College of Communications

Dwight L. Teeter, Jr., Dean
Kelly Leiter, Dean Emeritus
Herbert H. Howard, Assistant Dean for Graduate Studies and Research
Gail Palmer, Coordinator of Advising

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, 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 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 coordinator of advising 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
- 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 will not count toward 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.

MINORS

Minors are offered in Broadcasting and Journalism.

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

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.

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 and transfer students are first 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 the completion of at least 30 hours of prescribed coursework with a 2.3 cumulative GPA. Until they progress to a major, students 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 cumulative 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 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. University of Kansas; G.A. Everett, Ph.D. Iowa; H.H. Howard, Ph.D. Ohio; M.W. Singhapay, Ph.D. Southern Illinois; R.P. Stearns, Jr., Ph.D. Missouri; R.E. Taylor, Ph.D. Illinois; Dwight L. Teeter, Jr., Ph.D. Wisconsin.

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

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Minors in Broadcasting consist of 18 hours as follows: Communications 100, 200, Broadcasting 275 and Broadcasting electives (any three courses). 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.

Requirements for Graduation

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Transfer Students

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Communications

Professors:

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ADVERTISING

Professor: R. Joel (Emeritus); R.E. Taylor (Head), Ph.D. Illinois.

Associate Professors: D. Jackson, M.S. Tennessee; R. Havland, Ph.D., Illinois; M.J. Stankey, Ph.D. Illinois.

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

Freshmen

Electives: Subject to approval of advisor.

Geography, Economics, History, Political Science, 131-132-330-334; Physics 121-122; Zoology 210-220. Botany 110-120; Chemistry 100-121-131; Geography 110; Computer Science 102.

Management 301

Communications Elective

2 Social Science Electives

Advertising 360

Psychology 110, 360

Advertising 340, 350

Junior

Communications 200

Advertising 250

Economics 201

Mathematics 121

Statistics 201

History 151, 152

Natural Science

Mathematics 110

Freshman

English 101, 102

Foreign Language (Intermediate Competency)

Communications 100

Mathematics 110

Natural Science

History 101, 102

Sophomore

English Literature

Political Science 101

Advising 300

Statistics 101

Economics 101

Anthropology 100

General Elective

Junior

Communications 200

Communications 100

Business Elective

Journalism 300

Computer Science 100

General Electives

Total: 128 hours

NEWS-EDITORIAL CONCENTRATION

Freshman

English 101, 102

Economics 101

Foreign Language

History 101, 102

Philosophy 135

Mathematics 110, 115, 121

Sophomore

Communications 200

Journalism 270

Economics 201

Accounting 101

Humanities Elective

Professional Electives

Journalism 420, 430, 442, 492

Communications 400

Social Science Electives

General Electives

Humanities Electives

Total: 128 hours

PUBLIC RELATIONS CONCENTRATION

Freshman

English 101, 102

Economics 101

Foreign Language

History 101, 102

Philosophy 135

Mathematics 110, 115, 121

Sophomore

Communications 200

Journalism 270

Economics 201

Accounting 101

Humanities Elective

Professional Electives

Journalism 420, 430, 442, 492

Communications 400

Social Science Electives

General Electives

Humanities Electives

Total: 128 hours

CONCENTRATION

NEWS-EDITORIAL

Freshman

English 101, 102

Economics 101

Foreign Language

History 101, 102

Mathematics Elective

Communications Elective

Sophomore

Communications 200

Journalism 270

Economics 201

Accounting 101

Humanities Elective

Professional Electives

Journalism 420, 430, 442, 492

Communications 400

Social Science Electives

General Electives

Humanities Electives

Total: 128 hours

CONCENTRATION

NEWS-EDITORIAL
### Humanities Electives
- 3

### Business Administration Elective
- 3

### General Elective
- 3

### Senior

- Journalism 390, 470, 490
- Communications 410
- Social Science Electives
- 9
- Humanities Electives
- 6
- General Elective
- 3

**Total: 128 hours**

| Natural Science Elective: Astronomy 151-152, Biology 110-120, Chemistry 100-110, Ecology 101-102, Physics 121-122, Geology 121-122. |
| 6 hours at the 200 level or above of the same language |
| Mathematics or Philosophy electives: Mathematics elective, Philosophy 115, or Statistics 201. |
| Journalism electives: Journalism 310, 412, 414, 433. |
| Political Science electives: Political Science 315, 320, 321. |
| Business Administration electives: Marketing 310, Management 301, Economics 323. |
| Communications electives: Must be approved by advisor. |
| Humanities Electives - Art, Classics, Drama, English, Music, Philosophy, Religious Studies. |