

**DEGREE/PROGRAM CHANGE  
FORM C**

**Fields marked with \* are required**

**Name of Initiator:** Mary Bibeau      **Email:\*** [mlbibeau@unm.edu](mailto:mlbibeau@unm.edu)      **Date:\*** 04-10-08  
**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**      Mass Communication  
**Branch**      Main

Proposed effective term:

Semester      Spring ▼      Year      2009 ▼

**Course Information**

Select Appropriate Program      Undergraduate Degree Program ▼      CIP Code  
Name of New or Existing Program      \* BA Mass Communication  
Catalog Page Number      167      Select Category      Degree ▼      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)

[Mass Communication Major-add\\_stats\[1\].doc](#)

**This Change affects other departmental program/branch campuses**

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

Many advertising departments require statistics already. It is used in both advertising and statistics frequently. Many of our students take statistics as part of their core requirements. There should be no major impact on them.

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

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

Since many of our students already take statistics, there should be no impact on the course load or faculty load in the mathematics department. We hae discussed this with the math department.

## **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 **and Stat 145 Introduction to Statistics. Majors must take 80 or more semester hours in courses outside the department, with no fewer than 65 semester hourx in the basic liberal and sciences.**

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

### **Advertising**

380 Introduction to Advertising  
381 Advertising Media Planning  
384 Advertising Creative  
482 Advertising Campaigns

### **Public Relations**

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