

**DEGREE/PROGRAM CHANGE
FORM C**

Fields marked with * are required

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Initiator's Rank / Title*

Academic Advisor: Communication &

Journalism

Faculty Contact* John Oetzel

Administrative Contact*

Mary Bibeau

Department* Communication & Journalism

Division Arts & Sciences

Program BA in Communication

Branch Main

Proposed effective term:

Semester

Fall ▼

Year

2008 ▼

Course Information

Select Appropriate Program

Undergraduate Degree Program ▼

CIP Code

Name of New or Existing Program

* BA in Communication

Catalog Page Number

167

Select Category

Concentration ▼

Degree Type

BA

Select Action

Revision ▼

Exact Title and Requirements as they should appear in the catalog.

See current catalog for format within the respective college (enter text below or upload a doc/pdf file)

[Communication Major-2008.doc](#)

This Change affects other departmental program/branch campuses

Reason(s) for Request * (enter text below or upload a doc/pdf file)

The Communication & Journalism faculty believes that the Mass Media concentration fits better into the Communication major than in the Mass Communication major. It is more theoretical and critical and therefore fits the study of communication more than it goes with the advertising and broadcast sequences. It is also not part of the accreditation for journalism and mass communication. Therefore, it would fit better with communication.

Statements to address budgetary and Faculty Load Implications and Long-range planning

* (enter text below or upload a doc/pdf file)

There will be no long range implications since the courses are already being taught and the faculty has been teaching them.

Communication Major

To earn a degree in Communication, students must complete 36 credits in departmental courses, including 101, 300, 301, 332 or 333, and 400. Twenty-one of the required 36 credits must be taken in courses 300 level or above. Students must complete 101 with a C or better before being admitted as majors. 101 is a prerequisite for 300 and 301; 300 and 301 must be completed before taking 400.

Communication majors must also complete 9 credits in one of the concentrations in the department—intercultural communication, interpersonal communication, organizational communication, and public communication. **The first course in the sequence—noted in bold type—is required.** Students may select the remaining 6 units from the other courses in the concentration. Courses within the concentration may be taken in any order.

Intercultural Communication

314 Intercultural Communication

318 Language, Thought and Behavior

320 Mediation

323 Nonverbal Communication

413 Studies in Intercultural Communication

469 Multiculturalism, Gender and Media

Interpersonal Communication

221 Interpersonal Communication

318 Language, Thought and Behavior

320 Mediation

323 Nonverbal Communication

344 Interviewing

421 Interpersonal Communication Analysis

Mass Media

461 Media Criticism

268 Media Theories

335 Sociology of Mass Communication

365 History of the Media

465 Mass Media Ethics

467 Mass Communication: International Perspectives

469 Multiculturalism, Gender, and Media

Organizational Communication

340 Communication in Organizations

225 Small Group Communication

314 Intercultural Communication

344 Interviewing

443 Current Developments in Organizational Communication

446 Organizational Analysis and Training

Public Communication

337 Rhetorical Theory

327 Persuasive Communication

331 Argumentation

334 Political Communication

335 Rhetoric of Dissent

435 Legal Communication