College of Communications

Kelly Leiter, Dean
Herbert H. Howard, Assistant Dean for Graduate Studies and Research
Gail Palmer, Advisor

Communications media are a vital force in today's complex society. As a result, programs in the College of Communications acquaint students with the communications process and prepare them 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. This permits specialization at the junior and senior level.

The advertising, broadcasting, newspaper, 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 Association of Schools of Journalism and Mass Communication and of the Broadcast Education Association.

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 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

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.

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.

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 Qualifications Examinations (should be accomplished) 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. Students who do not pass the Qualifications Examinations after a fourth attempt will be required to seek a major in another college.
2. Complete at least 30 hours of prescribed coursework with a 2.3 cumulative GPA.
3. Complete Communications 100 (Introduction to Mass Communications) with at least a "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 may 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 must achieve a grade point average of at least 2.0 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 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; H.H. Howard, Ph.D. Ohio; B.K. Leiter, Ph.D. Southern Illinois; N.R. Swan, Jr., Ph.D. Missouri.

Associate Professors:
D.A. Bowles, Ph.D. Wisconsin (Madison); 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

Professor:
R. Joel (Emeritus).

Associate Professors:
D. Jackson, M.S. Tennessee; R. Hovland, Ph.D., Illinois; M.J. Stankey, Ph.D. Illinois; R.E. Taylor (Head), Ph.D.

Assistant Professor:
M.G. Hoy, Ph.D., Oklahoma State.

Hours Credit
Freshman
English 101, 102 6
Foreign Language (Intermediate Competency) 6
Communications 100 3
Mathematics 100 3
Natural Science 8
History 151, 152 6
Sophomore
English Literature 6
Political Science 101 3
Advertising 250 3
Statistics 201 3
Mathematics 121 3
Communications 200 3
Economics 201 3
Anthropology 130 3
General Elective 3
Junior
Marketing 301 3
Advertising 310 3
Advertising 340, 350 3
Psychology 110, 115, 121 3
Advertising 360 3
Social Science Elective 3
Speech 240 3
General Elective 3
Advertising 380 1
Senior
Advertising 450, 470, 490 9
Communications 400 3
Communications Elective 3
Management 301 3
Business Elective 3
Journalism 390 3
Computer Science 102 3
General Electives 6

Total: 128 hours

*Professional Electives will be determined in consultation with the student's advisor.

JOURNALISM

Professors:
J.N. Adamson, M.S. Tennessee; J.A. Crook (Director), Ph.D. Iowa State; P.G. Ashdown, Ph.D. Bowling Green; G.A. Everett, Ph.D. Iowa; B.K. Leiter, Ph.D. Southern Illinois (Meeman Distinguished Professor); M.W. Singletary, Ph.D. Southern Illinois.

Adjunct Professor:
Alex Haley; J.N. Wilford, M.A. Syracuse.

Associate Professors:
D.A. Bowles, Ph.D. Wisconsin (Madison); S.M. Caudill, Ph.D. Tennessee; M. Miller, Ph.D. Michigan State; J.L. Morrow, Ph.D. Toledo; S.L. Puett, M.S. Tennessee.

Broadcasting

Professors:
D.W. Holt (Emeritus), Ph.D. Northwestern; H.H. Howard, Ph.D. Ohio; N.R. Swan, Jr. (Head), Ph.D. Missouri.

Assistant Professor:
B.A. Moore, Ph.D. Ohio.

Assistant Professors:
J.G. Buchman, Ph.D. Indiana; C. Manning-Miller, M.S. Indiana; D. Ziegler, Ph.D. Southern Illinois.

Communications Specialist:
J.H. Carr, M.S. Tennessee.

A minor in Broadcasting consists of 18 hours as follows: Communications 100, 200, Broadcasting 275 and Broadcasting electives (any 3 courses).

Freshman
English 101, 102 6
History 151, 152 6
Foreign Language (Intermediate Competency) 6
Natural Science 8
Mathematics 110 3
Communications 100 3
Sophomore
English Literature 6
Mathematics 115, Computer Science 100 7
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 Electives 9
General Electives 11
Senior
Communications 400 3
Broadcasting Electives (Broadcasting 410, 420, 430, 480 or 493) 9
Broadcasting 490, 492 5
Professional Electives 9
General Electives 6

Total: 128 hours

*Must be approved by advisor.

PUBLIC RELATIONS

Concentration

Assistant Professors:
C.E. Caudill, Ph.D. North Carolina (Chapel Hill); R.B. Heller, M.S. Syracuse.

Instructor:
B.L. Hufford, M.Ed. Bowling Green.

A minor in Journalism consists of 18 hours from the following: Communications 200, 400, plus 12 hours in journalism approved by the School of Journalism minor advisor.

NEWS-EDITORIAL CONCENTRATION

Hours Credit
Freshman
English 101, 102 6
Natural Science 6
Foreign Language 6
History 151, 152 6
Mathematics Elective 3
Communications 100 3
Sophomore
Communications 200 3
Journalism 200 3
Political Science 3
Journalism Elective 3
Economics 201 4
Psychology 110 3
Speech 210 3
Philosophy 135 or Mathematics Elective 3
Foreign Language 6
Junior
Journalism 290 or 390 3
Communications 300 3
Journalism 360 3
Humanities Electives 6
Political Science Elective 3
English Literature 6
Communications Elective 3
General Elective 3
Mathematics Elective 3
Senior
Journalism 420, 430, 460, 492 11
Communications 400 3
Social Science Electives 9
General Elective 3
Humanities Electives 6

Total: 128 hours

*Astronomy 151-152, Biology 110-120, Botany 101-102, Chemistry 100-110, Geology 101-102, Physics 121-122, Geography 131-132.

**Six hours at the 200 level or above of the same language.

*Mathematics or Philosophy electives: Mathematics 110, 115, 121; Philosophy 135; Accounting 201; Statistics 201.

*Political Science electives: Political Science 315, 320, 321.

*Journalism electives: Journalism 310, 412, 414, 433.


*Must be approved by advisor.
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**Total: 128 hours**

1. Natural Science Elective: Astronomy 151-152, Biology 110-120, Botany 110-120, Chemistry 100-110, Geology 101-102, Geography 131-132.
2. Six hours at the 200 level or above of the same language.
3. Mathematics or Philosophy electives: Mathematics elective, Philosophy 135, or Statistics 201.
7. Business Administration electives: Marketing 310; Management 301; Economics 325.
8. Communications electives: Must be approved by advisor.