

The University of Texas at El Paso

Curriculum Change Proposal

Approval Page

Proposal Title: Corrections to Online Media Advertising Major Degree Plan

**Department Chair**

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I have read the enclosed proposal and approve this proposal on behalf of the department.

*Stacey K. Howards*

Signature

1/22/2018

Date

**College Curriculum Committee Chairperson**

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I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.

Signature

Date

**College Dean**

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I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.

Signature

Date

**Graduate Council/Undergraduate Curriculum Committee**

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Council Action:

Approved

Returned to the College

Date of Action Report: \_\_\_\_\_

Signature, Chairman

Date

## Curriculum Change Memo

Date: January 22, 2018  
From: Stacey Sowards, Chair, Department of Communication  
Through: Crystal Herman, Associate Dean, College of Liberal Arts  
Through: Steve Crites, Interim Dean, College of Liberal Arts  
To: Chair, Curriculum Committee  
Subject: Corrections to Media Advertising Online Degree Plan

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**Our department requests the catalog be corrected for the Media Advertising Online Degree Plan. The catalog incorrectly lists COMM 3338 as a required course, when it should list COMM 4350 instead. When the online degree version was proposed, COMM 3338 was not part of that degree plan, but somehow it is listed in the catalog. The catalog also incorrectly lists nine additional electives, which should not be listed. The major is 36 hours, and the nine additional hours would require students to take classes that they do not need and add to their major nine hours, making the degree 45 hours instead of 36. Attached is the original program structure and course offerings, if needed.**

**The revisions to the degree plan with track changes is also attached.**

## Catalog Changes to: Online Media Advertising Major Degree Plan

*The Department of Communication affords students the opportunity to pursue a Bachelor of Arts degree in Communication. Five majors are available: Communication Studies, Digital Media Production, Media Advertising, Organizational and Corporate Communication, and Multimedia Journalism. In addition to taking core courses, each student completes requirements for his or her sequence, and electives as required by each major, as well as six (6) or nine (9) hours of electives.*

### ~~Catalog Changes to: Online Media Advertising Major Degree Plan~~

#### Required Courses:

|                                      |  |              |
|--------------------------------------|--|--------------|
| <a href="#">COMM 1370</a>            | Intro To Communication Studies           | 3            |
| <a href="#">COMM 3371</a>            | Communication Theory/Analysis            | 3            |
| <a href="#">COMM 2330</a>            | Principles of Advertising                | 3            |
| <a href="#">COMM 3332</a>            | Ad Design, Graphics & Layout             | 3            |
| <a href="#">COMM 3333</a>            | Creative Strategy/Copywriting            | 3            |
| <del><a href="#">COMM 3338</a></del> | <del>Integrated Marketing Comm</del>     | <del>3</del> |
| <a href="#">COMM 3340</a>            | New Media Advertising                    | 3            |
| <a href="#">COMM 4300</a>            | Communication Internship                 | 3            |
| <a href="#">COMM 4330</a>            | Media Planning & Buying                  | 3            |
| <a href="#">COMM 4331</a>            | Ad Sales and Management                  | 3            |
| <a href="#">COMM 4335</a>            | Advertising Campaigns                    | 3            |
| <del><a href="#">COMM 4350</a></del> | <del>Selected Topics (Advertising)</del> | <del>3</del> |
| <a href="#">COMM 4372</a>            | Methods of Research in Comm              | 3            |

#### ~~Additional Major Electives:~~

~~Select an additional nine hours of COMM, with at least six being upper division~~ 9

Total: 36 hours

**The University of Texas at El Paso  
College of Liberal Arts  
Bachelors of Arts in Media Advertising**

**Program Structure**

| Program Feature                   | Description  |
|-----------------------------------|--|
| Total Degree Credits              | 36 credit hours  |
| Course Organization               | 12- 3 credit courses   |
| Concentrations- NA<br>Minor-      | NA<br>18 hours   |
| Capstone or Experiential Learning | Internship (14 week course at the end of the program)  |
| Campus Residency                  | N/A  |
| Academic Structure                | 3 Academic Terms per Calendar year<br>14 weeks per term<br>Two- 7 week courses (3 credit each) |
| Time to Degree Completion         | 2 years  |
| Semesters to Complete             | 6 semesters  |
| Admission Cycles                  | 2 Admission Cycle per Year<br>Spring and Fall  |

## Program Courses

| Course |           | Course Name                             | Faculty Developer  | Development Completed | Development Launch Month | Pre- Requisite  |
|--------|-----------|---|--------------------|-----------------------|--------------------------|---|
| FC1    | COMM 1370 | Introduction to Communication           | Stacey Sowards     | YES                   |                          |   |
| FC2    | COMM 3371 | Communication Theory and Analysis       | Richard Pineda     | YES                   |                          | COMM 1370   |
| FC3    | COMM 4372 | Methods of Research in Communication    | Roberto Avant Meir | YES                   |                          | Senior Standing                                       |
| FC4    | COMM 2330 | Principles of Advertising               | Carolyn Mitchell   | NO                    | Oct 2016                 | COMM 1370   |
| CC1    | COMM 3332 | Advertising Design, Graphics and Layout | Carolyn Mitchell   | NO                    | Oct 2016                 | COMM 2330   |
| CC2    | COMM 3333 | Creative Strategy and Copywriting       | Carolyn Mitchell   | NO                    | Mar 2017                 | COMM 2330 and COMM 3332                               |
| CC2    | COMM 3340 | New Media Advertising                   | Carolyn Mitchell   | NO                    | APR 2017                 | COMM 2330   |
| CC3    | COMM 4330 | Media Planning and Buying               | Carolyn Mitchell   | NO                    | Jun 2017                 | COMM 2330   |
| CC4    | COMM 4331 | Ad Sales and Management                 | Carolyn Mitchell   | NO                    | Oct 2016                 | COMM 2330   |
| CP1    | COMM 4335 | Advertising Campaigns                   | Carolyn Mitchell   | NO                    | Apr 2018                 | COMM 2330, COMM 3332, COMM 3333, COMM 3338, COMM 4330 |
| CP2    | COMM 4300 | Internship- Media Advertising           | Carolyn Mitchell   | NO                    | Mar 2018                 | Senior Standing * 14 WK                               |
| CP3    | COMM 4350 | Selected Topics- Advertising            | Carolyn Mitchell   | NO                    | Oct 2017                 | COMM 2330, 3332, 3333, 4330                           |

**Note:** student standing will be waived for the online courses. FC1 COMM 1370 to always start on an A term.

## Schedule of Courses Option A- Delayed launch and only two entry cycles per year (Fall/Spring)

| Admission Group | Term SP 16A | Term SP 16B | Term SU 16A | Term SU 16B | Term FA 16A | Term FA 16B | Term SP 17A | Term SP 17B | Term SU 17A | Term SU 17B | Term FA 17A | Term FA 17B | Term SP 18A | Term SP 18B | Term SU 18A | Term SU 18B | Term FA 18A | Term FA 18B | Term SP 19A | Term SP 19B | Term SU 19A | Term SU 19B | Term FA 19A | Term FA 19B | Term SP 19A | Term SP 19B | Term SU 19A | Term SU 19B |
|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1               |             |             |             |             | COM M 1370  | COM M 3371  | COM M 2330  | COM M 3332  | COM M 3333  | COM M 3340  | COM M 4330  | COM M 4331  | COM M 4372  | COM M 4350  | COM M 4335  | COM M 4335  |             |             |             |             |             |             |             |             |             |             |             |             |
| 1               |             |             |             |             |             |             |             |             |             |             |             |             |             |             | COM M 4300  | COM M 4300  |             |             |             |             |             |             |             |             |             |             |             |             |
| 2               |             |             |             |             |             |             | COM M 1370  | COM M 3371  | COM M 2330  | COM M 3332  | COM M 3333  | COM M 3340  | COM M 4330  | COM M 4331  | COM M 4372  | COM M 4350  | COM M 4335  | COM M 4335  |             |             |             |             |             |             |             |             |             |             |
| 2               |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             | COM M 4300  | COM M 4300  |             |             |             |             |             |             |             |             |             |             |
| 3               |             |             |             |             |             |             |             |             |             |             | COM M 1370  | COM M 3371  | COM M 2330  | COM M 3332  | COM M 3333  | COM M 3340  | COM M 4330  | COM M 4331  | COM M 4372  | COM M 4350  | COM M 4335  | COM M 4335  |             |             |             |             |             |             |
| 3               |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             | COM M 4300  | COM M 4300  |             |             |             |             |             |             |
| 4               |             |             |             |             |             |             |             |             |             |             |             |             | COM M 1370  | COM M 3371  | COM M 2330  | COM M 3332  | COM M 3333  | COM M 3340  | COM M 4330  | COM M 4331  | COM M 4372  | COM M 4350  | COM M 4335  | COM M 4335  |             |             |             |             |
| 4               |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             | COM M 4300  | COM M 4300  |             |             |             |             |
| Total Courses   |             |             |             |             | 1           | 1           | 2           | 2           | 2           | 2           | 3           | 3           | 4           | 4           | 4           | 4           | 3           |             |             |             |             |             |             |             |             |             |             |             |