, Doc. Photography (1530 or equivalent)
- 5770, Communication Design, Special Topics

**Choose 1 course**

- 3160, Internship
- 3620, Editorial Conference
- 3570, Newsbreak (3560, or instr. permission)

#### B. New Media Sequence

**Required 3 courses**

- 3510, Intro to Web Design (3550)
- 3560, Video Production I (3550)
- 3640, Writing for New Media (WTG 2010)

**Choose 1 course**

- 4550, Dev. in New Media (1500) (CW)

#### C. Strategic Comm. Sequence

**Required 2 courses**

- 1610, Intro News Writing (WTG 2010)
- 4580, Strategic Comm. Theory & Practice

**Choose 3 courses**

**One MUST be 4590 or 5580.**

- 3580, Strategic Comm, Special Topics
- 3610, Internship
- 3670, Principles of Advertising
- 3680, Adv. Media Analysis/Plan. (3670)
- 4590, Wtg for Strategic Comm (1500, 4580)
- 5580, PR Cases & Campaigns (1500, 4580, 4590)
- 5590, Integrated Marketing Comm.

**Choose 1 course**

- 3710, Intro to Quant. (QI)
- 5710, Comm Research (3710 or equiv.) (QI)

#### D. General Sequence

**Required 3 courses**

- 1500, Intro to Mass Comm
- 3550, Prin. of Visual Comm
- 5300, Mass Comm Law

**Choose 1 course**

- 1610, Intro News Writing (WTG 2010)
- 3500, Writing for Entertain. Media (CW)
- 3640, New Media Writing (WTG 2010)

**Choose 9 Communication courses.**

- Two MUST be 5000-level, Seven must be COMM 2000-level or higher.

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**NOTE:**

A course can fulfill only one Department of
Communication graduation requirement, although it can fulfill a University or General Education requirement, too.

Updated 6/14/10

Department of Communication
Speech Communication Degree

All students must complete a sequence listed below. Sequence requirements consist of “Required Courses” and “Electives,” for a total of thirteen (13) courses required for graduation.

“Electives” may be any course in the Communication Dept. See the back of this sheet for Suggested Electives. Prerequisites are listed in parentheses. (Effective Fall 2009)

<table>
<thead>
<tr>
<th>Argumentation &amp; Conflict Sequence</th>
<th>Communication &amp; Culture Sequence</th>
<th>Interpersonal Sequence</th>
<th>Organizational Comm Sequence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required three courses:</strong></td>
<td><strong>Required 4 courses:</strong></td>
<td><strong>Required three courses:</strong></td>
<td><strong>Required</strong></td>
</tr>
<tr>
<td>1270 Analysis of Argument (HF, QB)</td>
<td>3050 Theoretical Persp Comm (DV)</td>
<td>2110 Interpersonal Comm (HF)</td>
<td>3170 Org Communication</td>
</tr>
<tr>
<td>3050 Theoretical Persp Comm</td>
<td>3190 Intercultural Comm (HF)</td>
<td>3050 Theoretical Persp Comm</td>
<td>Choose two courses:</td>
</tr>
<tr>
<td>3150 Arg. Conflict &amp; Dialogue</td>
<td>3420 Performance &amp; Culture (HF)</td>
<td>3110 Interpersonal Comm (2110)</td>
<td>1270 Analysis of Argument (HF, QB)</td>
</tr>
<tr>
<td>Choose one:</td>
<td>3460 Comm Criticism (HF, CW)</td>
<td>Choose one:</td>
<td>2110 Interpersonal Comm (HF)</td>
</tr>
<tr>
<td>2110 Interpersonal Comm. (HF)</td>
<td>Choose one:</td>
<td>1270 Analysis of Argument (HF, QB)</td>
<td>3170 Org Comm</td>
</tr>
<tr>
<td>3170 Org Communication</td>
<td>2110 Interpersonal Comm (HF)</td>
<td>Choose two courses:</td>
<td>3050 Theoretical Persp Comm</td>
</tr>
<tr>
<td>3420 Performance &amp; Culture (HF)</td>
<td>3490 Comm &amp; Public Issues</td>
<td>1270 Analysis of Argument (HF, QB)</td>
<td>3420 Performance &amp; Culture (HF)</td>
</tr>
<tr>
<td>Choose one:</td>
<td>Choose one:</td>
<td>3490 Comm &amp; Public Issues</td>
<td>3490 Comm &amp; Public Issues</td>
</tr>
<tr>
<td>3330 Negotiation &amp; Interview</td>
<td>1270 Analysis of Argument (HF, QB)</td>
<td>Choose one:</td>
<td>Choose two courses:</td>
</tr>
<tr>
<td>5150 Dialogue &amp; Cultural St.</td>
<td>3420 Performance &amp; Culture (HF)</td>
<td>3710 Quant. Comm Research (QI)</td>
<td>4170 Applied Org Comm (3170)</td>
</tr>
<tr>
<td>5320 Freedom of Expression</td>
<td>3490 Comm &amp; Public Issues</td>
<td>5710 Comm Research (3710 and equivalent) (QI)</td>
<td>5170 Issues Org Comm (3170)</td>
</tr>
<tr>
<td>Choose one:</td>
<td>Choose one:</td>
<td>Choose one:</td>
<td>5180 Sem: Org Comm (3170)</td>
</tr>
<tr>
<td>5270 Theories of Argument</td>
<td>3040 Comm &amp; Relationships</td>
<td>3110 Interpersonal Comm (2110)</td>
<td>Choose one course:</td>
</tr>
<tr>
<td>5340 Communication &amp; Law</td>
<td>3110 Interpersonal Comm (2110)</td>
<td>3120 Family Comm (2110) rec.</td>
<td>3710 Quant. Comm Research (QI)</td>
</tr>
<tr>
<td>5360 Environmental Comm</td>
<td>5140 Comm &amp; Aging</td>
<td>5140 Comm &amp; Aging</td>
<td>5710 Comm Research (3710 or equivalent) (QI)</td>
</tr>
<tr>
<td><strong>Choose 7 electives</strong></td>
<td>5160 Comm &amp; Emotion</td>
<td><strong>Choose 7 electives</strong></td>
<td><strong>Choose one course:</strong></td>
</tr>
<tr>
<td></td>
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<td></td>
<td>3710 Quant. Comm Research (QI)</td>
</tr>
</tbody>
</table>

Choose 7 electives

Choose 7 electives

Choose one course:

3710 Quant. Comm Research (QI)
### Teaching & Training Sequence

**Required 4 courses:**
- 1270 Analysis of Argument (HF, QB)
- 2110 Interpersonal Comm (HF)
- 3050 Theoretical Persp Comm
- 5010 Teaching Speech & Com (CW)

**Choose one:**
- 3270 Forensics Lab
- 4270 Forensics Practicum (CW)
- 5060 Teaching Mentorship

**Electives, choose 8 courses**

### General Sequence

**Choose three courses:**
- 1270 Analysis of Argument (HF, QB)
- 2110 Interpersonal Comm (HF)
- 3050 Theoretical Persp Comm
- 3170 Org Communication
- 3420 Performance & Culture (HF)
- 3490 Comm & Public Issues

**Choose two 5000-level courses:**

**Electives, choose 8 courses**

#### Suggested Electives by Sequence

<table>
<thead>
<tr>
<th>Argumentation &amp; Conflict</th>
<th>Communication &amp; Culture</th>
<th>Interpersonal</th>
<th>Organizational Comm.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Suggested Electives, choose 7</strong></td>
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<td><strong>Suggested Electives, choose 7</strong></td>
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<tr>
<td>3180 Comm &amp; Social Behav (HF)</td>
<td>2210 Intro Performance St.</td>
<td>3070 Comm &amp; Gender (DV)</td>
<td>2120 Group Decision Making</td>
</tr>
<tr>
<td>3200 Persuasion Th. &amp; Prac. (CW)</td>
<td>3030 Comm &amp; Social Resp. (HF, CW)</td>
<td>3110 Interpersonal (2110)</td>
<td>3030 Comm &amp; Social Resp (HF, CW)</td>
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<tr>
<td>3270 Forensics Lab</td>
<td>3070 Comm &amp; Gender (DV)</td>
<td>3120 Family Comm (2110 rec.)</td>
<td>3190 Intercultural (DV)</td>
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<tr>
<td>3330 Neg &amp; Interviewing</td>
<td>3180 Comm &amp; Social Behav. (HF)</td>
<td>3170 Org Comm</td>
<td>3330 Negotiation &amp; Interview</td>
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<tr>
<td>3460 Comm Criticism (HF, CW)</td>
<td>3410 Literature in Perform. (HF)</td>
<td>3180 Comm &amp; Social Behav. (HF)</td>
<td>5120 Teamwork</td>
</tr>
<tr>
<td>3490 Comm &amp; Public Issues</td>
<td>3490 Comm &amp; Public Issues</td>
<td>3190 Intercultural (DV)</td>
<td>5140 Comm &amp; Aging</td>
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<tr>
<td>4270 Forensics Practicum (CW)</td>
<td>5140 Comm &amp; Aging</td>
<td>3330 Negotiation &amp; Interview</td>
<td>5150 Dialogue and Culture St.</td>
</tr>
<tr>
<td>5120 Teamwork</td>
<td>5150 Dialogue &amp; Cultural St.</td>
<td>5120 Teamwork</td>
<td>5160 Comm &amp; Emotion</td>
</tr>
<tr>
<td>5150 Dialogue &amp; Cultural St.</td>
<td>5200 Persuasion &amp; Political</td>
<td>5140 Comm &amp; Aging</td>
<td>5350 Ethics</td>
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<tr>
<td>5200 Persuasion &amp; Political</td>
<td>5150 Dialogue &amp; Cultural St.</td>
<td>5150 Dialogue and Culture St.</td>
<td>5150 Dialogue &amp; Cultural</td>
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<tr>
<td>5270 Theories of Argument</td>
<td>5200 Persuasion &amp; Political C.</td>
<td>5160 Comm &amp; Emotion</td>
<td>3510 Intro Web Design</td>
</tr>
<tr>
<td>5320 Freedom of Expression</td>
<td>5350 Ethical Practices in C.</td>
<td>5540 Media &amp; Diversity (DV)</td>
<td>3550 (3550)</td>
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<tr>
<td>5340 Comm &amp; Law</td>
<td>5360 Environmental Comm</td>
<td></td>
<td>3670 Prin. of Advertising</td>
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<tr>
<td>5360 Environmental Comm</td>
<td>5360 Environmental Comm</td>
<td></td>
<td>3680 Advertising Media Analysis &amp; Planning</td>
</tr>
<tr>
<td>5420 Contemp. Social Mov.</td>
<td>5490 Comm &amp; Social</td>
<td></td>
<td>4580 Strategic Comm</td>
</tr>
<tr>
<td>5490 Comm &amp; Social</td>
<td></td>
<td></td>
<td>5150 Dialogue &amp; Cultural</td>
</tr>
</tbody>
</table>
| Justice  
5540 Media & Ethnicity (DV) | 5640 Comm Tech & Culture  
5650 Videogames Studies (3550) | St.  
5180 Sem: Org Comm (3170)  
5200 Persuasion & Political  
5360 Environmental Comm  
5590 Integrated Marketing C. |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Teaching &amp; Training</td>
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</tbody>
</table>

**Suggested Electives, choose 8**
1020 Public Speaking  
2120 Group Decision Making  
3330 Negotiation & Interview  
3270 Forensics Lab  
3420 Performance & Culture (HF)  
3460 Comm Criticism (HF, CW)  
4270 Forensics Practicum (CW)