

COLLEGE OF COMMUNICATION AND INFORMATION

Effective Fall 2022

SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

COURSES

ADD COURSE

ADPR 216 Special Topics in Advertising and Public Relations (1-3)

Detailed study of a specialized area of advertising and public relations.

Rationale: This course enables the School to run special, contemporary topics classes to better prepare students for dynamic industries. Impact on other units: None. Financial impact: None.

ADD COURSE

ADPR 265 Communicating in a Diverse and Global Society (3)

This course empowers students to become effective communicators in an increasingly diverse and global society. The course will examine aspects of inclusion, diversity, and equity as well as the roles DEI plays in societal interactions and messaging across platforms and organizations.

Rationale: This course better prepares students to communicate with diverse audiences. Impact on other units: None. Financial impact: None.

ADD COURSE

ADPR 316 Special Topics in Advertising and Public Relations (1-3)

Detailed study of a specialized area of advertising and public relations.

Rationale: This course enables the School to run special, contemporary topics classes to better prepare students for dynamic industries. Impact on other units: None. Financial impact: None.

REVISE TITLE AND DESCRIPTION, REMOVE REGISTRATION RESTRICTION

ADPR 375 Integrating Communication Channels (3)

Provides students interested in advertising, marketing, and public relations with an introduction to the dynamic world of paid, earned, shared, and owned media. *Students will learn the concepts, theories and strategies used to connect with audiences/publics in the traditional and emerging media channels that they use.*

Formerly: ADPR 375 Managing Connections (3).

Managing Connections provides students interested in advertising, marketing, and public relations with an introduction to the dynamic world of paid, earned, shared, and owned media. Students will learn the concepts, theories and strategies used to connect with audiences/publics in the traditional and emerging media channels that they use.

Registration Restriction(s): Advertising or public relations majors or minors

Rationale: Title and description change will better reflect course content. By dropping the major/minor restriction we can make this course more accessible to students across the university Impact on other units: None. Financial impact: None.

ADD COURSE

ADPR 415/515 Social Media Analytics (3)

This course enables students to grasp the requisite analytics tools to leverage social media data. The course will introduce tools such as engagement analytics, sentiment analysis, topic modeling, social network analysis, identification of influencers and evaluation of social media strategy.

Rationale: This course better prepares students to enter the workplace and use data-driven approaches to strategy. Impact on other units: None. Financial impact: None.

ADD COURSE

ADPR 416 Special Topics in Advertising and Public Relations (1-3)

Detailed study of a specialized area of advertising and public relations.

Rationale: This course enables the School to run special, contemporary topics classes to better prepare students for dynamic industries. Impact on other units: None. Financial impact: None.

REVISE TITLE

PBRL 310 Public Relations Design (3)

Formerly: PBRL 310 Advertising and Public Relations Design (3)

Rationale: The name change and description better reflect the content of the course and reduces confusion for majors as to which section they need to take (advertising OR public relations 310). Impact on other units: None. Financial impact: None.

REVISE TITLE

PBRL 340R Public Relations Research (3)

Formerly: PBRL 340R Advertising and Public Relations Research (3)

Rationale: The name change and description better reflect the content of the course and reduces confusion for majors as to which section they need to take (advertising OR public relations 340). Impact on other units: None. Financial impact: None.

SCHOOL OF INFORMATION SCIENCES

COURSES

REVISE TITLE AND DESCRIPTION

INSC 499 Professional Experience (3)

Translate knowledge into practice through a practicum, internship or other supervised work experience at a departmentally approved employer. May take place off or on campus.

Formerly: Practicum

Translate knowledge into practice under guidance of qualified information professionals.

Rationale: For precision and enhanced accuracy of course content. Impact on other units: None. Financial Impact: None.

Note: This would be a low-impact change with a deadline of December 1 because the revisions are for clarification and do not indicate substantial change to the course content or impact enrollment.

SCHOOL OF JOURNALISM AND ELECTRONIC MEDIA

COURSES

ADD COURSE

JREM 416 Audience Analytics (3)

This course provides an understanding of the main theoretical concepts as well as analytical tools used to measure and understand audience behaviors across digital media platforms. Students will learn how to translate audience data into insights and actions to drive positive organizational and monetary growth. The importance of audience diversity and inclusion will also be covered.

Rationale: An understanding of audience analytics is now critical in the fields of journalism and electronic media. It is now expected that even journalists have a degree of familiarity with analytics to understand how audiences are reacting to their stories. Impact on other units: None. Financial impact: None. Note: This is a mid-impact change; it is a new course but is not seeking general education or experience learning approval.

ADD COURSE

JREM 419 Communicating with Data (3)

Students will use a variety of tools and software to acquire and analyze data to produce news stories and data visualizations. Also, student will learn data and programming concepts related to new media and emerging technologies. This course will provide students with hands-on experience collecting, analyzing and interpreting data.

Rationale: Journalists are now often asked to use and analyze data for storytelling purposes. They are also now being asked to present such data in a simplified and visually accurate manner for their stories. Impact on other units: None. Financial impact: None.

Note: This is a mid-impact change; it is a new course but is not seeking general education or experience learning approval.

COLLEGE OF COMMUNICATION AND INFORMATION

PROGRAMS

REVISE REQUIREMENTS

Requirements for the Communication and Information Exploratory Major

Students in the exploratory major should meet with an advisor each term to select courses best suited for their intended career path.	Term 1
	CCI 150
	ENGL 101*
	Natural Sciences Elective* or Quantitative Reasoning Elective* or Social Sciences Elective*
	Term 2
	ENGL 102*
	Term 3
	MATH 125*, MATH 141*, or Quantitative Reasoning Elective*
	ADVT 250 or CMST 201 or JREM 175 or PBRL 270 or INSC 201

* Meets University ~~General Education~~ Volunteer Core Requirement.

Rationale: The addition of Volunteer Core requirements would allow students to select courses based on their areas of interest while also allowing them to meet University and CCI degree requirements. The addition of a foundations course in information sciences allows all majors in the College of Communication and Information to be represented. The deletion of MATH 125 and MATH 141 represents changes that Information Sciences major made to their degree requirements. Impact on other units: Little impact as students would need to take Volunteer Core courses. Financial Impact: Little impact as students would need to take Volunteer Core courses. The inclusion of INSC 201 would have a positive financial impact to the School of Information Sciences.

SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

PROGRAMS

REVISE REQUIREMENTS

Requirements for the Bachelor of Science in Communication – Advertising Major

Term 1	Hours	Milestone Notes
⁴Arts and Sciences Elective	3	Natural Sciences Elective*
CCI 150	3	
ENGL 101* or ENGL 118*	3	
PSYC 110* or PSYC 117*	3	
²⁻¹ Intermediate Foreign Language*	3	
³⁻² Natural Sciences Electives*	3-4	
Term 2		
ANTH 130* or ANTH 137*	3	ENGL 101* or ENGL 118*
CMST 210*, CMST 217*, CMST 240* or CMST 247*	3	
ENGL 102*	3	
²⁻¹ Intermediate Foreign Language*	3	
⁴⁻³ Quantitative Reasoning Elective*	3-4	
³⁻² Natural Sciences Elective*	4	
Term 3		
ADVT 250*	3	CCI 150
ECON 201* or ECON 207*	4	
MATH 115* or STAT 201* or STAT 207*	3	
⁵English Literature Elective*	3	
⁶History Elective*	3	
⁴Arts and Humanities Elective*	3	
⁵College Elective	3	
Term 4		

ACCT 200 or ACCT 207	3	ADVT 250
PBRL 270*	3	
College or General Elective	3	2.0 cumulative GPA
⁵English Literature Elective*	3	
⁷Cultural Studies Elective*	3	
⁶Global Citizenship – US Focus Elective*	3	
⁷Engaged Inquiries Elective*	3	
Term 5		
⁸ADVT 310, ADVT 340R	6	ADVT 310, ADVT 340R
CMST 240* or CMST 247*	3	MATH 115* or STAT 201* or STAT 207*
MGT 201	3	
PSYC 110* or PSYC 117*	3	
⁹General Elective	3	
¹⁰Communicating through Writing Elective*	3	
Term 6		
⁸ADVT 350, ADVT 360, ADVT 380	7	No milestones
^{5,9}College or General Elective	3	
MARK 300	3	
MGT 300	3	
Term 7		
⁸ADVT 450*, ADVT 480	6	No milestones
^{5,9}College or General Elective	3	
PSYC 360	3	
⁹General Elective	3	
Term 8		
⁸ADVT 470	3	No milestones
College or General Elective	3	
¹⁰ College Elective	3	
⁹General Elective	1-3	
TOTAL	120	

⁴ Any course from the College of Arts and Sciences not currently required.

²⁻⁴ Six hours of the same intermediate foreign language.

³² Select two science courses from the University **General Education Volunteer Core** list. At least one course must be a 4-credit hour lab science.

⁴³ Choose from the University **General Education Volunteer Core** list.

⁴ Choose from the University Volunteer Core list.

⁵ Select two courses (6 hours) from advertising, advertising/public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations that is not currently required.

⁶ Choose from the University Volunteer Core list.

⁷ Choose from the University Volunteer Core list.

⁵ Chosen from ENGL 201* or ENGL 207*, ENGL 202* or ENGL 208*, ENGL 206*, ENGL 221*, ENGL 222*, ENGL 225*, ENGL 226*, ENGL 231* or ENGL 237*, ENGL 232* or ENGL 238*, ENGL 233*, ENGL 247* or ENGL 251*, ENGL 248* or ENGL 252*, ENGL 253* or ENGL 258*, ENGL 254*, ENGL 281*.

⁶ Select course from HIEU 241*, HIEU 242*, HIEU 247*, HIEU 248*; HIST 261*, HIST 262*, HIST 267*, HIST 268*.

⁷ Select one course from the following: AFST 235*, AFST 236*; ANTH 120* or ANTH 127*; HIEU 241*, HIEU 242*, HIEU 247*, HIEU 248*; HIST 261*, HIST 262*, HIST 267*, HIST 268*; HILA 255*, HILA 256*; MRST 201*, MRST 202*.

⁸ Students must earn a grade of C- or better in each of the following courses: ADVT 310, ADVT 340R, ADVT 350, ADVT 360, ADVT 380, ADVT 450, ADVT 470, ADVT 480.

⁹ Chosen from any course not taught in advertising, **advertising and public relations**, communication and information, **communication studies, information sciences, journalism and electronic media, or public relations**.

¹⁰ Choose from the University Volunteer Core list.

¹¹ Nine (9hrs) of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.

¹⁰ Any course from advertising, communication studies, information sciences, journalism and electronic media, or public relations that is not currently required.

*Meets University **General Education Volunteer Core** Requirement.

NOTE: Students must meet the University General Education Requirement for Communicating through Writing by selecting a course with a (WC) designation. This course may be from the major or from another discipline.

Rationale: Updated curriculum to align with Volunteer Core. Impact on other units: Little to none – the number of courses and the credit hours are not changing. The impact should be no different than previous curriculum. Financial impact: Little to none – the number of courses and the credit hours are not changing. The impact should be no different than previous curriculum.

REVISE REQUIREMENTS

Requirements for the Bachelor of Science in Communication – Public Relations Major

Term 1	Hours	Milestone Notes
4 Arts and Sciences Elective	3	Natural Sciences Elective*
CCI 150	3	
ENGL 101* or ENGL 118*	3	
PSYC 110* or PSYC 117*	3	
²⁻¹ Intermediate Foreign Language*	3	
³⁻² Natural Sciences Elective*	4	
Term 2		
ANTH 130* or ANTH 137*	3	ENGL 101* or ENGL 118*
ENGL 102*	3	
²⁻¹ Intermediate Foreign Language*	3	
4-3 Quantitative Reasoning Elective*	3-4	
3-2 Natural Sciences Elective*	3-4	
4 General Elective	3	
Term 3		
ECON 201* or ECON 207*	4	CCI 150
5 English Literature Elective*	3	
6 History Elective*	3	
PBRL 270*	3	
MATH 115* or STAT 201* or STAT 207*	3	
5 Arts and Humanities Elective*	3	
6 Global Citizenship – US Focus Elective*	3	
Term 4		
ACCT 200 or ACCT 207	3	PBRL 270
ADVT 250	3	2.0 cumulative GPA
5 English Literature Elective*	3	
7 Cultural Studies Elective*	3	
JREM 200*	3	
7 College Elective	3	
8 Engaged Inquiries Elective*	3	
Term 5		
CMST 210*, CMST 217*, CMST 240* or CMST 247*	3	JREM 200*
MGT 201	3	MATH 115* or STAT 201* or STAT 207*
8 ⁸ PBRL 310, PBRL 340R	6	
PSYC 110* or PSYC 117*	3	
9 General Elective	3	
Term 6		
4,7 ^{9,40} College or General Electives	6	No milestones
MARK 300	3	
8 ⁸ PBRL 320, PBRL 370, PBRL 380	7	
Term 7		
9 ⁷ College Elective	3	No milestones
4 ⁴⁰ General Elective	3	
8 ⁸ PBRL 420	3	
8 ⁸ PBRL 470*	3	
PSYC 360	3	
Term 8		
4,7 ^{9,40} College or General Elective	3	No milestones
8 ⁸ PBRL 400	3	
4 ⁴⁰ General Electives	4-6	

TOTAL	120
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- ~~4 Any course from the College of Arts and Sciences not already required.~~
- ¹ Six hours of the same intermediate foreign language.
- ² Select two science courses from the University **General Education Volunteer Core** list. At least one course must be a 4-credit hour lab science.
- ³ Choose from the University **General Education Volunteer Core** list.
- ⁴ Chosen from any course not taught in advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations.
- ⁵ Choose from the University Volunteer Core list.
- ⁶ Choose from the University Volunteer Core list.
- ⁷ Select two courses (6 hours) from advertising, advertising/public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations.
- ⁸ Choose from the University Volunteer Core list.
- ⁵ Chosen from ENGL 201* or ENGL 207*, ENGL 202* or ENGL 208*, ENGL 206*, ENGL 221*, ENGL 222*, ENGL 225*, ENGL 226*, ENGL 231* or ENGL 237*, ENGL 232* or ENGL 238*, ENGL 233*, ENGL 247* or ENGL 251*, ENGL 248* or ENGL 252*, ENGL 253* or ENGL 258*, ENGL 254*, ENGL 281*.
- ⁶ Select course from HIEU 241*, HIEU 242*, HIEU 247*, HIEU 248*, HIST 261*, HIST 262*, HIST 267*, HIST 268*.
- ⁷ Select one course from the following: AFST 235*, AFST 236*; ANTH 120* or ANTH 127*; HIEU 241*, HIEU 242*, HIEU 247*, HIEU 248*; HIST 261*, HIST 262*, HIST 267*, HIST 268*; HILA 255*, HILA 256*; MRST 201*, MRST 202*.
- ⁸ Students must earn a grade of C- or better in each of the following courses: PBRL 310, PBRL 320, PBRL 340R, PBRL 370, PBRL 380, PBRL 400, PBRL 420, PBRL 470.
- ¹⁰ 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.
- ⁹ ~~Select one course (3 hours) from advertising, communication studies, information sciences, journalism and electronic media, or public relations.~~
- ¹⁰ ~~Any course not taught in advertising, communication and information, journalism and electronic media, or public relations.~~

* Meets University **General Education Volunteer Core** Requirement.

Rationale: Updated curriculum to align with Volunteer Core. Impact on other units: Little to none – the number of courses and the credit hours are not changing. The impact should be no different than previous curriculum. Financial impact: Little to none – the number of courses and the credit hours are not changing. The impact should be no different than previous curriculum.

ADD PROGRAM

Advertising Major, BS in Communication – Five-Year BS/MS Program

The department offers especially qualified students a Five-Year BS/MS program with a BS major in Advertising and an MS major in Communication and Information. The primary component of the program is that a qualified student may take up to 9 credit hours of approved graduate courses for their senior undergraduate electives and have them count toward both the BS degree and the MS degree. This program is designed for students pursuing their MS degree at UTK. Other universities may not accept these courses for graduate credit since they were used to satisfy requirements for the BS degree. Qualifications for admission to the program are:

- Students must have an overall GPA of at least 3.4 to be admitted to the program.
- Conditional admission may be granted after completing 64 hours of required coursework while full admission is granted after completing 96 hours of required coursework with a minimum overall GPA of 3.4 in required coursework.
- Students must at least have conditional admission before taking graduate courses for both their bachelor's and master's degrees.
- All courses taken for graduate credit must be approved by the departmental chair of the program. Students admitted to the dual program must submit the Senior Requesting Graduate Credit Form to the Graduate School to receive graduate credit. Students admitted to the dual program must also follow the normal procedure for admission to Graduate School for the MS degree.
- Admission of students into this program must be approved by the department and the Graduate School.

RATIONALE: The MS concentration allows advertising undergraduate majors from the School of Advertising and Public Relations to earn an MS with one additional year of coursework. The dual enrollment option gives excellent students the ability to conditionally enter the Graduate School during their last 30 hours and begin graduate coursework for dual credits, at the undergraduate and graduate levels. All of the content courses already exist. The concentration operates within the constraints of extended college resources; it also addresses strategic priorities of the university to increase graduate enrollment. By offering the dual admission option, this may further increase graduate enrollment. Impact on other units: None. Financial impact: None.

ADD PROGRAM

Public Relations Major, BS in Communication – Five-Year BS/MS Program

The department offers especially qualified students a Five-Year BS/MS program with a BS major in Public Relations and an MS major in Communication and Information. The primary component of the program is that a qualified student may take up to 9 credit hours of approved graduate courses for their senior undergraduate electives and have them count toward both the BS degree and the MS degree. This program is designed for students pursuing their MS degree at UTK. Other universities may not accept these courses for graduate credit since they were used to satisfy requirements for the BS degree. Qualifications for admission to the program are:

- Students must have an overall GPA of at least 3.4 to be admitted to the program.
- Conditional admission may be granted after completing 64 hours of required coursework while full admission is granted after completing 96 hours of required coursework with a minimum overall GPA of 3.4 in required coursework.
- Students must at least have conditional admission before taking graduate courses for both their bachelor's and master's degrees.
- All courses taken for graduate credit must be approved by the departmental chair of the program. Students admitted to the dual program must submit the Senior Requesting Graduate Credit Form to the Graduate School to receive graduate credit. Students admitted to the dual program must also follow the normal procedure for admission to Graduate School for the MS degree.
- Admission of students into this program must be approved by the department and the Graduate School.

RATIONALE: The MS concentration allows public relations undergraduate majors from the School of Advertising and Public Relations to earn an MS with one additional year of coursework. The dual enrollment option gives excellent students the ability to conditionally enter the Graduate School during their last 30 hours and begin graduate coursework for dual credits, at the undergraduate and graduate levels. All of the content courses already exist. The concentration operates within the constraints of extended college resources; it also addresses strategic priorities of the university to increase graduate enrollment. By offering the dual admission option, this may further increase graduate enrollment. Impact on other units: None. Financial impact: None.

SCHOOL OF COMMUNICATION STUDIES

PROGRAMS

REVISE REQUIREMENTS

Requirements for the Bachelor of Arts in Communication – Communication Studies Major

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*	3	12 hours, 2.0 GPA
¹ Natural Sciences Electives*	4	
² Quantitative Reasoning Elective*	3	
³ Engaged Inquiries Elective* Social Sciences Elective*	3	
⁴ Expanded Perspectives Elective* ³ Unrestricted Elective	3	
Term 2		
²⁵ Arts and Humanities Elective*	3	ENGL 101* or ENGL 118*
ENGL 102*	3	
¹ Natural Sciences Elective*	3	
PSYC 110* or PSYC 117*	3	
¹³ Unrestricted Elective	2	
Term 3		
CMST 201 or CMST 207	3	Natural Sciences* or Social Sciences* Elective
²⁶ CMST 210*, CMST 217*, CMST 240*, or CMST 247*	3	
⁷ Global Citizenship US or International Focus Elective*	3	
⁴Cultural Studies Elective*	3	
^{6 8} Intermediate Foreign Language*	3	
MATH 115*, STAT 201*, or STAT 207*	3	
Term 4		
⁶⁹Written Communication Elective Advanced Composition Elective*	3	CMST 210*, CMST 217*, CMST 240*, CMST 247*, or CMST 250* with a grade of C– or better
²Arts and Humanities Elective* ⁴ Expanded Perspectives Elective*	3	
²⁶ CMST 210*, CMST 217*, CMST 240*, CMST 247* or CMST 250	3	
⁷Global Citizenship US or International Focus Elective*	3	
⁴Cultural Studies Elective*	3	

⁵ Intermediate Foreign Language*	3	
Term 5		
CMST 352	3	CMST 201 with a grade of C– or better
CMST 312 or CMST 342	3	
⁸⁻¹⁰ College Elective	3	
⁹⁻¹¹ Concentration Elective	3	
⁹ Unrestricted Elective- ³ Engaged Inquiries Elective*	3	
Term 6		
CMST 260 and CMST 356	6	No milestones
CMST 312 or CMST 342	3	
⁹⁻¹¹ Concentration Elective	3	
¹³ Unrestricted Elective	3	
Term 7		
^{40 12} CMST Upper-division Content Courses	6	No milestones
⁸⁻¹⁰ College Elective	3	
^{9 11} Concentration Elective	3	
¹³ Unrestricted Elective- ³ Engaged Inquiries Elective*	3	
Term 8		
CMST 499	3	No milestones
^{40 12} CMST Upper-division Content Courses	3	
^{9 11} Concentration Elective	3	
¹³ Unrestricted Electives	6	
TOTAL	120	

¹ Select two science courses (7 hours) Choose from the Natural Science University General Education Volunteer Core list. At least one of the courses must have a laboratory be a 4-credit hour lab sciences.

² Chosen Choose from the Quantitative Reasoning University General Education Volunteer Core list.

³ Any courses not already required for the major. Choose from the Engaged Inquiries Volunteer Core list.

⁴ Select any two courses from AFST 235*, AFST 236*; ANTH 120*, ANTH 127*; GLBS 250*; HIEU 241* or HIEU 247*, HIEU 242* or HIEU 248*; HILA 255*, HILA 256*; HIST 261* or HIST 267*, HIST 262* or HIST 268*; LAC 251*, LAC 252*; MRST 201*, MRST 202*; MFLL 200*; REST 101*, REST 102*; SOCI 250*; UNHO 277*, UNHO 278*. Choose from the Arts and Humanities (AH), Applied Arts and Humanities (AAH), Social Sciences (SS), and Global Citizenship (GC) Volunteer Core lists.

⁵ Six hours of the same intermediate foreign language. Choose from the Arts and Humanities Volunteer Core list.

⁶ Chosen from ENGL 255* or 257*, ENGL 295*, ENGL 355* or ENGL 357*, ENGL 360*, ENGL 455*, JREM 200. Choose two of the three speaking-emphasis classes listed.

⁷ Choose two of the three speaking-emphasis classes listed. Choose one course from the following: Global Citizenship-US and Global Citizenship-International Focus Volunteer Core list.

⁸ Two courses (six hours) chosen from advertising, communication and information, communication studies, information sciences, journalism and electronic media, and/or public relations. Six hours of the same intermediate foreign language.

⁹ Four courses (12 hours, at least 6 hours must be at the 300-400-level). These courses may be used to complete minor may be a combination of classes from all departments except Advertising, Communication and Information, Communication Studies, Counselor Education, First Year Studies, Information Sciences, Journalism and Electronic Media, Physical Education, Public Relations. Choose from Written Communication Volunteer Core list. Sample options include ENGL 255* or ENGL 257*, ENGL 295*, ENGL 355* or ENGL 357*, ENGL 360*, ENGL 455*; JREM 200* among others.

¹⁰ Select three courses from CMST 300, CMST 400, CMST 410, CMST 412, CMST 414, CMST 416, CMST 419, CMST 426, CMST 429, CMST 442, CMST 444, CMST 446, CMST 449, and CMST 491. No more than 3 hours each of CMST 300 and CMST 491 may be counted toward the major; additional hours beyond the required 9 hours may be counted as College Electives or Unrestricted Electives. Choose two courses (6 hours) from advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, and/or public relations.

¹¹ Four courses (12 hours, at least 6 hours must be at the 300-400 level). These courses may be used to complete a minor or may be a combination of classes from all departments except Advertising, Advertising and Public Relations, Communication and Information, Communication Studies, Counselor Education, First Year Studies, Information Sciences, Journalism and Electronic Media, Physical Education, and Public Relations.

¹² Choose three courses from CMST 300, CMST 400, CMST 410, CMST 412, CMST 414, CMST 416, CMST 419, CMST 426, CMST 429, CMST 442, CMST 444, CMST 446, CMST 449, and CMST 491. No more than 3 hours each of CMST 300 and CMST 491 may be counted toward the major; additional hours beyond the required 9 hours may be counted as College Electives or Unrestricted Electives.

¹³ Choose from any courses not already required for the major.

*Meets University General Education Volunteer Core Requirement.

REVISE REQUIREMENTS

Communication Studies Major, BA in Communication – Honors Program

Term 1	Hours	Milestone Notes
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ENGL 101*, ENGL 118* or ENGL 198*	3	12 hours, 3.0 GPA
¹ Natural Sciences Electives*	4	
² Quantitative Reasoning Elective*	3	
³ Engaged Inquiries Elective* Social Sciences Elective*	3	
⁴ Expanded Perspectives Elective* ³Unrestricted Elective	23	
Term 2		
²⁵ Arts and Humanities Elective*	3	ENGL 101*, ENGL 118* or ENGL 198*
ENGL 102* or ENGL 298*	3	Natural Sciences* or Social Sciences* Elective
¹ Natural Sciences Elective*	3	
PSYC 110* or PSYC 117 *	3	
CMST 201 or CMST 207	3	
Term 3		
⁴ Expanded Perspectives Elective ² Arts and Humanities Elective*	3	CMST 201 or CMST 207 with a grade of C– or better
CMST 210*, CMST 217*, CMST 240* or CMST 247*	3	
⁸ Global Citizenship US or International Focus Elective* ⁴Cultural Studies Elective*	3	
⁶⁻⁸ Intermediate Foreign Language*	3	
MATH 115*, STAT 201*, or STAT 207*	3	
Term 4		
CMST 210*, CMST 217*, CMST 240* or CMST 247*, or CMST 250*	3	CMST 210*, CMST 217*, CMST 240*, CMST 247*, or CMST 250* with a grade of C– or better
CMST 312, CMST 342	6	
⁸ Global Citizenship US or International Focus Elective* ⁴Cultural Studies Elective*	3	
⁶⁻⁸ Intermediate Foreign Language*	3	
Term 5		
⁶⁻⁷ Written Communication Elective Advanced Composition Elective*	3	CMST 312 or CMST 342 with a grade of C– or better
CMST 352, CMST 487	6	
⁷⁻⁹ College Elective	3	
³Unrestricted Elective ³Engaged Inquiries Elective*	3	
Term 6		
CMST 260, CMST 356, CMST 487	9	No milestones
⁸⁻¹⁰ Concentration Elective	3	
¹¹ Unrestricted Electives	3	
Term 7		
CMST 487, CMST 497, CMST 499	9	No milestones
⁷⁻⁹ College Elective	3	
⁸Unrestricted Elective ³Engaged Inquiries Elective*	3	
Term 8		
CMST 498	3	No milestones
⁸⁻¹⁰ Concentration Elective	3	
¹¹ Unrestricted Electives	9	
TOTAL	120	

¹ Select two science courses (7 hours) from the ~~Natural Science Volunteer Core or Chancellor's Honors Program General Education~~ list. At least one of the courses must have a laboratory.

² Chosen from the ~~University Quantitative Reasoning Volunteer Core or Chancellor's Honors Program General Education~~ list.

³ ~~Any courses not already required for the major.~~ Choose from the Engaged Inquiries Volunteer Core list.

⁴ ~~Select any two courses from AFST 235*, AFST 236*, ANTH 120*, ANTH 127*, GLBS 250*, HIEU 241* or HIEU 247*, HIEU 242* or HIEU 248*, HILA 255*, HILA 256*, HIST 261* or HIST 267*, HIST 262* or HIST 268*, LAC 251*, LAC 252*, MRST 201*, MRST 202*, MFLL 200*, REST 101*, REST 102*, SOCI 250*, UNHO 277*, UNHO 278*.~~ Choose from the Arts and Humanities (AH), Applied Arts and Humanities (AAH), Social Sciences (SS), and Global Citizenship (GC) Volunteer Core lists.

⁵ ~~Six hours of the same intermediate foreign language.~~ Choose from the Arts and Humanities Volunteer Core list.

⁶ ~~Chosen from ENGL 257*, ENGL 295*, ENGL 357*, ENGL 360*, ENGL 455*, JREM 200*.~~ Six hours of the same intermediate foreign language.

⁷ ~~Two courses (6 hours) chosen from advertising, communication and information, communication studies, information sciences, journalism and electronic media, or public relations.~~ CMST 392 may be counted toward this requirement. Choose from Written Communication Volunteer Core list. Sample options include ENGL 255* or ENGL 257*, ENGL 295*, ENGL 355* or ENGL 357*, ENGL 360*, ENGL 455*, and JREM 200*, among others.

⁸ ~~Two courses (6 hours taken at the 300-400 level).~~ These courses may be used to complete a minor or may be a combination of classes from all departments except Counselor Education, First Year Studies and Physical Education. Choose one course from

The following: Global Citizenship-US and Global Citizenship-International Focus Volunteer Core list.

⁹ Two courses (6 hours) chosen from advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, and/or public relations. CMST 392 may be counted toward this requirement.

¹⁰ Two courses (6 hours taken at the 300-400 level). These courses may be used to complete a minor or may be a combination of classes from all departments except Advertising, Advertising and Public Relations, Communication and Information, Communication Studies, Counselor Education, First Year Studies, Information Sciences, Journalism and Electronic Media, Physical Education, and Public Relations.

¹¹ Choose from any courses not already required for the major.

* Meets University ~~General Education~~ Volunteer Core Requirement.

SCHOOL OF INFORMATION SCIENCES

PROGRAMS

REVISE TEXT AND REQUIREMENTS

Information Sciences Minor

~~The minor in Information sciences complements majors in many fields, including liberal arts and sciences, engineering, applied life sciences, commerce, business administration, education, and human ecology. Students electing the minor learn about the concerns the impact of data, information, and information technology on society, individuals, and organizations, and society. They acquire information and technology literacy skills enabling them to know how and where to find information, how to use it strategically, and how to design information containers and access systems in a variety of settings. Students also learn how policies governing access and control of information resources are set and how policies affect organizations, individuals, and society as a whole. Other aspects of information and information use that are addressed in the minor include, but are not limited to, the ethical use of information; intellectual property rights; plagiarism; privacy vs. the right to know; and equity of access to information. Knowledge areas include information ethics; information representation, organization, and retrieval; user experience; and information technology.~~

Students interested in the minor are encouraged to contact the ~~director of the~~ School of Information Sciences for ~~guidance and~~ more information.

Minor Requirements:

The minor consists of 18 hours. ~~Prerequisite requirements and registration restrictions may apply for some courses.~~

Complete: ~~9 hours of the following:~~

- INSC 201 - Foundations of Information Sciences
- INSC 210 - Foundations of Information Technology
- INSC 311 - User-Centered Design

Complete 9 additional hours from the ~~list below following courses, with at least six of the hours completed at the 400-level:~~

- CCI 150 - Communication in an Information Age
- ~~• Any INSC courses not listed above. Students must complete at least two INSC 400-level courses (six credit hours) to earn the minor in information sciences.~~
- INSC 102 - Introduction to Computers
- INSC 220 - Information Search
- INSC 305 - Internet & Society
- INSC 360 - Programming for Information Applications
- INSC 380 - Information Management in Organizations
- INSC 384 - Database Design
- INSC 430 - Foundations of User Experience
- INSC 435 - Usability Testing and Methods
- INSC 436 - Analytics and Metrics for User Experience
- INSC 439 - Interfaces and Interaction Design
- INSC 450 - Writing About Science and Medicine*
- INSC 484 - Database Applications
- INSC 486 - Data Analytics
- INSC 489 - Information Visualization
- INSC 493 - Independent Project or Research
- INSC 495 - Special Topics

*** Meets University Volunteer Core Requirement**

Rationale: The description reflected content for previously required and elective courses for the former Information Studies and Technology Minor for catalog years 2018-2019, 2017-2018, and 2016-2017. Description revised for precision and to more accurately reflect current IS Minor curriculum. Requirements re-organized, but were not revised. This was done to provide more clarity on requirements and specificity on courses from which to choose. Impact on other units: None. Financial Impact: None.

ADD PROGRAM

Program Learning Outcomes for the minor:

- 1) Students will understand and be able to explain user experience and user-centered design concepts, principles and models.
- 2) Students will demonstrate knowledge of user research methods and theories in conducting and evaluating usability tests, and designing user interfaces.

User Experience Design Minor

The User Experience Minor is open to undergraduate students interested in incorporating user-centered design skills and knowledge into their studies. Students will learn about user experience research, and develop skills to conduct usability tests, analyze usability metrics, and design effective user-centered interfaces. The minor is open to students pursuing an undergraduate degree in any major at the University of Tennessee. The minor consists of 15 credit hours.

Complete

- INSC 311 - User-Centered Design
- INSC 430 - Foundations of User Experience
- INSC 435 - Usability Testing and Methods
- INSC 436 - Analytics and Metrics for User Experience
- INSC 439 - Interfaces and Interaction Design

Rationale: This minor provides opportunities for students to develop skills and knowledge in user experience. User research, user-centered design, and usability is complimentary to disciplines outside of the major. Impact on other units: None. Financial impact: None. These are existing courses taught in the School of Information Sciences.

REVISE PROGRAM

Requirements for the Bachelor of Science in Information Sciences

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*	3	12 hours, GPA 2.0
¹ Arts and Humanities Elective*	3	
² Natural Sciences Electives*	3-4	
CCI 150	3	
SOCI 110 or PSYC 110*	3	
Term 2		
ENGL 102*	3	ENGL 101* or ENGL 118*
PHIL 244 ¹ Expanded Perspectives Elective*	3	
MATH 125*, MATH 141* or MATH 147 ¹ Quantitative Reasoning Elective*	3-4	
² Natural Sciences Elective*	3-4	
³Intermediate Foreign Language ¹ Global Citizenship – US Focus Elective*	3	
Term 3		
SOCI 250 ¹ Expanded Perspectives Elective*	3	COSC 400 ² Quantitative Reasoning* or Natural Sciences Elective*
ECON 201 ⁴ Unrestricted Elective	43	
COSC 400 ² 111	3	
³Intermediate Foreign Language ¹ Global Citizenship – International Focus Elective*	3	
STAT 201* or STAT 207*	3	
Term 4		
INSC 450 ¹ Written Communication Elective*	3	GPA 2.50
COSC 402	3	
CMST 210* or CMST 240*	3	STAT 201* or STAT 207*
³Unrestricted Electives Engaged Inquiries Elective	63	
³⁴Unrestricted Electives	6	
Term 5		
INSC 201	3	INSC 201
INSC 210	3	

INSC 311	3	
⁵ College Elective	3	
⁴Unrestricted Elective ¹ Applied Oral Communication Elective*	3	
Term 6		
INSC 360	3	No milestones
⁶ INSC Elective	3	
INSC 380	3	
⁴ Unrestricted Electives	63	
³ Engaged Inquiries Electives	6	
Term 7		
⁵ College Elective	3	No milestones
⁶ INSC Electives	6	
INSC 380	3	
⁴ Unrestricted Electives	63	
Term 8		
⁶ INSC Electives	9	No milestones
INSC 493, INSC 495, or INSC 499	3	
⁴ Unrestricted Elective	0-43	
TOTAL	120	

¹ ~~Chosen~~Select courses from the University ~~General Education~~Volunteer Core list.

² Select two courses from the University ~~General Education~~Volunteer Core list. At least one of the courses must have a laboratory.

³ ~~Six hours of the same intermediate foreign language.~~ Select three courses from the University Volunteer Core list from at least two subject areas.

⁴ Any courses not already required for the major.

⁵ Two courses chosen from advertising, ~~advertising and public relations~~, communication and information, communication studies, journalism and electronic media, and/or public relations. ~~JREM 410 and JREM 466 are highly recommended.~~

⁶ INSC courses not already required for the major. ~~Students may elect to take DATA 301 as an INSC elective.~~ Students must complete at least three INSC 400-level courses (nine credit hours) to earn the major in information sciences.

* Meets University ~~General Education~~Volunteer Core Requirement.

Rationale: Revised general education requirements to conform with Volunteer Core list. Footnote 1, 2, and 3 language revised accordingly. Removed SOCI 250 requirement due to new Volunteer Core categories, notably 6 credits of expanded perspectives electives. For computer science requirement, added COSC 111 as COSC 100 dropped, and removed COCS 102 as computer science requirement as course limited to majors; replaced with unrestricted elective. Moved INSC 380 to different term to more accurately reflect when students are likely to take course. Footnote 5 revised to include advertising and public relations courses for college electives requirement. Footnote 6 revised to include DATA 301 as an acceptable substitution for an INSC elective. Revised milestones to remove course no longer offered, revise course completion expectations and adjust expected GPA. Impact on other units: Financial Impact: None

REVISE PROGRAM

Requirements for the Bachelor of Science in Information Sciences – Data, Information Management, and Analytics Concentration

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*	3	12 hours, GPA 2.0
¹ Arts and Humanities Elective*	3	
² Natural Sciences Electives*	3-4	
CCI 150	3	
SOCI 110 or PSYC 110*	3	
Term 2		
ENGL 102*	3	ENGL 101* or ENGL 118*
PHIL 244 ¹ Expanded Perspectives Elective*	3	
MATH 125*, MATH 141* or MATH 147 ¹ Quantitative Reasoning Elective*	3-4	
² Natural Sciences Elective*	3-4	
³Intermediate Foreign Language ¹ Global Citizenship – US Focus Elective*	3	
Term 3		
SOCI 250 ¹ Expanded Perspectives Elective*	3	COSC 400 ² Quantitative Reasoning* or Natural Sciences Elective*
ECON 201 ⁴ Unrestricted Elective	43	
COSC 400 ² 111	3	
³Intermediate Foreign Language ¹ Global Citizenship – International Focus Elective*	3	

STAT 201* or STAT 207*	3	
Term 4		
INSC 450 ¹ Written Communication Elective*	3	GPA 2.60
COSC 102	3	
CMST 210* or CMST 240*	3	STAT 201* or STAT 207*
³Unrestricted Electives Engaged Inquiries Elective	63	
³⁴Unrestricted Electives	6	
Term 5		
INSC 201	3	INSC 201
INSC 210	3	
INSC 311	3	
⁵ College Elective	3	
⁴Unrestricted Elective ¹ Applied Oral Communication Elective*	3	
Term 6		
INSC 360	3	No milestones
INSC 384	3	
⁶ INSC Elective	3	
INSC 380	3	
⁴Unrestricted Electives	3	
³Engaged Inquiries Electives	6	
Term 7		
⁵ College Elective	3	No milestones
INSC 484	3	
INSC 486	3	
INSC 380	3	
⁴Unrestricted Electives	63	
Term 8		
INSC 489	3	No milestones
INSC 493, INSC 495, or INSC 499	3	
⁶ INSC Electives	6	
⁴Unrestricted Elective	0-13	
TOTAL	120	

¹ ~~Chosen~~Select courses from the University ~~General Education~~Volunteer Core list.

² Select two courses from the University ~~General Education~~Volunteer Core list. At least one of the courses must have a laboratory.

³ ~~Six hours of the same intermediate foreign language.~~ Select three courses from the University Volunteer Core list from at least two subject areas.

⁴ Any courses not already required for the major.

⁵ Two courses chosen from advertising, ~~advertising and public relations~~, communication and information, communication studies, journalism and electronic media, and/or public relations. ~~JREM 410 and JREM 466 are highly recommended.~~

⁶ INSC courses not already required for the major. Students may elect to take DATA 301 as an INSC elective.

* Meets University ~~General Education~~Volunteer Core Requirement.

Rationale: Revised general education requirements to conform with Volunteer Core list. Footnote 1, 2, and 3 language revised accordingly. Removed SOCI 250 requirement due to new Volunteer Core categories, notably 6 credits of expanded perspectives electives. For computer science requirement, added COSC 111 as COSC 100 dropped, and removed COCS 102 as computer science requirement as course limited to majors; replaced with unrestricted elective. Moved INSC 380 to different term to more accurately reflect when students are likely to take course. Footnote 5 revised to include advertising and public relations courses for college electives requirement. Footnote 6 revised to include DATA 301 as an acceptable substitution for an INSC elective. Revised milestones to remove course no longer offered, revise course completion expectations and adjust expected GPA. Impact on other units: Financial Impact: None

REVISE PROGRAM

Requirements for the Bachelor of Science in Information Sciences – User Experience Design (UXD) Concentration

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*	3	12 hours, GPA 2.0
¹ Arts and Humanities Elective*	3	
² Natural Sciences Electives*	3-4	
CCI 150	3	
SOCI 110 or PSYC 110*	3	
Term 2		

ENGL 102*	3	ENGL 101* or ENGL 118*
PHIL 244 ¹ Expanded Perspectives Elective*	3	
MATH 125*, MATH 141* or MATH 147 ¹ Quantitative Reasoning Elective*	3-4	
²Natural Sciences Elective*	3-4	
³Intermediate Foreign Language ¹ Global Citizenship – US Focus Elective*	3	
Term 3		
SOCI 250 ¹ Expanded Perspectives Elective*	3	COSC 100 ² Quantitative Reasoning* or Natural Sciences Elective*
ECON 201 ⁴ Unrestricted Elective	4 3	
COSC 100 ² 111	3	
³Intermediate Foreign Language ¹ Global Citizenship – International Focus Elective*	3	
STAT 201* or STAT 207*	3	
Term 4		
INSC 450 ¹ Written Communication Elective*	3	GPA 2.50
COSC 102	3	
CMST 210* or CMST 240*	3	STAT 201* or STAT 207*
³Unrestricted Electives Engaged Inquiries Elective	6 3	
³4 Unrestricted Electives	6	
Term 5		
INSC 201	3	INSC 201
INSC 210	3	
INSC 311	3	
⁵ College Elective	3	
⁴Unrestricted Elective ¹ Applied Oral Communication Elective*	3	
Term 6		
INSC 360	3	No milestones
INSC 430	3	
⁶ INSC Elective	3	
INSC 380	3	
⁴Unrestricted Electives	3	
³Engaged Inquiries Electives	6	
Term 7		
⁵ College Elective	3	No milestones
INSC 435	3	
INSC 436	3	
INSC 380	3	
⁴Unrestricted Electives	6 3	
Term 8		
INSC 439	3	No milestones
INSC 493, INSC 495, or INSC 499	3	
⁶ INSC Electives	6	
⁴Unrestricted Elective	0-13	
TOTAL	120	

¹ ~~Chosen~~Select courses from the University ~~General Education~~Volunteer Core list.

² Select two courses from the University ~~General Education~~Volunteer Core list. At least one of the courses must have a laboratory.

³ ~~Six hours of the same intermediate foreign language.~~ Select three courses from the University Volunteer Core list from at least two subject areas.

⁴ Any courses not already required for the major.

⁵ Two courses chosen from advertising, ~~advertising and public relations~~, communication and information, communication studies, journalism and electronic media, and/or public relations. ~~JREM 410 and JREM 466 are highly recommended.~~

⁶ INSC courses not already required for the major. Students may elect to take DATA 301 as an INSC elective.

* Meets University ~~General Education~~Volunteer Core Requirement.

Rationale: Revised general education requirements to conform with Volunteer Core list. Footnote 1, 2, and 3 language revised accordingly. Removed SOCI 250 requirement due to new Volunteer Core categories, notably 6 credits of expanded perspectives electives. For computer science requirement, added COSC 111 as COSC 100 dropped, and removed COCS 102 as computer science requirement as course limited to majors; replaced with unrestricted elective. Moved INSC 380 to different term to more accurately reflect when students are likely to take course. Footnote 5 revised to include advertising and public relations courses for college electives requirement. Footnote 6 revised to include DATA 301 as an acceptable substitution for an INSC elective. Revised

milestones to remove course no longer offered, revise course completion expectations and adjust expected GPA. Impact on other units: Financial Impact: None

SCHOOL OF JOURNALISM AND ELECTRONIC MEDIA

PROGRAMS

ADD PROGRAM

Program Learning Outcomes for the Digital Media Minor:

1. Students will develop skills that will allow them to be agile in facing emerging media.
2. Students will demonstrate knowledge and understanding of varied aspects of digital media.

Digital Media Minor

The Digital Media minor is designed for students who want to learn how to design, create, and successfully launch digital media content for such purposes as blogging, website development, and online marketing and promotions. The minor is well suited for students across varying disciplines who wish to have an effective digital presence for professional growth and/or an effective entrepreneurial initiative.

Requirements:

The Digital Media minor requires 15 credit hours of coursework:

- JREM 320 Media Marketing and Promotions or JREM 333 Media Editing (3hrs)
- JREM 330 Communication for Media (3hrs)
- JREM 331 Digital Content Creation (3hrs)
- JREM 416 Audience Analytics or JREM 422 Social Journalism (3hrs)
- JREM 441 Entrepreneurship in Journalism and Media (3hrs)

Rationale: This minor provides opportunities for students to develop skills and knowledge in digital media and is complimentary to disciplines outside of the major. Impact on other units: None. Financial impact: None. These are existing courses, with the exception of one new course, taught in the School of Journalism and Electronic Media.

ADD PROGRAM

Program Learning Outcomes for the Broadcast Meteorology Minor:

1. Students will demonstrate knowledge and understanding of geographic and journalism and electronic media principles.
2. Students will develop skills to research, write, produce, and effectively deliver meteorological stories on camera.

Broadcast Meteorology Minor

The Broadcast Meteorology minor is an interdisciplinary program between the Department of Geography and the School of Journalism and Electronic Media. Students will learn about meteorology, climatology, and weather forecasting, and develop skills to research, write, produce, and effectively deliver stories on camera.

Requirements:

The Broadcast Meteorology minor requires 20 hours of coursework.

Required Courses in Geography: GEOG 131 (4), GEOG 334 (4)

Required Courses in Journalism and Electronic Media: JREM 200 (3), JREM 230 (3)

Choose 1 out of: GEOG 331, GEOG 434, GEOG 453 (All courses 3 credit hrs)

Choose 1 out of: JREM 336, JREM 360, JREM 380, JREM 411, JREM 422 (All courses 3 credit hrs)

Rationale: Joining with the Department of Geography allows Geography and JREM students the opportunity to develop knowledge and skills related to broadcast meteorology. Impact on other units: None. Financial impact: Little. These are existing courses taught in both units.

REVISE PROGRAM

B.S. in Communication, Major in Journalism and Electronic Media

Beginning Fall 2022, students majoring in Journalism and Electronic Media will be required to select a concentration. Remove showcase without concentrations.

ADD PROGRAM

Program Learning Outcomes:

1. Students demonstrate professional skills in journalism and electronic media, skills sufficient to meet the expectations for entry-level jobs in the field.
2. Students demonstrate an understanding and facility with the core field knowledge provided through our required core of courses: introduction to journalism and creative media, multimedia writing, multimedia reporting or scriptwriting for creative works, media law and ethics, media and society/diversity.

Journalism and Electronic Media Major, BS in Communication – Creative Media Concentration

This concentration is designed for students interested in creative writing, producing, and directing for the entertainment world, including for television broadcasting and digital media. The School of Journalism and Electronic Media maintains relationships with major entertainment media companies that offer excellent opportunities to our students.

Requirements for the Bachelor of Science in Communication – Journalism and Electronic Media Major – Creative Media Concentration

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*, ENGL 131*, or ENGL 198*	3	Natural Sciences* or Quantitative Reasoning* Elective
JREM 175	3	
¹ Natural Sciences Electives*	3-4	
PSYC 110* or PSYC 117*	3	
² Quantitative Reasoning Electives*	3-4	
Term 2		
ENGL 102*, ENGL 132*, ENGL 290*, or ENGL 298*	3	ENGL 101*, ENGL 118*, ENGL 131*, or ENGL 198*
³ Arts and Sciences Elective	3	JREM 175
¹ Natural Sciences Electives*	3-4	
POLS 101*, POLS 102*, or POLS 107*	3	
² Quantitative Reasoning Electives*	3-4	
Term 3		
⁴ Arts and Humanities Elective	3	ENGL 102*, ENGL 132*, ENGL 290* or ENGL 298*
⁵ Global Citizenship – US Focus	3	Natural Sciences* or Quantitative Reasoning* Elective
ECON 201* or ECON 207*	4	JREM 200*
JREM 200*	3	
⁶ College Elective	3	
Term 4		
CMST 210*, CMST 217*, CMST 240*, or CMST 247*	3	JREM 220 or JREM 230
JREM 220 or JREM 230	3	
JREM 370*	3	
³ Arts and Sciences Elective	3	
⁷ Engaged Inquiries Elective*	3	
Term 5		
⁸ Journalism and Electronic Media Electives	6	Arts and Humanities elective*
⁹ Political Science Elective	3	
¹⁰ General Electives	6	
Term 6		
³ Arts and Sciences Elective	3	No milestones
⁸ Journalism and Electronic Media Electives	6	
JREM 367 or JREM 410	3	
¹⁰ General Electives	1-5	
Term 7		
JREM 466	3	No milestones
⁶ College Elective	3	
¹⁰ General Electives	3	
JREM 400, JREM 492	5	
Term 8		
³ Arts and Sciences Electives	6	No milestones
¹¹ JREM 489	3	
JREM 495	1	
JREM 499	3	
TOTAL	120	

¹ Select two science courses from the University Volunteer Core list. At least one course must be a lab science.

- ² Choose one course from MATH 113* or MATH 117*, MATH 115*, MATH 123*, MATH 125*, MATH 141* or MATH 147*, MATH 142* or MATH 148*, MATH 151*, MATH 152*; STAT 201* or STAT 207*. The second course can be chosen from the University Volunteer Core list.
- ³ Fifteen hours in the College of Arts and Sciences. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.
- ⁴ Choose one course from the University Volunteer Core list.
- ⁵ Choose one course from the University Volunteer Core list.
- ⁶ Six hours in the College of Communication and Information, including Journalism and Electronic Media.
- ⁷ Choose from the University Volunteer Core list.
- ⁸ Select four JREM courses from: Online and print media: JREM 380, JREM 390, JREM 414, JREM 415, JREM 422, JREM 441, JREM 494, JREM 498; Video and audio media: JREM 260, JREM 320, JREM 333, JREM 336, JREM 360, JREM 380, JREM 390, JREM 420, JREM 422, JREM 436, JREM 441, JREM 446, JREM 464, JREM 480, JREM 494, JREM 498.
- ⁹ Choose from any upper-division political science course.
- ¹⁰ Choose from any course not taught in advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.
- ¹¹ If JREM 489 cannot be taken, choose from JREM 400 level course not already required.

* Meets University Volunteer Core Requirement.

Rationale: Addition of four concentrations designed to guide students through the curriculum in a manner that prepares them to specialize in one of four areas in the industry. Impact on other units: None. Major and concentration courses taken within our college. Vol Core and general electives may be taken outside of the college. Financial impact: None. Number of courses and number of credit hours is not changing. Should be no different than previous major with no concentrations.

ADD PROGRAM

Program Learning Outcomes:

1. Students demonstrate professional skills in journalism and electronic media, skills sufficient to meet the expectations for entry-level jobs in the field.
2. Students demonstrate an understanding and facility with the core field knowledge provided through our required core of courses: introduction to journalism and creative media, multimedia writing, multimedia reporting or scriptwriting for creative works, media law and ethics, media and society/diversity.

Journalism and Electronic Media Major, BS in Communication – News Concentration

This concentration is designed for students interested in becoming news writers, reporters, anchors, editors, producers, or news directors for a variety of news media, including newspapers, magazines, television, radio, and online news sites.

Requirements for the Bachelor of Science in Communication – Journalism and Electronic Media Major – News Concentration

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*, ENGL 131*, or ENGL 198*	3	Natural Sciences* or Quantitative Reasoning* Elective
JREM 175	3	
¹ Natural Sciences Electives*	3-4	
PSYC 110* or PSYC 117*	3	
² Quantitative Reasoning Electives*	3-4	
Term 2		
ENGL 102*, ENGL 132*, ENGL 290*, or ENGL 298*	3	ENGL 101*, ENGL 118*, ENGL 131*, or ENGL 198*
³ Arts and Sciences Elective	3	JREM 175
¹ Natural Sciences Electives*	3-4	
POLS 101*, POLS 102*, or POLS 107*	3	
² Quantitative Reasoning Electives*	3-4	
Term 3		
⁴ Arts and Humanities Elective	3	ENGL 102*, ENGL 132*, ENGL 290* or ENGL 298*
⁵ Global Citizenship – US Focus	3	Natural Sciences* or Quantitative Reasoning* Elective
ECON 201* or ECON 207*	4	JREM 200*
JREM 200*	3	
⁶ College Elective	3	
Term 4		
CMST 210*, CMST 217*, CMST 240*, or CMST 247*	3	JREM 220 or JREM 230
JREM 230	3	
JREM 370*	3	

³ Arts and Sciences Elective	3	
⁷ Engaged Inquiries Elective*	3	
Term 5		
JREM 430	3	Arts and Humanities elective*
⁸ Journalism and Electronic Media Elective	3	
⁹ Political Science Elective	3	
¹⁰ General Electives	6	
Term 6		
³ Arts and Sciences Elective	3	No milestones
⁸ Journalism and Electronic Media Electives	6	
JREM 367 or JREM 410	3	
¹⁰ General Electives	1-5	
Term 7		
JREM 466	3	No milestones
⁶ College Elective	3	
¹⁰ General Electives	3	
JREM 400, JREM 492	5	
Term 8		
³ Arts and Sciences Electives	6	No milestones
⁸ Journalism and Electronic Media Elective	3	
JREM 495	1	
JREM 499	3	
TOTAL	120	

¹ Select two science courses from the University Volunteer Core list. At least one course must be a lab science.

² Choose one course from MATH 113* or MATH 117*, MATH 115*, MATH 123*, MATH 125*, MATH 141* or MATH 147*, MATH 142* or MATH 148*, MATH 151*, MATH 152*; STAT 201* or STAT 207*. The second course can be chosen from the University Volunteer Core list.

³ Fifteen hours in the College of Arts and Sciences. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.

⁴ Choose one course from the University Volunteer Core list.

⁵ Choose one course from the University Volunteer Core list.

⁶ Six hours in the College of Communication and Information, including Journalism and Electronic Media.

⁷ Choose from the University Volunteer Core list.

⁸ Select four JREM courses from: Online and print media: JREM 333, JREM 350, JREM 380, JREM 390, JREM 414, JREM 415, JREM 422, JREM 430, JREM 441, JREM 444, JREM 450, JREM 451, JREM 455, JREM 456, JREM 490, JREM 494, JREM 498; Video and audio media: JREM 320, JREM 333, JREM 336, JREM 350, JREM 360, JREM 380, JREM 390, JREM 411, JREM 420, JREM 422, JREM 436, JREM 441, JREM 446, JREM 460, JREM 480, JREM 494, JREM 498.

⁹ Choose from any upper-division political science course.

¹⁰ Choose from any course not taught in advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.

* Meets University Volunteer Core Requirement.

Rationale: Addition of four concentrations designed to guide students through the curriculum in a manner that prepares them to specialize in one of four areas in the industry. Impact on other units: None. Major and concentration courses taken within our college. Vol Core and general electives may be taken outside of the college. Financial impact: None. Number of courses and number of credit hours is not changing. Should be no different than previous major with no concentrations

ADD PROGRAM

Program Learning Outcomes:

1. Students demonstrate professional skills in journalism and electronic media, skills sufficient to meet the expectations for entry-level jobs in the field.
2. Students demonstrate an understanding and facility with the core field knowledge provided through our required core of courses: introduction to journalism and creative media, multimedia writing, multimedia reporting or scriptwriting for creative works, media law and ethics, media and society/diversity.

Journalism and Electronic Media Major, BS in Communication – Sports Communication Concentration

This concentration is designed for students interested in sports writing, reporting, programming, on-air talent, and production. The School of Journalism and Electronic Media maintains relationships with major sports media companies that offer excellent opportunities to our students.

Requirements for the Bachelor of Science in Communication – Journalism and Electronic Media Major – Sports Communication Concentration

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*, ENGL 131*, or ENGL 198*	3	Natural Sciences* or Quantitative Reasoning* Elective
JREM 175	3	
¹ Natural Sciences Electives*	3-4	
PSYC 110* or PSYC 117*	3	
² Quantitative Reasoning Electives*	3-4	
Term 2		
ENGL 102*, ENGL 132*, ENGL 290*, or ENGL 298*	3	ENGL 101*, ENGL 118*, ENGL 131*, or ENGL 198*
³ Arts and Sciences Elective	3	JREM 175
¹ Natural Sciences Electives*	3-4	
POLS 101*, POLS 102*, or POLS 107*	3	
² Quantitative Reasoning Electives*	3-4	
Term 3		
⁴ Arts and Humanities Elective	3	ENGL 102*, ENGL 132*, ENGL 290* or ENGL 298*
⁵ Global Citizenship – US Focus	3	Natural Sciences* or Quantitative Reasoning* Elective
ECON 201* or ECON 207*	4	JREM 200*
JREM 200*	3	
⁶ College Elective	3	
Term 4		
CMST 210*, CMST 217*, CMST 240*, or CMST 247*	3	JREM 220 or JREM 230
JREM 230	3	
JREM 370*	3	
³ Arts and Sciences Elective	3	
⁷ Engaged Inquiries Elective*	3	
Term 5		
JREM 375	3	Arts and Humanities elective*
⁸ Journalism and Electronic Media Elective	3	
⁹ Political Science Elective	3	
¹⁰ General Electives	6	
Term 6		
³ Arts and Sciences Elective	3	No milestones
JREM 464	3	
JREM 367 or JREM 410	3	
JREM 484	3	
¹⁰ General Electives	1-5	
Term 7		
JREM 466	3	No milestones
⁶ College Elective	3	
¹⁰ General Electives	3	
JREM 400, JREM 492	5	
Term 8		
³ Arts and Sciences Electives	6	No milestones
JREM 475	3	
JREM 495	1	
JREM 499	3	
TOTAL	120	

¹ Select two science courses from the University Volunteer Core list. At least one course must be a lab science.

² Choose one course from MATH 113* or MATH 117*, MATH 115*, MATH 123*, MATH 125*, MATH 141* or MATH 147*, MATH 142* or MATH 148*, MATH 151*, MATH 152*; STAT 201* or STAT 207*. The second course can be chosen from the University Volunteer Core list.

³ Fifteen hours in the College of Arts and Sciences. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.

⁴ Choose one course from the University Volunteer Core list.

⁵ Choose one course from the University Volunteer Core list.

⁶ Six hours in the College of Communication and Information, including Journalism and Electronic Media.

⁷ Choose from the University Volunteer Core list.

⁸ Select one JREM course (3hrs.) from: Online and print media: JREM 333, JREM 350, JREM 380, JREM 390, JREM 414, JREM 415, JREM 422, JREM 430, JREM 441, JREM 444, JREM 490, JREM 494, JREM 498; Video and audio media: JREM 320, JREM

333, JREM 336, JREM 360, JREM 380, JREM 390, JREM 411, JREM 420, JREM 422, JREM 436, JREM 441, JREM 446, JREM 460, JREM 480, JREM 494, JREM 498.

⁹ Choose from any upper-division political science course.

¹⁰ Choose from any course not taught in advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.

* Meets University Volunteer Core Requirement.

Rationale: Addition of four concentrations designed to guide students through the curriculum in a manner that prepares them to specialize in one of four areas in the industry. Impact on other units: None. Major and concentration courses taken within our college. Vol Core and general electives may be taken outside of the college. Financial impact: None. Number of courses and number of credit hours is not changing. Should be no different than previous major with no concentrations

ADD PROGRAM

Program Learning Outcomes:

1. Students demonstrate professional skills in journalism and electronic media, skills sufficient to meet the expectations for entry-level jobs in the field.
2. Students demonstrate an understanding and facility with the core field knowledge provided through our required core of courses: introduction to journalism and creative media, multimedia writing, multimedia reporting or scriptwriting for creative works, media law and ethics, media and society/diversity.

Journalism and Electronic Media Major, BS in Communication – Science Communication Concentration

This concentration is designed for students interested in producing specialized content in the areas of the hard sciences, agriculture, health, environment, and technology. The School of Journalism and Electronic Media is home to the Hill Chair of Excellence in Science Writing and hosts internationally known guest lecturers in science communication each year.

Requirements for the Bachelor of Science in Communication – Journalism and Electronic Media Major – Science Communication Concentration

Term 1	Hours	Milestone Notes
ENGL 101* or ENGL 118*, ENGL 131*, or ENGL 198*	3	Natural Sciences* or Quantitative Reasoning* Elective
JREM 175	3	
¹ Natural Sciences Electives*	3-4	
PSYC 110* or PSYC 117*	3	
² Quantitative Reasoning Electives*	3-4	
Term 2		
ENGL 102*, ENGL 132*, ENGL 290*, or ENGL 298*	3	ENGL 101*, ENGL 118*, ENGL 131*, or ENGL 198*
³ Arts and Sciences Elective	3	JREM 175
¹ Natural Sciences Electives*	3-4	
POLS 101*, POLS 102*, or POLS 107*	3	
² Quantitative Reasoning Electives*	3-4	
Term 3		
⁴ Arts and Humanities Elective	3	ENGL 102*, ENGL 132*, ENGL 290* or ENGL 298*
⁵ Global Citizenship – US Focus	3	Natural Sciences* or Quantitative Reasoning* Elective
ECON 201* or ECON 207*	4	JREM 200*
JREM 200*	3	
⁶ College Elective	3	
Term 4		
CMST 210*, CMST 217*, CMST 240*, or CMST 247*	3	JREM 220 or JREM 230
JREM 230	3	
JREM 370*	3	
³ Arts and Sciences Elective	3	
⁷ Engaged Inquiries Elective*	3	
Term 5		
⁸ Journalism and Electronic Media Electives	6	Arts and Humanities elective*
⁹ Political Science Elective	3	
¹⁰ General Electives	6	
Term 6		
³ Arts and Sciences Elective	3	No milestones
⁸ Journalism and Electronic Media Electives	6	

JREM 367 or JREM 410	3	
¹⁰ General Electives	1-5	
Term 7		
JREM 466	3	No milestones
⁶ College Elective	3	
¹⁰ General Electives	3	
JREM 400, JREM 492	5	
Term 8		
³ Arts and Sciences Electives	6	No milestones
⁸ Journalism and Electronic Media Elective	3	
JREM 495	1	
JREM 499	3	
TOTAL	120	

¹ Select two science courses from the University Volunteer Core list. At least one course must be a lab science.

² Choose one course from MATH 113* or MATH 117*, MATH 115*, MATH 123*, MATH 125*, MATH 141* or MATH 147*, MATH 142* or MATH 148*, MATH 151*, MATH 152*; STAT 201* or STAT 207*. The second course can be chosen from the University Volunteer Core list.

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⁴ Choose one course from the University Volunteer Core list.

⁵ Choose one course from the University Volunteer Core list.

⁶ Six hours in the College of Communication and Information, including Journalism and Electronic Media.

⁷ Choose from the University Volunteer Core list.

⁸ Select two JREM courses from: JREM 450, JREM 451, JREM 455, JREM 456. Select three JREM courses from:
Online and print media: JREM 333, JREM 350, JREM 380, JREM 390, JREM 414, JREM 415, JREM 422, JREM 430, JREM 441, JREM 450, JREM 451, JREM 455, JREM 456, JREM 490, JREM 494, JREM 498; Video and audio media: JREM 320, JREM 333, JREM 336, JREM 350, JREM 360, JREM 380, JREM 390, JREM 411, JREM 422, JREM 436, JREM 441, JREM 446, JREM 460, JREM 494, JREM 498.

⁹ Choose from any upper-division political science course.

¹⁰ Choose from any course not taught in advertising, advertising and public relations, communication and information, communication studies, information sciences, journalism and electronic media, or public relations. 9hrs of Engaged Inquiries electives are required from at least two subject areas. Please plan accordingly.

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