The College of Communication and Information fosters among students a sense of the legal and ethical responsibilities of access to information and the exercise of expression in a democratic society. Additionally, the college serves the professional goals of preparing students for careers in communication and information.

The college includes four schools—School of Advertising and Public Relations, School of Communication Studies, School of Information Sciences, and School of Journalism and Electronic Media. Four undergraduate majors are offered—advertising, communication studies, journalism and electronic media, and public relations. A concentration within the advertising major is offered in public relations. The four academic sequences have a core curriculum. This permits specialization at the junior and senior level.

Programs for which accrediting is available are fully accredited. The advertising, journalism and electronic media, public relations, and master’s program are accredited by the Accrediting Council on Education in Journalism and Mass Communications. Information Sciences is accredited by the American Library Association and the National Council for Accreditation of Teacher Education.

Exchange programs with the Dutch School of Journalism and Communication, Utrecht, and the Danish School of Journalism, Arhus, offer students an opportunity for a European semester. Tennessee students study European journalism and communication in the Netherlands or Denmark, but maintain their enrollment at the University of Tennessee, Knoxville, and pay only room, board, and transportation costs. A similar exchange program with Escuela de Comunicacion Monica Herrera in Ecuador also exists. Students also have an opportunity to study abroad as part of a summer study abroad program in Paris or as part of a communication consortium at Paderno del Grappa in Italy.

The college, or one of its units, is a member of the Advertising Research Foundation; American Academy of Advertising; American Advertising Federation; American Library Association; Association for Education in Journalism and Mass Communication; Association of Library and Information Sciences Education; Association of Schools of Journalism and Mass Communication; Broadcast Education Association; National Communication Association; Public Relations Society of America; Society of Professional Journalists; Southern States Communication Association; Special Libraries Association; Tennessee Library Association; and Tennessee Press Association.

College Core Areas

Students in the Schools of Advertising and Public Relations, Communication Studies, and Journalism and Electronic Media take the following core areas

- Overview/Survey
- Writing
- Theory and Research
- Free Speech, Law and Ethics

Each unit designates a course (or courses) to fulfill the requirements.

Satisfactory/No Credit Option

No course that is part of the specific requirements of the college or of a student’s major can be taken under this option. With the exception of field experience courses or practica, this option applies only to general electives.
Minors

Disciplinary minors are offered in communication studies and journalism and electronic media. An interdisciplinary minor in communication and information is available to students majoring in communication studies and students in majors outside the College of Communication and Information.

Minor in Communication and Information*

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and Information</td>
<td>150</td>
</tr>
<tr>
<td>6 hours from Advertising 250, Communication Studies 201, Information Sciences 102, Journalism and Electronic Media 200, or 275, or Public Relations 270</td>
<td>3</td>
</tr>
<tr>
<td>9 hours of 300-level or above courses from one or more of the following areas: advertising, communication studies, information sciences, journalism and electronic media, or public relations</td>
<td>6</td>
</tr>
</tbody>
</table>

*Communication Studies majors may not use communication studies courses to fulfill requirements for the minor.

Progression Requirements

Entering and transfer students are first associated with the college as pre-majors. They may progress to a major in communication studies, or journalism and electronic media after completing at least 30 hours of coursework, including the college gateway course (CCI 150), with a minimum 2.5 cumulative GPA.

Entering students and students from other University of Tennessee colleges may be considered for progression into the major in advertising or in public relations, after completing the first-year curriculum in advertising and public relations with a minimum 2.75 cumulative GPA in these courses. Transfer students must complete the first-year curriculum and earn a minimum of 15 credit hours at the University of Tennessee, Knoxville, with a 2.75 cumulative GPA. All applicants must submit a completed school application, statement of career goals, and an academic history.

At the completion of 45 hours, undecided students must be affiliated with the college as pre-majors or majors. (See the University of Tennessee, Knoxville, policy on University Students under Academic Policies and Procedures.) Communication and Information pre-majors must be accepted into a major before completion of 60 hours. Students transferring from other University of Tennessee colleges with 60 or more hours of coursework must be eligible for admission to a major upon completion of the college gateway course, Communication and Information 150. Until students progress to a major, they may not enroll in college courses numbered 300 or above without approval.

Requirements for Graduation

The Bachelor of Science in Communication is awarded to majors who complete a program of at least 120 hours prescribed under the advertising, public relations, or journalism and electronic media requirements listed below. At least 80 hours must be taken in courses other than journalism and mass communication, with no fewer than 65 hours from the College of Arts and Sciences. At least 18 hours in major courses must be taken at the University of Tennessee, Knoxville. Students must achieve a cumulative grade point average of at least 2.0 in all college courses used to fulfill graduation requirements.

School of ADVERTISING AND PUBLIC RELATIONS

http://www.cci.utk.edu/adpr/

Ronald E. Taylor, Director

Professors
Hovland, R., PhD ........................................................................ Illinois
Hoy, M., PhD ...................................................................................Oklahoma State
Taylor, R.E., PhD ...........................................................................Illinois

Associate Professors
Haley, E., PhD ...........................................................................Georgia
McMillan, S., PhD ........................................................................ Oregon
Morrison, M., PhD ...........................................................................Georgia
Morrow, J.L., PhD ...........................................................................Toledo
White, C.L., PhD ...........................................................................Georgia

Assistant Professors
Blakeman, R., MA .........................................................................Southern Methodist
Fall, L.T., PhD ..................................................................................Michigan State
Riechert, B.P., PhD .........................................................................Tennessee

Instructors
Haygood, D., MA ............................................................................North Carolina
Palenchar, M., MA ...........................................................................Houston

ADVERTISING MAJOR

Requirements for the Bachelor of Science in Communication • Advertising Major

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>English 101*, 102*</td>
<td>6</td>
</tr>
<tr>
<td>Communication and Information</td>
<td>150</td>
</tr>
<tr>
<td>Foreign Language*</td>
<td>6</td>
</tr>
<tr>
<td>Anthropology 130*</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science Electives*</td>
<td>8</td>
</tr>
<tr>
<td>Mathematics 119 or 123*</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics 125* or 141*</td>
<td>3-4</td>
</tr>
<tr>
<td>Business Administration 101</td>
<td>1</td>
</tr>
</tbody>
</table>

Sophomore

Advertising 250 ................................................................. 3
Public Relations 270 ......................................................... 3
History 241*, 242* ......................................................... 6
English Literature Electives* ........................................... 3
Economics 201* ........................................................................ 4
Statistics 201* ................................................................. 3
Accounting 200 ................................................................. 3
Advertising 310 ................................................................. 3

Junior

Business Administration 201 .................................................. 4
Psychology 110* ....................................................................... 3
Advertising 340 ....................................................................... 3
Advertising 350 ....................................................................... 3
Advertising 360 ....................................................................... 3
Communication Studies 240* .................................................. 3
Marketing 300 .......................................................................... 3
Management 300 ....................................................................... 3

*Arts and Sciences Electives .................................................... 6
Senior
Psychology 360 ................................................................. 3
Advertising 380 ............................................................. 1
Advertising 450 ............................................................. 3
Advertising 470 ............................................................. 3
Advertising 480 ............................................................. 3
Communication and Information Elective ......................... 3
†Arts and Sciences Elective .............................................. 6
General Electives ........................................................ 2-3

Total 120

†Meets University General Education Requirement.
†Six hours of foreign language (same language) at the intermediate level.

PUBLIC RELATIONS MAJOR

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

Freshman Hours Credit
English 101*, 102* ......................................................... 6
Communication and Information 150 .............................. 3
†Foreign Language* ....................................................... 6
Anthropology 130* ....................................................... 3
Natural Science Electives* .............................................. 8
Mathematics 119 or 123* ................................................ 3
Mathematics 125* or 141* .............................................. 3-4
Business Administration 101 ......................................... 1

Sophomore
Advertising 250 ............................................................ 3
Public Relations 270 ....................................................... 3
History 241*, 242* .......................................................... 6
Journalism and Electronic Media 200* ......................... 3
Journalism and Electronic Media 203 ............................ 3
Advertising 310 ............................................................ 3
Economics 201* ........................................................... 4
Statistics 201* .............................................................. 3
Accounting 200 ........................................................... 3

Junior
Business Administration 201 ........................................ 4
Psychology 110* ........................................................... 3
Advertising 340 ........................................................... 3
Public Relations 320 ....................................................... 3
Public Relations 370 ....................................................... 3
Communication Studies 240* ....................................... 3
Marketing 300 .............................................................. 3
†English Literature Electives* ......................................... 6
†Arts and Sciences Elective .......................................... 3

Senior
Psychology 360 ............................................................. 3
Public Relations 470 ....................................................... 3
Public Relations 380 ....................................................... 1
Communication Studies 440 or Psychology 440 ............ 3
Communication and Information Elective ....................... 3
Journalism and Electronic Media 400 ............................ 3
†Arts and Sciences Electives .......................................... 9

Total 120-121

†Meets University General Education Requirement.
†Six hours of foreign language (same language) at the intermediate level.

School of
COMMUNICATION STUDIES
http://www.cci.utk.edu/~commstudies/

John W. Haas, Director

Associate Professors
Ambrester, M.L., PhD...................................................Ohio
Glen, R.W., PhD.........................................................Northwestern
Haas, J.W., PhD........................................................Kentucky
Violanti, M.T., PhD......................................................Kansas

Assistant Professors
Ambler, R.S., PhD......................................................Ohio State
Halone, K.K., PhD.......................................................Oklahoma
Levine, K.J., PhD.........................................................Michigan State

COMMUNICATION STUDIES MAJOR

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

Freshman Hours Credit
Communication and Information 150 .............................. 3
Communication Studies 201 ........................................... 3
English 101*, 102* .......................................................... 6
Quantitative Reasoning Elective* .................................... 3
Psychology 110* ........................................................... 3
Natural Sciences* .......................................................... 8
Arts and Humanities Elective* ....................................... 3
General Elective .......................................................... 3

Sophomore
Communication Studies 210* or 240* ....................... 3
Communication Studies 250 or 270 ................................. 3
Social Sciences Elective* ............................................... 3
History 241*, 242* ........................................................... 6
Mathematics 115* or Statistics 201* .............................. 3
Arts and Humanities Elective* ....................................... 3
Foreign Language* ...................................................... 6
Advanced Composition Elective* ................................... 3

Junior
Communication Studies 300, 310, 320, or 330 ............... 3
Communication Studies 340 ........................................... 3
Communication Studies 350 ........................................... 3
Communication Studies Electives ................................. 3
College Elective ........................................................... 3
Arts and Humanities Elective* ....................................... 6
General Electives .......................................................... 6

Senior
Communication Studies 499 ........................................... 3
Communication Studies Elective ................................. 3
Arts and Sciences Electives .......................................... 6
College Electives ........................................................... 6
General Electives .......................................................... 12

Total 120

†This requirement is met by taking two courses from the General Education Natural Sciences (NS) list. At least one of the courses must have a laboratory.
†Contact the College of Communication and Information Undergraduate Advising Center for equivalent course listings and information regarding test-out or petition procedures.
†English Literature Electives: English 201 or 207, 202 or 208, 221, 2223, 237, 232 or 238, 233, 251, 252, 253, 254.
†Any course in Arts and Sciences not currently required.
Honors Program in Communication Studies

The School of Communication Studies offers an honors program that provides an intense educational experience by challenging superior participating students. All students must complete the college prerequisite course, Communication and Information 150, and Communication Studies 207, 210 or 240; 250 or 270; 340 and 350. After completing these required courses with a cumulative GPA of 3.5, students are eligible to apply for admission to the communication studies honors program. Application forms are available in the school office, 293 Communications Building, and may be downloaded at http://excellent.comm.utk.edu/~speech/undergraduate.html.

Upon acceptance into the program, students are required to complete the following:

- Communication Studies 407 (nine hours to include three of four topics—health communication, interpersonal communication, organizational and team communication, public communication)
- Communication Studies 497, 498 (3, 3)
- Communication Studies 499 (3)

To graduate with honors, students must maintain a 3.5 cumulative GPA in all courses in the major and a 3.25 cumulative GPA in all university courses.

Minor in Communication Studies

<table>
<thead>
<tr>
<th>Prerequisite to Minor</th>
<th>Hours Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required</td>
<td>Communication and Information 150 3</td>
</tr>
</tbody>
</table>

| Electives             | Communication studies courses (6 credit hours must be at the 400 level; no more than 3 hours may be at the 200 level; 210, 240, 445, 491, and 493 do not count toward the minor) 12 |

Total 18

School of INFORMATION SCIENCES

http://www.isis.utk.edu/

Edward M. Corteza, Director

Professors
Cortez, E.M., PhD.........................................................Southern California
Pemberton, J.M., PhD....................................................Tennessee
Tenorip, C., PhD........................................................Illinois

Associate Professors
Bilal, D., PhD..............................................................Florida State
Robinson, W.C., PhD....................................................Illinois
Wang, P., PhD.............................................................Maryland
Watson, J., EdD.............................................................Vanderbilt
Whitney, G., PhD........................................................Michigan

Assistant Professors
Albright, K., PhD.........................................................Tennessee
Allard, S.L., PhD.........................................................Kentucky
Mehra, B., PhD............................................................Illinois

Established in 1971, the School of Information Sciences provides a graduate program for the preparation of librarians and other information professionals for work in all types of information environments. The program of study offers the Master of Science degree. In addition, the School of Information Sciences provides elective courses at the undergraduate level.

Undergraduate Program

The School of Information Sciences offers undergraduate courses that reflect the overall mission of the school: to educate people to live, work and flourish in an information society through excellence in teaching, research, and public service in library and information science.

The undergraduate courses support a heightened awareness of today’s information-rich environment. Increasingly, college graduates must understand the nature of information: sources, value, creation, organizing principles, transfer, and uses in society. Those who thrive in the information society must know how to identify and respond to their information needs. First as students, and then as professionals and citizens, graduates need to apply techniques and technologies in the search, retrieval, and evaluation of relevant information to meet their information needs. They must prepare to use a rapidly increasing array of information systems and technologies to seek and to manage information resources. These abilities, which add value to any field of study, constitute information survival skills in the twenty-first century. Graduates need to know when they can help themselves and when they should seek assistance from various information professionals.

The undergraduate courses are planned for the following groups of people:

- students who wish to develop a better understanding of the role of information in society
- students whose academic major stresses understanding and use of information in society
- students whose academic major and/or minor requires significant use of research libraries
- students who are prospective candidates for the graduate program in library and information science
Graduate Program

The School of Information Sciences offers a graduate professional degree program accredited by the American Library Association. Information concerning the graduate program is given in the Graduate Catalog.

School of

JOURNALISM AND ELECTRONIC MEDIA

http://www.cci.utk.edu/~jem/

James A. Crook, Interim Director

Professors

Ashdown, P.G., PhD..................................................Bowling Green
Bates, B.J., PhD.............................................................Michigan
Bowles, D., PhD.........................................................Wisconsin
Caudill, C.E. (Associate Dean), PhD .........................North Carolina
Littmann, M. (Chair of Excellence), PhD .......................Northwestern
Moore, B.A., PhD.........................................................Ohio
Swan, N.R., PhD..........................................................Missouri
Teeter, Jr., D.L., PhD.....................................................Wisconsin

Associate Professors

Foley, D.J., MSJ...............................................................Northwestern
Harmon, M., PhD........................................................Ohio
Heller, R.B., MA.............................................................Syracuse

Assistant Professors

Clark, N., PhD.............................................................Florida
Kaye, B., PhD..............................................................Florida State
Legg, J.R., PhD..............................................................Ohio
LePre, L., PhD..............................................................Florida
Luther, C., PhD.............................................................Minnesota

Instructor

Hufford, B.L., MEd.........................................................Bowling Green

Emeriti Faculty

James A. Crook, PhD.......................................................Center for Media Research, IUPUI

JOURNALISM AND ELECTRONIC MEDIA MAJOR

Requirements for the Bachelor of Science in Communication • Journalist and Electronic Media Major

Freshman

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>English 101*, 102*</td>
<td>6</td>
</tr>
<tr>
<td>Communication and Information 150</td>
<td>3</td>
</tr>
<tr>
<td>Intermediate Foreign Language*</td>
<td>6</td>
</tr>
<tr>
<td>Psychology 110*</td>
<td>3</td>
</tr>
<tr>
<td>Natural Sciences Electives*</td>
<td>7-8</td>
</tr>
<tr>
<td>Quantitative Reasoning Electives*</td>
<td>6-8</td>
</tr>
</tbody>
</table>

Sophomore

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism and Electronic Media 200*</td>
<td>3</td>
</tr>
<tr>
<td>Journalism and Electronic Media 275</td>
<td>3</td>
</tr>
<tr>
<td>Political Science 102*</td>
<td>3</td>
</tr>
<tr>
<td>Economics 201*</td>
<td>4</td>
</tr>
<tr>
<td>Cultures and Civilizations Electives*</td>
<td>6</td>
</tr>
<tr>
<td>Communication Studies 210* or 240*</td>
<td>3</td>
</tr>
<tr>
<td>English Literature Electives*</td>
<td>6</td>
</tr>
<tr>
<td>Arts and Sciences Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

Junior

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism and Electronic Media 457</td>
<td>3</td>
</tr>
<tr>
<td>Journalism and Electronic Media Track</td>
<td>6</td>
</tr>
<tr>
<td>Journalism and Electronic Media Electives</td>
<td>6</td>
</tr>
<tr>
<td>Political Science Elective</td>
<td>3</td>
</tr>
<tr>
<td>Arts and Sciences Electives</td>
<td>6</td>
</tr>
<tr>
<td>General Electives</td>
<td>6</td>
</tr>
</tbody>
</table>

Senior

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism and Electronic Media 400</td>
<td>3</td>
</tr>
<tr>
<td>Communication and Information Elective</td>
<td>3</td>
</tr>
<tr>
<td>Journalism and Electronic Media 492</td>
<td>1</td>
</tr>
<tr>
<td>Journalism and Electronic Media Electives</td>
<td>6</td>
</tr>
<tr>
<td>Arts and Sciences Electives</td>
<td>6</td>
</tr>
<tr>
<td>General Electives</td>
<td>3-6</td>
</tr>
</tbody>
</table>

Total 120

*Meets General Education Requirement.
*This requirement is met by taking two courses from the Natural Sciences (NS) General Education list. At least one of the courses must have a laboratory.
Any two courses from Cultures and Civilizations (CC) General Education list.
At least one of the courses must have a laboratory.
*Any course from the College of Arts and Sciences not currently required.
*Any three courses listed within one track. At least two of the courses must be upper-level.

News Track: Journalism and Electronic Media 203, 311, 315, 411, 430
Magazine Track: Journalism and Electronic Media 203, 315, 414, 415, 488
Visual Communication Track: Journalism and Electronic Media 230, 280, 290, 335, 435, 490
Media Management Track: Journalism and Electronic Media 302, 320, 420, 480, 485
Sports Journalism Track: Journalism and Electronic Media 203, 311, 315, 411, 475
Science Communication Track: Journalism and Electronic Media 203, 315, 450, 451, 456

Any journalism and electronic media course(s).
Any course not taught in the College of Communication and Information.
Any course within the College of Communication and Information (including journali-
media and electronic media courses).

NOTE: At least 30 credit hours in courses numbered 300 or above must be completed.

Minor in Journalism and Electronic Media

Prerequisite to Minor

Communication and Information 150 ......................... 3

Required

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism and Electronic Media 200</td>
<td>3</td>
</tr>
<tr>
<td>Journalism and Electronic Media 275</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism and electronic media courses</td>
<td>6</td>
</tr>
</tbody>
</table>

(6 credit hours must be at the 300-400 level) ......................... 9

Total 18

A student seeking a minor in journalism and electronic media must submit a petition to
the Director of the School of Journalism and Electronic Media no later than the last
semester prior to graduation. The petition should be accompanied by a list of taken and
current courses that meet requirements for the minor, an academic history, and a
current course schedule.