

**DEGREE/PROGRAM CHANGE
FORM C**

Fields marked with * are required

Name of Initiator: Mary Bibeau **Email:*** mlbibeau@unm.edu **Date:*** 03-19-08
Phone Number:* 505 277-1903 Initiator's Rank / Title* Academic Advisor: Communication & Journalism
Faculty Contact* John Oetzel Administrative Contact* Mary Bibeau
Department* Communication & Journalism
Division Arts & Sciences **Program**
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 * Bachelor of Arts in Mass Communication
Catalog Page Number 137 Select Category Concentration ▼ Degree Type BA
Select Action Deletion ▼

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)

[Mass 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)

We are moving the mass media concentration back to the communication major. It fits better with the communication major because it is a criticism concentration. It is also not part of the accreditation package for the journalism and mass communication side.

Statements to address budgetary and Faculty Load Implications and Long-range planning * (enter text below or upload a doc/pdf file)

Same courses, same faculty, same students. Only different degree. It should make no difference in budetary or faculty load.

Mass Communication Major

To earn a degree in Mass Communication, students must complete 36 hours of course work, 27 hours in required courses and 9 hours in electives. All Mass Communication majors must complete the following core requirements: 110, 171, 269, 327 and 465, as well as Stat 145 Introduction to Statistics. Majors must have 80 hours outside the department, with no fewer than 65 hours in the basic liberal arts.

Mass Communication majors must also complete 12 hours in one of the concentrations—advertising or public relations. The courses should be taken in order.

Advertising

- 380 Introduction to Advertising
- 381 Advertising Media Planning
- 384 Advertising Copy Writing
- 482 Advertising Campaigns

Public Relations

- 281 Writing for Public Relations
- 385 Introduction to Public Relations
- 485 Public Relations Case Studies
- 489 Public Relations Campaigns