Communications media are a vital force in today's complex society. Specialization, gaps among segments of society and the nature of world conflict point to the need for more understanding of how people communicate. Educating young men and women in the perceptive understanding of the communications media is a necessity.

Programs in the College of Communications acquaint students with the nature of communications and prepare students for professional work in many fields. The College includes the School of Journalism and the Departments of Advertising and Broadcasting. The three academic divisions have a common core curriculum. That permits specialization at the junior and senior level. The advertising, broadcasting, news-editorial, public relations and master’s programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications. The College is a member of the Broadcast Education Association, and of the Association of Schools of Journalism and Mass Communication.

Satisfactory/No Credit Option

This option applies only to general elective courses. No course that is a part of the specific requirements of the College of Communications or a student’s major department can be taken under this option. For example, social science, humanities and speech electives required by the various departments cannot be taken as S/NC.

Courses evaluated as “satisfactory” will count as hours toward graduation but not for calculating the grade point average. A student who wishes to take a S/NC course must indicate this at the time of registration.

Under no circumstances may a student change from S/NC to regular credit or from regular credit to S/NC after the deadline for adding courses.

Course Load

The maximum number of hours an undergraduate may take without special permission is 18 hours. Permission to take 19 or more hours must be obtained from the dean, the assistant dean for undergraduate studies or the undergraduate advisor with the recommendation of the student’s advisor and department chairman or school director.

Requirements For All Curricula

CORE COURSES

All students in the College take the following core courses:

- Communications 100 - Introduction to Mass Communications
- Communications 200 - Writing for Mass Communications
- Communications 300 - Mass Communications Research Methods

-or-

- Advertising 340 - Advertising Research Methods
- Communications 400 - Mass Communications Law and Ethics

REQUIREMENTS FOR GRADUATION

The Bachelor of Science in Communications is awarded to majors who complete a program of 128 hours prescribed under departmental requirements listed below. At least 90 of those hours must be taken in courses other than the major or related communications fields. At least 18 of the hours in the major must be taken at The University of Tennessee, Knoxville. Normally no more than 14 transfer credits in the major will be applied to the 128 hours.

During their last 32 hours prior to graduation, all students must have been accepted as majors in the College.

Progression Requirements

Entering freshmen are associated with the College as Pre-Majors. They may progress to a major in the School of Journalism or the Departments of Advertising or Broadcasting after they:

1. Pass a Qualifications Examination within the first 30 hours demonstrating proficiencies in spelling, grammar and typing. Students who have not passed the examination after three attempts must wait six months before attempting to pass the examination again, or present evidence of successful completion of specific remedial work. Subsequent attempts will not be permitted without the permission of the dean.

2. Complete at least 30 hours of prescribed coursework with a 2.3 cumulative GPA.

3. Complete Communications 100 (Introduction to Mass Communications) with a least at “C” grade.

4. Submit an application form to the appropriate School or Department.

Students who have not met these standards may remain in the College as Pre-Majors. They may enroll in non-communications courses but not enroll in courses in the College numbered 300 or above.

Students who do not progress to a major by the time they have accumulated 80 credit hours will be dismissed from the College. Students may earn at least a “C” grade in all College of Communications courses used to fulfill graduation requirements. During their last 32 hours prior to graduation, all students must have been accepted as majors in the College.

Transfer Students

Students from other colleges within the University are eligible to progress to a major in the College of Communications as soon as
as they pass the Qualifications Examination, complete at least 30 hours of prescribed coursework with a 2.3 cumulative GPA and complete Communications 100 (Introduction to Mass Communications) with at least a "C" grade and make application to the appropriate Department or School.

Communications

Professors:
- P. G. Ashdown, Ph. D. Bowling Green
- J. A. Crook, Ph. D. Iowa State
- G. A. Everett, Ph. D. Iowa
- J. B. Haskins, Ph. D. Minnesota
- D. W. Holt, Ph. D. Northwestern
- H. H. Howard, Ph. D. Ohio
- B. K. Leiter, Ph. D. Southern Illinois
- N. R. Swan, Jr., Ph. D. Missouri

Associate Professors:
- M. Miller, Ph. D. Michigan State
- M. W. Singletary, Ph. D. Southern Illinois
- R. E. Taylor, Ph. D. Illinois

GRADUATE Consult the Graduate Catalog for listing of graduate level courses.

Advertising

Professors:
- J. B. Haskins, Ph. D. Minnesota
- R. Joel (Emeritus)

Associate Professors:
- J. W. Frost, M. B. A. Harvard
- D. Jackson, M. S. Tennessee
- R. E. Taylor (Head), Ph. D.

Assistant Professors:
- F. P. Preissle, M. B. A. Washington
- M. J. Stankey, Ph. D. Illinois

Hours Credit

Freshman
- English 101, 102 .................................. 6
- Foreign Language (Intermediate Competency) ..... 6
- Communications 100 ................................ 3
- Mathematics 110 ................................ 3
- Natural Science ................................... 8
- History 151, 152 .................................. 6

Sophomore
- English Literature ................................ 6
- Political Science ................................... 6
- Advertising 250 .................................. 3
- Statistics 201 ...................................... 3
- Mathematics 121 .................................. 3
- Communications 200 ................................ 3
- Economics 201 .................................... 3
- Anthropology 130 ................................ 4
- Junior Marketing Management 301 .............. 3
- Buyer Behavior 310 ................................ 3
- Advertising 340, 350 ................................ 6
- Psychology 110, 360 ................................ 6
- Advertising 360 .................................. 3
- Social Science Elective1 ......................... 3
- Business and Professional Speech 240 ........ 3
- General Elective ................................. 3
- Total: 128 hours

Junior
- Communications Elective2 ....................... 3
- Business and Professional Speech 240 ........ 3
- General Elective ................................. 3
- Total: 128 hours

Senior
- Advertising 450, 470, 490 ....................... 9
- Communications Electives ...................... 6
- Management 301 ................................ 3
- Business Elective ............................... 3
- Total: 128 hours

1Professional Electives will be determined in consultation with the student’s advisor.

School of Journalism

Professors:
- J. A. Crook (Director), Ph. D. Iowa State
- P. G. Ashdown, Ph. D. Bowling Green
- G. A. Everett, Ph. D. Iowa
- J. B. Haskins, Ph. D. Minnesota
- B. K. Leiter, Ph. D. Southern Illinois (Meehan Distinguished Professor)

Adjunct Professor:
- Alex Haley

Associate Professors:
- J. N. Adamson, M. S. Tennessee
- M. Miller, Ph. D. Michigan State
- J. L. Morrow, Ph. D. Toledo
- S. L. Pruitt, M. S. Tennessee
- M. W. Singletary, Ph. D. Southern Illinois

Assistant Professor:
- M. L. Kern-Foxworth, Ph. D. Wisconsin

Instructors:
- C. E. Caudill, M. A. Ohio State
- B. L. Hufford
- M. Ed. Bowling Green

News-Editorial Concentration

Hours Credit

Freshman
- English 101, 102 .................................. 6
- Natural Science ................................... 8
- Foreign Language1 .............................. 6
- History 151, 152 .................................. 6
- Mathematics Elective2 ......................... 3
- Communications 100 ........................... 3
- Sophomore
- English Literature ................................ 6
- Mathematics 115, Computer Science 110 or 
  Foreign Language Electives .................. 6
- Economics 201 .................................. 4
- Psychology 110 .................................. 3
- Political Science 101 ............................ 3
- Communications 200 ........................... 3
- Broadcasting 275 ................................ 3
- Speech 210 ...................................... 3
- Junior
- Broadcasting 310, 320, 330 ..................... 9
- Communications 300 ......................... 3
- Professional Electives1 ....................... 3
- General Electives ............................... 12
- Senior
- Communications 400 ............................ 3
- Broadcasting Electives (Broadcasting 410, 420, 
  430, 480 or 493) ............................... 9
- Broadcasting 490, 492 ......................... 5
- Professional Electives1 ....................... 3
- General Electives ............................... 6
- Total: 128 hours

1Intermediate competence in Foreign Language required.
2Mathematics or Philosophy electives: Mathematics 
  110, 115, 121; Philosophy 335; Accounting 201
3Political Science electives: Political Science 315, 
  320, 321
4Journalism electives: Journalism 310, 412, 414, 
  433

College of Communications
### Public Relations Concentration

<table>
<thead>
<tr>
<th>Hours Credit</th>
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<tbody>
<tr>
<td><strong>Freshman</strong></td>
<td></td>
</tr>
<tr>
<td>English 101, 102</td>
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<tr>
<td>Natural Science</td>
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<tr>
<td>Foreign Language</td>
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<tr>
<td>History 151, 152</td>
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<td>Communications 100</td>
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<td>Communications 200</td>
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<tr>
<td>Journalism 203</td>
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<tr>
<td>Business and Professional Speech 240</td>
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<td><strong>Sophomore</strong></td>
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<td>Communications 300</td>
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<tr>
<td>Journalism Elective</td>
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<tr>
<td>Marketing 301</td>
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<td>English Literature</td>
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<td>Political Science Elective</td>
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<td>Humanities Electives</td>
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<td>Business Administration Elective</td>
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<td>General Elective</td>
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<td>Senior</td>
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<tr>
<td>Journalism 390, 470, 491</td>
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<tr>
<td>Communications 400</td>
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<tr>
<td>Communications Elective</td>
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<tr>
<td><strong>Junior</strong></td>
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<tr>
<td>Journalism 290, 360</td>
<td>6</td>
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<tr>
<td>Economics 201</td>
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<tr>
<td>Accounting 201</td>
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<td>Humanities Elective</td>
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<tr>
<td>Foreign Language</td>
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<tr>
<td>Philosophy or Mathematics Elective</td>
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<tr>
<td><strong>Senior</strong></td>
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<tr>
<td>Journalism 390, 470, 491</td>
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<tr>
<td>Communications 400</td>
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<tr>
<td>Communications Elective</td>
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<tr>
<td>Social Science Electives</td>
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<td>Humanities Electives</td>
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<tr>
<td><strong>Total:</strong></td>
<td>128 hours</td>
</tr>
</tbody>
</table>

1. Intermediate competence in Foreign Language required.
2. Business Administration electives: Marketing 310; Management 301; Economics 325.
5. Communications electives: Must be approved by advisor.
6. Mathematics or Philosophy electives: Mathematics 110, 115, 121; Philosophy 335; Accounting 201.