



College of Communication and Information

Gregory D. Reed, Interim Dean

Edward Caudill, Associate Dean for Graduate Studies and Research

Betty Bradley, Director of Advising

<http://excellent.com.utk.edu/index.php>

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, Arthus, 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 American; 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*

	Hours	Credit
Communication and Information 150	3	3
6 hours from Advertising 250, Communication Studies 201, Information Sciences 102, Journalism and Electronic Media 200 or 275, or Public Relations 270	6	6
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	9	9
Total	18	18

*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.

The Bachelor of Arts in Communication is awarded to communication studies majors who successfully complete the 120 hours prescribed under the communication studies requirements. Students must earn at least a C in all communication studies courses completed for the hours to count toward requirements for the major.

School of ADVERTISING AND PUBLIC RELATIONS

<http://www.cci.utk.edu/~advpr/>

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

	Hours	Credit
Freshman		
English 101*, 102*	6	6
Communication and Information 150	3	3
¹ Foreign Language*	6	6
Anthropology 130*	3	3
² Natural Science Electives*	8	8
Mathematics 119 or 123*	3	3
Mathematics 125* or 141*	3-4	3-4
³ Business Administration 101	1	1
Sophomore		
Advertising 250	3	3
Public Relations 270	3	3
History 241*, 242*	6	6
⁴ English Literature Electives*	6	6
Economics 201*	4	4
Statistics 201*	3	3
Accounting 200	3	3
Advertising 310	3	3
Junior		
Business Administration 201	4	4
Psychology 110*	3	3
Advertising 340	3	3
Advertising 350	3	3
Advertising 360	3	3
Communication Studies 240*	3	3
Marketing 300	3	3
Management 300	3	3
⁵ Arts and Sciences Electives	6	6

Senior

Psychology 3603
Advertising 3801
Advertising 4503
Advertising 4703
Advertising 4803
Communication and Information Elective3
⁵ Arts and Sciences Electives6
General Electives2-3

Total 120

*Meets University General Education Requirement.
¹Six hours of foreign language (same language) at the intermediate level.
²This 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.
³Contact the College of Communication and Information Undergraduate Advising Center for equivalent course listings and information regarding test-out or petition procedures.
⁴English Literature Electives: English 201 or 207, 202 or 208, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.
⁵Any course in Arts and Sciences not currently required.

PUBLIC RELATIONS MAJOR

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

Freshman	Hours Credit
English 101*, 102*6
Communication and Information 1503
¹ Foreign Language*6
Anthropology 130*3
² Natural Science Electives*8
Mathematics 119 or 123*3
Mathematics 125* or 141*3-4
³ Business Administration 1011

Sophomore

Advertising 2503
Public Relations 2703
History 241*, 242*6
Journalism and Electronic Media 200*3
Journalism and Electronic Media 2033
Advertising 3103
Economics 201*4
Statistics 201*3
Accounting 2003

Junior

Business Administration 2014
Psychology 110*3
Advertising 3403
Public Relations 3203
Public Relations 3703
Communication Studies 240*3
Marketing 3003
⁴ English Literature Electives*6
⁵ Arts and Sciences Elective3

Senior

Psychology 3603
Public Relations 4703
Public Relations 3801
Communication Studies 440 or Psychology 4403
Communication and Information Elective3
Journalism and Electronic Media 4003
⁵ Arts and Sciences Electives9

Total 120-121

*Meets University General Education Requirement.
¹Six hours of foreign language (same language) at the intermediate level.

²This 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.
³Contact the College of Communication and Information Undergraduate Advising Center for equivalent course listings and information regarding test-out or petition procedures.
⁴English Literature Electives: English 201 or 207, 202 or 208, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.
⁵Any course in Arts and Sciences not currently required.

School of COMMUNICATION STUDIES

<http://www.cci.utk.edu/~commstudies/>

John W. Haas, *Director*

Professor

Julian, F.D., PhD.....Tennessee

Associate Professors

Ambrester, M.L., PhD.....Ohio
 Glenn, 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 1503
Communication Studies 2013
English 101*, 102*6
¹ Quantitative Reasoning Elective*3
Psychology 110*3
² Natural Sciences*8
³ Arts and Humanities Elective*3
General Elective1

Sophomore

Communication Studies 210* or 240*3
Communication Studies 250 or 2703
⁴ Social Sciences Elective*3
History 241*, 242*6
Mathematics 115* or Statistics 201*3
³ Arts and Humanities Elective*3
⁵ Foreign Language*6
⁶ Advanced Composition Elective*3

Junior

Communication Studies 300, 310, 320, or 3303
Communication Studies 3403
Communication Studies 3503
⁷ Communication Studies Electives6
⁸ College Elective3
⁹ Arts and Sciences Electives6
General Electives6

Senior

Communication Studies 4993
⁷ Communication Studies Elective3
⁹ Arts and Sciences Electives6
⁸ College Electives6
General Electives12

Total 120

- *Meets University General Education Requirement.
- ¹Quantitative Reasoning (QR) Elective: Mathematics 113, 123, 125, 141, 142, 151, or 152.
- ²This requirement is met by taking two courses from the General Education Natural Sciences (NS) list. Both the courses must have a laboratory.
- ³Arts and Humanities Electives are any two courses from the Arts and Humanities (AH) General Education list.
- ⁴Social Sciences Elective to be chosen from the Social Sciences (SS) General Education list.
- ⁵Six hours of one intermediate foreign language is required.
- ⁶Advanced composition course: English 255, 295, 355, 360, 455; Journalism and Electronic Media 200.
- ⁷Communication Studies electives are three courses, two of which (six hours) must be 400-level courses, and no more than one of which (three hours) may be a 200-level course. Students who complete Communication Studies 210 may not count Communication Studies 240 toward the major. Students who complete Communication Studies 240 may not count Communication Studies 210 toward the major. Communication Studies 445 may not be counted toward the major. A total of no more than three hours each of Communication Studies 491 and 493 may be counted toward the major.
- ⁸College electives are three courses (nine hours) from Advertising, Information Sciences, Journalism and Electronic Media, or Public Relations. These courses must come from at least two different areas of study.
- ⁹Arts and Sciences Electives are four courses (12 hours) to be taken from the following programs: African and African-American Studies, American Studies, Anthropology, Art History, Cinema Studies, Classics, Economics, English, French, Geography, German, History, Italian, Musicology, Philosophy, Political Science, Psychology, Religious Studies, Russian, Sociology, Spanish, Theatre and Women's Studies. Six hours of these courses must be at the 300 or 400 level.

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

Prerequisite to Minor	Hours Credit
Communication and Information 150	3
Required	
Communication Studies 201 or 207	3
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
<hr/> Total 18 <hr/>	

School of INFORMATION SCIENCES

<http://www.sis.utk.edu/>

Edward M. Cortez, *Director*

Professors

Cortez, E.M., PhD.....Southern California
 Pemberton, J.M., PhD.....Tennessee
 Tenopir, 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
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Emeriti Faculty

Crook, J.A., PhD	Iowa State
Howard, H.H., PhD	Ohio
Leiter, B.K., PhD	Southern Illinois
Singletary, M.W., PhD	Southern Illinois

JOURNALISM AND ELECTRONIC MEDIA MAJOR

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

Freshman	Hours	Credit
English 101*, 102*	6	
Communication and Information 150	3	
¹ Intermediate Foreign Language*	6	
Psychology 110*	3	
² Natural Sciences Electives*	7-8	
³ Quantitative Reasoning Electives*	6-8	
Sophomore		
Journalism and Electronic Media 200*	3	
Journalism and Electronic Media 275	3	
Political Science 102*	3	
Economics 201*	4	
⁴ Cultures and Civilizations Electives*	6	
Communication Studies 210* or 240*	3	
⁵ English Literature Electives*	6	
⁶ Arts and Sciences Elective	3	

Junior

Journalism and Electronic Media 457	3
⁷ Journalism and Electronic Media Track	6
⁸ Journalism and Electronic Media Electives	6
⁹ Political Science Elective	3
⁶ Arts and Sciences Electives	6
¹⁰ General Electives	6

Senior

Journalism and Electronic Media 400	3
¹¹ Communication and Information Elective	3
Journalism and Electronic Media 492	1
⁷ Journalism and Electronic Media Track	3
⁸ Journalism and Electronic Media Electives (Upper-Level)	6
⁶ Arts and Sciences Electives	6
¹⁰ General Electives	3-6

Total 120

*Meets General Education Requirement.

¹Six hours of intermediate foreign language (same language).

²This 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.

³Quantitative Reasoning (QR) electives: Mathematics 113, 115, 123, 125, 141 or 147, 142 or 148, 151, 152, 202.

⁴Any two courses from Cultures and Civilizations (CC) General Education list.

⁵English Literature Electives: English 201 or 207, 202 or 208, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.

⁶Any course from the College of Arts and Sciences not currently required.

⁷Any 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 203, 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.

⁸Any journalism and electronic media course(s).

⁹Political science electives: Political Science 315, 320, 321.

¹⁰Any course not taught in the College of Communication and Information.

¹¹Any course within the College of Communication and Information (including journalism 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	Hours	Credit
Communication and Information 150	3	
Required		
Journalism and Electronic Media 200	3	
Journalism and Electronic Media 203 or 275	3	
Electives		
Journalism and electronic media courses (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.