I. COURSE CHANGES

COLLEGE OF COMMUNICATION AND INFORMATION

(CCI) Communication and Information

DROP

CCI 540 Communication Theory (3)

Rationale: All CCI Schools are dropping or have already dropped this course from the curriculum as it is no longer needed as a college-wide course.

SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

(ADPR) Advertising and Public Relations

ADD

ADPR 515 Social Media Analytics (3) Detailed study of a specialized area of advertising and public relations. Enables students to grasp the requisite analytics tools to leverage social media data. Introduces 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.

(ADVT) Advertising

ADD EXISTING 400-LEVEL COURSE FOR GRADUATE CREDIT

ADVT 480 Advertising Issues (3) Examination of the role of advertising in society and controversies surrounding economic, social, cultural, and ethical aspects of advertising. Emphasis on written and oral exposition of different viewpoints.

Rationale: With the expanded opportunities and programs for master’s students in our School, making ADVT 480 available for graduate credit enhances flexibility in coursework availability. Impact on other units: None. Financial impact: None.

(PBRL) Public Relations

ADD EXISTING 400-LEVEL COURSE FOR GRADUATE CREDIT

PBRL 400 Ethical and Legal Issues in Public Relations (3) Exploring legal and ethical issues that affect the practice of public relations.

Rationale: With the expanded opportunities and programs for master’s students in our School, making PBRL 400 available for graduate credit enhances flexibility in coursework availability. Impact on other units: None. Financial impact: None.

I. PROGRAM CHANGES

SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

REVISE PROGRAM REQUIREMENTS: COMMUNICATION AND INFORMATION MAJOR, ADVERTISING CONCENTRATION, MS

In the 2023-2024 Graduate Catalog, for the Communication and Information Major, Advertising concentration, MS, revise program requirements. Under the Required Courses heading, remove the first 3 bullets (Core, Concentration Electives, and Approved Electives) and text and replace with the two as shown below. No change to Capstone bullet.

Concentration Courses (18 hours)
ADPR 515 Social Media Analytics or Elective
ADPR 530 Advertising & PR Research
ADVT 510 Advertising and Society
ADVT 520 Advertising and Communications Theory
ADVT 540 Advertising Decision Making
ADVT 560 Account Planning

**Elective Courses (12 hours for projects and 9 hours for thesis)**
Any class carrying graduate credit from ADPR, ADVT, PBRL, CMST, JREM, or INSC may be used.
Other electives may be taken with the permission of the advisor.

Formerly:
Core (6 credit hours) to be taken during the first two semesters
CCI 540 (3 credit hours)
ADPR 530 (3 credit hours)

Concentration Electives (15 credit hours)
At least 6 hours of the concentration must be at the 500 level or above
Selected in consultation with the major professor and guidance committee

Approved Electives (6 or 9 credit hours)
Take 6 credit hours (Thesis option) to 9 credit hours (Project option) graduate courses from at least two of the schools in the College of Communication and Information and are selected in consultation with the major professor and guidance committee

Rationale: CCI 540 is being dropped from the graduate course offerings and no other Schools in CCI require CCI 540. Based on the changing interests of incoming students and the expanded opportunities and programs for master’s students in our School, the proposed changes to this concentration would meet the learning objectives of the program.

REVISE PROGRAM REQUIREMENTS: COMMUNICATION AND INFORMATION MAJOR, PUBLIC RELATIONS CONCENTRATION, MS

In the 2023-2024 Graduate Catalog, for the Communication and Information Major, Public Relations concentration, MS, revise program requirements. Under the Required Courses heading, remove the first 3 bullets (Core, Concentration Electives, and Approved Electives) and text and replace with the two as shown below. No change to Capstone bullet.

**Concentration Courses (12 hours)**
ADPR 530 Advertising & PR Research (spring)
PBRL 525 Public Opinion (fall)*
PBRL 530 Issues & Crisis Management (spring)*
PBRL 540 Public Relations Management (fall)
PBRL 550 Public Relations Strategies (spring)
*Other relevant courses may be taken with permission of advisor

**Elective Courses (15 hours for projects and 12 hours for thesis)**
Any class carrying graduate credit from ADPR, ADVT, PBRL, CMST, JREM, or INSC may be used.
Other electives may be taken with the permission of the advisor.

Formerly:
Core (6 credit hours) to be taken during the first two semesters
CCI 540 (3 credit hours)
ADPR 530 (3 credit hours)

Concentration Electives (15 credit hours)
At least 6 credit hours of the concentration must be at the 500-level or above
Selected in consultation with the major professor and guidance committee

Approved Electives (6 or 9 credit hours)
Take 6 credit hours (Thesis option) to 9 credit hours (Project option) graduate courses from at least two of the schools in the College of Communication and Information and are selected in consultation with the major professor and guidance committee

Rationale: CCI 540 is being dropped from the graduate course offerings and no other Schools in CCI require CCI 540. Based on the changing interests of incoming students and the expanded opportunities and programs for master’s students in our School, the proposed changes to this concentration would meet the learning objectives of the program.
REVISE PROGRAM REQUIREMENTS: COMMUNICATION AND INFORMATION MAJOR, ADVERTISING AND PUBLIC RELATIONS CONCENTRATION, MS – COURSEWORK ONLY WITHOUT COMPREHENSIVE EXAMS OPTION

In the 2023-2024 Graduate Catalog, for the Communication and Information Major, Advertising and Public Relations concentration, MS, revise program requirements under the Block headings as shown below. This revision will now show only 4 Block headings. Removes the last 4 bullets under the current Required Courses heading.

Required Courses:
Block 1: Advertising and Public Relations Courses (12 hours)
ADVT 510 – Advertising and Society*
ADVT 520 – Advertising and Communication Theory
ADVT 540 – Advertising Decision Making
ADVT 560 – Account Planning**
PBR 525 – Public Opinion
PBRL 530 – Issues and Crisis Management
PBRL 540 – Public Relations Management
PBRL 550 – Public Relations Strategies

Block 2: Strategic Communication Courses (3 hours)
ADPR 515 – Social Media Analytics*
ADPR 530 – Advertising and Public Relations Research
ADPR 562 – Social Media Strategy and Tactics
*Cannot take if already completed ADPR 415

Block 3: Concept Application Courses (3 hours)
ADVT 470 – Advertising Campaigns (only if not taken as undergrad)
PBRL 470S – Public Relations Campaigns (only if not taken as undergrad)
ADPR 590 – Advertising and Public Relations Project

Block 4: General Electives (12 hours)
Any class carrying graduate credit from ADPR, ADVT, PBRL, CMST, JREM, or INSC may be used. At least two courses should be outside the School. Other electives outside of the College may be taken with the permission of the advisor.

Formerly:
Block 1: Core Advertising Classes (Minimum 6 credit hours)
ADVT 510 Advertising and Society
ADVT 520 Advertising and Communication Theory
ADVT 540 Advertising Decision Making
ADVT 560 Account Planning (cannot take if already had ADVT 460)

Block 2: Core Public Relations Classes (Minimum 6 credit hours)
PBR 525 Public Opinion
PBRL 530 Issues and Crisis Management
PBRL 540 Public Relations Management
PBRL 550 Public Relations Strategies

Block 3: Additional Strategic Communication Courses (Minimum 3 credit hours)
ADPR 530 Advertising and Public Relations Research
ADPR 542 Strategic Communication Management
ADPR 562 Social Media Strategy and Tactics
CCI 540 Communication Theory

Block 4: Concept Application Courses (Minimum 3 credit hours)
ADVT 470 Advertising Campaigns (only if not taken as undergrad)
PBRL 470S Public Relations Campaigns (only if not taken as undergrad)
ADPR 590 Advertising and Public Relations Project
ADPR 592 Advertising and Public Relations Internship

Block 5: ADPR Electives (3 graduate credit hours)
ADPR Electives – Additional six graduate credit hours from courses in blocks 1-4 may be used; ADPR/ADVT/PBRL 516 courses may also be used.

Block 6: General (9 graduate credit hours)
General Electives – Additional six graduate credit hours from courses in blocks 1-5 or any CCI graduate courses. ADPR 516 / ADVT 516 / PBRL 516 courses may also be used.

Rationale: CCI 540 is being dropped from the graduate course offerings and no other Schools in CCI require CCI 540. Based on the expanded opportunities and programs for master’s students in our School, the proposed changes to this concentration would meet the learning objectives of the program.
ADD CERTIFICATE

School Librarianship

In the 2023-2024 Graduate Catalog add heading, text, and requirements for new certificate: School Librarianship.

School Librarianship Graduate Certificate
The School Librarianship certificate is for any new student, or currently or previously enrolled student at the University of Tennessee, who has a valid Tennessee teaching license. The certificate, in combination with a master's degree and successful completion of the School Librarian Praxis exam, prepares an individual to work as a school librarian in a PreK-12 setting in Tennessee.

Campus Code:
Knoxville
Distance Education

Graduate Certificate Type:
Stand-alone
Add-on

Admissions Standards/Procedures:
• A completed online application must be received by the Graduate School, and the applicant must meet the School of Information Sciences graduate program standards, including:
  • An undergraduate GPA of 3.25 or higher;
  • A 400-700 word written statement of your career objectives
  • Letters of recommendation from 3 persons qualified to judge academic and/or professional qualities
  • Resume
  • The GRE is not required.
  • Applicants with a master’s degree from a college or university accredited by the American Library Association may request a transcript evaluation to ascertain exactly what courses need to be completed.

Academic Standards:
A minimum 3.0 GPA must be earned in all certificate courses.

Credit Hours Required: 23 graduate credit hours

Required Courses:
INSC 511 (3 credit hours) Information Concepts and Foundations
INSC 512 (3 credit hours) Information Organization and Retrieval
INSC 514 (3 credit hours) Information Technology Foundations
INSC 551 (3 credit hours) School Libraries
INSC 560 (3 credit hours) Development & Management of Collections
INSC 571 (3 credit hours) Children’s Materials
INSC 572 (3 credit hours) Young Adult Materials
INSC 586 (2 credit hours; 100 clock hours) – Field-based Experience in School Libraries

Non-Course Requirements
For an official endorsement to be added to a State of Tennessee teaching license, you must also successfully pass the Praxis Library Media Specialty exam (5311).

To receive the certificate, students must
1) complete the Graduate Certificate Course Verification Form (located on the Graduate School webpage under the Forms Central tab) and
2) through MyUTK apply to graduate from the certificate program.

Rationale: This will streamline and improve admissions, advising and registration for students currently labeled "nondegree-seeking." The certificate program will allow us to better capture, track, and support these students by making them more visible in the enrollment and registration processes. At present, they are not assigned advisors and have to take extra steps to enroll in class; adding this certificate more fully incorporates them into student academic life and support systems.

(CIP code)
25.0101 Library and Information Science.
25.0102 Children and Youth Library Services.
13.1399 Teacher Education and Professional Development, Specific Subject Areas, Other.