**Purdue Northwest Curriculum Document Coversheet**

|  |  |  |  |
| --- | --- | --- | --- |
| **Document No:**  (According to [Instruction](http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/)s[[1]](#footnote-1)) | CHESS 18-38 REV CONCEN COM Advertising | **Approval by Faculty Senate:**  (Leave Blank) | 3/8/2019 |
| **Proposed Effective Date** | Fall 2019 | **Date Reviewed by Senate Curriculum**  **Committee:**  (Leave blank) | 2/8/2019 |
| **Submitting Department:**  (Name of both Dept & College/School ) | Department of Communication & Creative Arts/ CHESS | **Name(s) of Library Staff Consulted:**  (NA if not required) | NA |
| **Date Reviewed by Department** | January 18, 2019 |  |  |
| **Submission Date:**  (Date sent to College/School Curr Comm after Dept Review) | January 19, 2019 | **Will New Library**  **Resources Used?** | **Yes** **No**  Double-click to check Yes / No. |
| **Date Reviewed by College/School Curriculum Committee** | January 25, 2019 | **Form 40 Needed?**  (Double-click one box.)  Registrar will complete Form 40 **after** Senate approval of document. | **Yes** New courses or any course change, check **YES**  **No** For **all other** curriculum matters, check **NO**. |
| **Contact Person(s):**  (Name & Title) | Mary Beth O’Connor, Associate Professor |  |  |

Unless marked “Leave blank” all parts of this form must be filled in **before** sending to Secretary of the Faculty Senate.

|  |
| --- |
| **Task (check all that apply and fill out sections appropriate for each change).**  Program/Concentration Change or New Program/Concentration Proposal: Complete Section I, III, & IV  Minor Change or New Minor Proposal: Complete Section I (delete sections III & IV)  Certificate Change or New Certificate Proposal: Complete Section I (delete sections III & IV)  Course Change or New Course Proposal: Complete Section II (delete sections III & IV) |
| **Program name**. Communication; Concentration-Advertising |
| **Degree name(s).** (If applicable.) Bachelor of Arts |

## Section I: This section is for changes in programs, minors and certificates

|  |
| --- |
| **List the major changes in each program of study, minor or certificate.**  A comprehensive breakdown has been listed below including all changes made to the 8 semesters. Please Note: with the exception of the addition of the Supplemental Core, no other Core or General Education courses have been added or removed. However; some General Education requirements have been expanded to allow students to select courses from the General Education Core Listing. The 8 semesters have been re-arranged for a more cohesive Plan of Study. Lastly, to accommodate the Common Core adopted by the College of Humanities, Education and the Social Sciences (CHESS), we proposed the following changes:  Semester 1:   * Change “SOC 10000” to “Social Sciences-Select from specific list. See note 5” * Change “The Freshman Seminar in Communication-COM 10300” to “Freshman Experience-COM 10300-see Note 1” * Change “History Course” to “Fundamentals of Speech-COM 11400”   Semester 2:   * Change “English Composition II prerequisites “Grade C- or better in ENGL 10400; or Grade of B- or better in Engl 10000” to “Prerequisites “Grade C- or better in ENGL 10400” * Change “PSY 12000” to “Mass Communication and Society-COM 25000” * Change “COM 11400-Fundamentals of Speech” to “US Traditions-Select from list” * Change “CIS 20400-Introduction to Computer Based Systems” to “Technology-Select from list”   Semester 3:   * Change “PHIL 10600-Human Experience in Art Literature, Music, and Philosophy” to “Literature and the Arts-Select from list” * Change “COM 25000-Mass Communication and Society” to “Individual and Society-Select from list” * Change “Communication Elective” to “Introduction to Advertising-COM 25600”   Semester 4:   * Change “Communication Elective-UD-see Note 3” to “Natural Sciences-Select from list-see Note 5” * Change “Communication Elective see Note 3” to “Introduction to Communication Research Methods COM 30000” * Change “Any Gen Ed Science with Lab” to “Audio Production COM 33100”   Semester 5:   * Change “COM 30000-Introduction to Communication Research Methods” to “Television Production-COM 33200” * Change “American Government and Politics- POL 10100” to “Global Culture-Select from list” * Change “Communication Elective-UD- see Note 3” to “Introduction to Public Relations-COM 25300” * Change “Free Elective-UD- see Note 4” to “Social Ethics-Select from list”   Semester 6:   * Change “Aesthetics-Select from list” to “Gender Issues-Select from list” * Change “Communication Elective-UD-see Note 3” to “Practicum in Radio and Television-COM 43400” * Change “Free Elective-UD-see Note 4” to “Humanities-Select from specific list-see note 6”   Semester 7:   * Change “Statistics and Contemporary Life- STAT 13000” to “Quantitative Reasoning-Select from list” * Change “Literature” to “Racial and Ethnic Diversity-Select from list” * Change “Communication Elective-UD-see Note 3” to “Visual Communication-COM 30900” * Change “Communication Elective-UD-see Note 3” to “ Free Elective-see Note 4” * Change “Free Elective-UD-see Note 4” to “ Free Elective-see Note 4”   Semester 8:   * Change “ECON 10100-Survey of Economics” to “Western Heritage-Select from list” * Change “Additional Credits-FN 30300, MA, STAT, or CIS course” to “Additional Gen. Ed. Credits-select from specific list-see Note 7” * Change “Free Elective-UD-see Note 4” to “Focus Group Research-COM 43900” * Change “Free Elective-UD-see Note 4” to “Free Elective-see Note 4” |
| **Impact on Students.** (State “N/A” if proposal will not greatly affect students.)  The proposed changes require moving from a discipline-specific approach to a common core to a thematic approach. |
| **Impact on University Resources.** Requires offering different courses, but not additional courses. |
| **Impact on other Academic Units.** (State “N/A” if proposal will not affect other units.)(Include name of person in affected area discussed with) The CHESS College Council has discussed the impacts and has approved the core on 11/30/2018. |

***Document No:*** CHESS 18-38 REV CONCEN COM Advertising

**Section III: PLAN OF STUDY REVISION**

**Degree Name: Bachelor of Arts in Communication, Concentration-Advertising**

**Degree Requirements**

**PNW General Education Core**

| **Core Categories** | **Credits** | **Courses:** Enter “Select from list” or designate course(s) from list |
| --- | --- | --- |
| English Composition | 6 | ENGL 10400 - English Composition I and ENGL 10500 - English Composition II |
| Speech Communication | 3 | COM 11400 - Fundamentals of Speech Communication |
| Quantitative Reasoning | 3 | Select from the Gen Ed Quantitative Reasoning Core list |
| Natural Sciences | 3 | Select from the Gen Ed Natural Sciences Core list |
| Technology | 3 | Select from the Gen Ed Technology Core list |
| Humanities | 3 | Select from: AD 25500- Art Appreciation, COM 24000-Introduction to Oral Interpretation, MUS 25000-Music Appreciation, THTR 20100-Theatre Appreciation or THTR 30800-The History and Development of the American Musical Theatre |
| Social Sciences | 3 | Select from: COM 21200-Approaches to the Study of Interpersonal Communication, COM 32000-Small Group Communication or COM 32400-Introduction to Organizational Communication |
| Additional credits | 3 | Select from: AD 25500- Art Appreciation, COM 21200-Approaches to the Study of Interpersonal Communication, COM 24000-Introduction to Oral Interpretation, COM 32000-Small Group Communication, COM 32400-Introduction to Organizational Communication,  MUS 25000-Music Appreciation, THTR 20100-Theatre Appreciation or THTR 30800-The History and Development of the American Musical Theatre |
| General Ed Elective | 0-2 | Select from Gen Ed List (if needed to equal a total of 30 Gen Ed credits) |
| First-Year Experience (FYE) | 1-3 | COM 10300 - The Freshman Seminar In Communication is suggested |
| **Total (minimum)** | **30** |  |

### CHESS College Core

Modern Language 12 credits

Gender Issues, Choose from list 3 credits

Global Cultures, Choose from list 3 credits

Individual and Society, Choose from list 3 credits

Literature and the Arts, Choose from list 3 credits

Racial and Ethnic Diversity, Choose from list 3 credits

Social Ethics, Choose from list 3 credits

U.S. Traditions, Choose from list 3 credits

Western Heritage, Choose from list 3 credits

**Total College Core 36 credits**

### Major Core: Required Courses- Bachelor of Arts in Communication

COM 20400- Critical Perspectives on Communication 3 credits

COM 25000- Mass Communication and Society 3 credits

COM 30000-Introduction to Communication Research Methods 3 credits

COM 31800- Principles of Persuasion 3 credits

COM 43500- Communication and Emerging Technologies 3 credits

**Total Major Core 15 credits**

### Concentration Core: Advertising

COM 25300- Introduction to Public Relations 3 credits

COM 25600-Introduction to Advertising 3 credits

COM 30900-Visual Communication 3 credits

COM 33100-Audio Production 3 credits

COM 33200-Television Production 3 credits

COM 43400-Practicum in Radio and Television 3 credits

COM 43900-Focus Group Research 3 credits

**Total Concentration Core 21 credits**

### Other Courses

Free elective 3 credits

Free elective 3 credits

Free elective 3 credits

Free elective 3 credits

Free elective 3 credits

Free elective 3 credits

**Total Other Courses 18 credits**

**Total credits required for baccalaureate degree: 120\***

**\***For degree programs that require an excess of 120 credit hours, provide explanation and attach documentation, if appropriate.

**Addendum to Section III: CHESS College Core**

Approved by: CHESS Faculty Council Friday, November 30, 2018 (unanimous).

Applies to: All BA’s (except teaching degrees). Does not apply to BS or BLS degrees. Does not apply to degrees issued by the School of Education and Counseling.

**As of Fall 2019, the CHESS College Core will require 36 credits of coursework. Students must complete 12 credits (4 semesters) of a single Modern Language, and 24 credits of coursework in the following themes:**

1. **Gender Issues (3 credits)**
2. **Global Cultures (3 credits)**
3. **Individual and Society (3 credits)**
4. **Literature and the Arts (3 credits)**
5. **Racial and Ethnic Diversity (3 credits)**
6. **Social Ethics (3 credits)**
7. **U.S. Traditions (3 credits)**
8. **Western Heritage (3 credits)**

**Students must take one course from the following lists in each theme.**

**Gender Issues**

•ANTH 23000 - Gender Across Cultures

•COM 37600 - Communication And Gender

•ENGL 31100 - Identity In Ethnic American Women’s Literature

•ENGL 36000 - Gender And Literature

•HIST 36500 - Women In America

•IDIS 10600 - Introduction To Gender Studies

•PHIL 40800 - Philosophy Of Love And Friendship

•PSY 23900 - The Psychology Of Women

•PSY 36500 - Development of Gender Roles in Children

•SOC 31501 - Gender In Society

•SOC 31700 - Sociology Of Sex And Sexualities

•WOST 12100 - Introduction To Women’s Studies

**Global Cultures**

•ANTH 20500 - Human Cultural Diversity

•ASL 28000 - American Deaf Community: Language, Culture, And Society

•ENGL 26600 - World Literature: From The Beginnings To 1700 A.D.

•ENGL 26700 - World Literature: From 1700 A.D. To The Present

•ENGL 36600 - Postcolonial Literatures

•HIST 10500 - Survey Of Global History

•HIST 27100 - Introduction To Colonial Latin American History (1492-1810)

•HIST 27200 - Introduction To Modern Latin American History (1810 To The Present)

•HIST 30501 - Latin American History Through Film

•HIST 35201 - Revolution And Revolutionaries In 20th And 21st Century Latin America

•HIST 36110 - Environmental History Of Latin America

•HIST 36600 - Hispanic Heritage Of The United States

•HIST 40100 - Indigenous Traditions Of Latin America

•HIST 42500 - Social And Ecological History Of The Andes

•LALS 10100 - Introduction To Latin American Studies

•PHIL 23000 - Religions Of The East

•POL 13000 - Introduction To International Relations

•POL 14100 - Governments Of The World

•POL 23200 - Contemporary Crises In International Relations

•POL 32300 - Comparative Environmental Policy

•POL 34500 - West European Democracies In The Post-Industrial Era

•SOC 40300 - Sociology Of Developing Countries In Era Of Globalization

•SOC 40400 - The Environment And Social Justice

•SOC 40500 - Power, Social Control And The Media

•SOC 40600 - People’s Movements And Social Power

•SPAN 23500 - Spanish American Literature In Translation

**Individual and Society**

•ANTH 10000 - Introduction To Anthropology

•COM 21200 - Approaches To The Study Of Interpersonal Communication

•COM 25000 - Mass Communication And Society

•COM 32000 - Small Group Communication

•COM 32400 - Introduction To Organizational Communication

•ECON 21000 - Principles Of Economics

•ECON 25100 - Microeconomics

•ECON 25200 - Macroeconomics

•ENGL 22700 - Elements Of Linguistics

•HIST 21800 - Human Development And Health Promotion

•HIST 22200 - Foundations Of Holistic Health And Wellness

•PSY 12000 - Elementary Psychology

•PSY 20000 - Introduction To Cognitive Psychology

•PSY 23500 - Child Psychology

•PSY 24000 - Introduction To Social Psychology

•PSY 25100 - Health Psychology

•PSY 35000 - Abnormal Psychology

•SOC 10000 - Introductory Sociology

•SOC 34000 - General Social Psychology

•SOC 35000 - Social Psychology Of Marriage

•SOC 36500 - Constructing American Families

**Literature and the Arts**

•AD 11300 - Basic Drawing

•AD 25500 - Art Appreciation

•AD 38300 - Modern Art

•COM 24000 - Introduction To Oral Interpretation

•ENGL 20100 - The Nature Of Literary Study

•ENGL 20500 - Introduction To Creative Writing

•ENGL 22100 - Introduction To Shakespeare

•ENGL 23000 - Great Narrative Works

•ENGL 23100 - Introduction To Literature

•ENGL 23200 - Thematic Studies In Literature

•ENGL 23500 - Introduction To Drama

•ENGL 23700 - Introduction To Poetry

•ENGL 23800 - Introduction To Fiction

•ENGL 23900 - Introduction To Biography

•ENGL 24000 - Survey Of The British Literature: From The Beginnings Through The Neoclassical Period

•ENGL 24100 - Survey Of The British Literature: From The Rise Of Romanticism To The Modern Period

•ENGL 25000 - Great American Books

•ENGL 25700 - Literature Of Black America

•ENGL 26400 - The Bible As Literature

•ENGL 26600 - World Literature: From The Beginnings To 1700 A.D.

•ENGL 26700 - World Literature: From 1700 A.D. To The Present

•ENGL 28600 - The Movies

•ENGL 31100 - Identity In Ethnic American Women’s Literature

•ENGL 31800 - Graphic Narrative

•ENGL 35000 - Survey Of American Literature From Its Beginnings To 1865

•ENGL 35100 - Survey Of American Literature From 1865 To The Post-World War II Period

•ENGL 35600 - American Humor

•ENGL 36000 - Gender And Literature

•ENGL 36600 - Postcolonial Literatures

•ENGL 37300 - Science Fiction And Fantasy

•ENGL 37700 - Major Modern Poetry

•ENGL 37900 - The Short Story

•ENGL 38100 - The British Novel

•ENGL 38200 - The American Novel

•ENGL 40700 - Introduction To Poetry Writing

•ENGL 40900 - Introduction To Fiction Writing

•ENGL 41000 - Introduction To Creative Nonfiction Writing

•ENGL 41100 - Studies In Major Authors

•ENGL 44100 - Chaucer’s Canterbury Tales

•ENGL 44200 - Shakespeare

•ENGL 44400 - Milton

•ENGL 46900 - Issues In Contemporary Criticism And Theory

•MUS 25000 - Music Appreciation

•PHIL 27500 - The Philosophy Of Art

•SPAN 23500 - Spanish American Literature In Translation

•SPAN 24100 - Introduction To The Study Of Hispanic Literature

•SPAN 33500 - The Literature Of The Spanish-Speaking Peoples In The United States

•THTR 20100 - Theatre Appreciation

•THTR 30800 - The History And Development Of The American Musical Theatre

•THTR 34800 - Dramatic Performance In Context

**Racial and Ethnic Diversity**

•ANTH 37900 - Native American Cultures

•ENGL 25700 - Literature Of Black America

•HIST 36600 - Hispanic Heritage Of The United States

•HIST 40100 - Indigenous Traditions Of Latin America

•HIST 46601 - Immigration And Ethnicity In U S History

•LALS 10100 - Introduction To Latin American Studies

•PSY 33400 - Cross Cultural Psychology

•PSY 33500 - Stereotyping And Prejudice

•SOC 31000 - Racial And Ethnic Diversity

•SPAN 33500 - The Literature Of The Spanish-Speaking Peoples In The United States

**Social Ethics**

•ENGL 21600 - Ethics And Literature

•PHIL 11100 - Ethics

•PHIL 32500 - Ethics And Public Health

•SOC 22000 - Social Problems

**US Traditions**

•ENGL 25000 - Great American Books

•ENGL 35000 - Survey Of American Literature From Its Beginnings To 1865

•ENGL 35100 - Survey Of American Literature From 1865 To The Post-World War II Period

•ENGL 38200 - The American Novel

•BUSM 10100 - Development Of Business In The United States

•HIST 15100 - American History To 1877

•HIST 15200 - United States Since 1877

•HIST 31005 - The Civil War And Reconstruction, 1850 To 1877

•HIST 35001 - Gettysburg: Three Days That Changed America

•HIST 36700 - 20th Century American History

•HIST 36800 - Episodes In American Religious History

•HIST 37800 - Early National America: 1787-1850

•HIST 38600 - History Of American Foreign Relations

•HIST 46000 - American Colonial History

•HIST 46100 - The Revolutionary Era, 1763 To 1800

•HIST 46400 - Jacksonian America 1815-1850

•HIST 46700 - The Emergence Of Modern America

•HIST 46800 - Recent American History

•HIST 22200 - Foundations Of Holistic Health And Wellness

•HIST 34900 - Contemporary Trends In Health Care Systems

•POL 10100 - American Government And Politics

•POL 23300 - Introduction to The Study Of Law

**Western Heritage**

•ENGL 26400 - The Bible As Literature

•HIST 10200 - Introduction To The Ancient World

•HIST 10300 - Introduction To The Medieval World

•HIST 10400 - Introduction To The Modern World

•HIST 29000 - Russia: Yesterday, Today, And Tomorrow

•HIST 40300 - Europe In The Reformation

•HIST 40400 - Kings And Philosophers: Europe 1618-1789

•HIST 40500 - The French Revolution And Napoleon

•HIST 40600 - Rebels And Romantics: Europe 1815-1870

•HIST 22200 - Foundations Of Holistic Health And Wellness

•PHIL 11000 - Introduction To Philosophy

•PHIL 30100 - History Of Ancient Philosophy

•PHIL 30200 - History Of Medieval Philosophy

•PHIL 23100 - Religions Of The West

•POL 35000 - Foundations Of Western Political Theory: From The Renaissance To Marx

•POL 35300 - Current Political Ideologies

## Section IV: For all Program Changes;

## Current Semester by Semester

(Delete if new program)

Semester One **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **English Composition I** | **ENGL 10400** | **X** | **3** | **C-** |  |
| **Introductory Sociology** | **SOC 10000** | **X** | **3** | **C-** |  |
| **The Freshman Seminar in Communication** | **COM 10300** | **X** | **3** | **C-** |  |
| **History** | **Select from list** | **X** | **3** | **C** |  |
| **Modern Language I** | **ASL/FR/GER/JPNS/SPAN 10200** |  | **3** |  |  |

Semester Two **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **English Composition II** | **ENGL 10500** | **X** | **3** | **C-** | **Grade of C- or better in ENGL 10400; or Grade of B- or better in ENGL 10000** |
| **Elementary Psychology** | **PSY 12000** | **X** | **3** | **C-** |  |
| **Fundamentals of Speech Communication** | **COM 11400** | **X** | **3** | **C** |  |
| **Technology** | **CIS 20400** | **X** | **3** | **C-** |  |
| **Modern Language Level II** | **ASL/FR/GER/JPNS/SPAN 10200** |  | **3** | **C-** | **Grade of C- or better in Modern Language Level I; or WebCAPE score between 150-299** |

Semester Three **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Philosophy** | **Select from list** |  | **3** | **C-** |  |
| **Mass Communication and Society** | **COM 25000** |  | **3** | **C-** |  |
| **Critical Perspectives on Communication** | **COM 20400** |  | **3** | **C** |  |
| **Modern Language Level III** | **ASL/FR/GER/JPNS/SPAN 20100** |  | **3** | **C-** | **Grade of C- or better in Modern Language Level II; or WebCAPE score between 300-425** |
| **Communication Elective (see Note 3)** |  |  | **3** | **C** |  |

Semester Four **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Communication Elective-UD (see Note 3)** | **Select from list** |  | **3** | **C** |  |
| **Communication Elective-**  **(see Note 3)** |  |  | **3** | **C** |  |
| **Any Gen Ed Science with Lab** |  |  | **3** | **C-** |  |
| **Free Elective (see Note 4)** |  |  | **3** |  |  |
| **Modern Language IV** | **ASL/FR/GER/JPNS/SPAN 20200** |  | **3** | **C-** | **Grade of C- or better in Modern Language Level III; or WebCAPE score of 425 or greater** |

Semester Five **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Introduction to Communication Research Methods** | **COM 30000** |  | **3** | **C** |  |
| **American Government and Politics** | **POL 10100** | **X** | **3** | **C-** |  |
| **Communication Elective-UD (see note 3)** |  |  | **3** | **C** |  |
| **Free Elective- UD (see Note 4)** |  |  | **3** |  |  |
| **Free Elective**  **(see Note 4)** |  |  | **3** |  |  |

Semester Six **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Principles of Persuasion** | **COM 31800** |  | **3** | **C** |  |
| **Aesthetic** | **Select from list** | **X** | **3** | **C-** |  |
| **Communication Elective-UD (see Note 3)** |  |  | **3** | **C** |  |
| **Free Elective-UD (see Note 4)** |  |  | **3** |  |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** |  |  |

Semester Seven **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Statistics and Contemporary Life** | **STAT 13000** | **X** | **3** | **C-** |  |
| **Literature** |  | **X** | **3** | **C-** |  |
| **Communication Elective-UD (see Note 3)** |  |  | **3** | **C** |  |
| **Communication Elective-UD (see Note 3)** |  | **X** | **3** | **C** |  |
| **Free Elective-UD (see Note 4)** | **Choose any** |  | **3** |  |  |

Semester Eight **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Communication and Emerging Technologies** | **COM 43500** |  | **3** | **C** |  |
| **Survey of Economics** | **ECON 10100** | **X** | **3** | **C-** |  |
| **Additional Credits** | **FN 30300, MA, STAT, or CIS course** | **X** | **3** | **C-** |  |
| **Free Elective- UD**  **(See Note 4)** |  |  | **3** |  |  |
| **Free Elective-UD**  **(See Note 4)** |  |  | **3** |  |  |

Notes:

**Note 1**: Freshman seminar requirement also met with any other PUC Freshman Seminar course from 1-3 credit hours.

**Note 2**: Modern Language Requirement, must complete 4 semesters of the same language - Choose from ASL, FR, GER, JPNS, or SPAN

**Note 3**: Communication Elective: Choose courses with emphasis in an identified career path or concentration. Seven (7) electives in communication are required for major. At least four of those electives must be upper division (UD) at 30000 level or above. At least two of those UD courses must be COM EXL courses. Prerequisites may apply. Students may choose to complete one concentration from the following areas: Advertising, Broadcasting, International Communication, Journalism, Media Studies, or Public Relations. (Use the separate degree map for the Visual Communication Design concentration.) For more information on career paths and recommended courses contact your advisor or visit <http://academics.pnw.edu/communication-creative-arts>

**Note 4**: Free Elective: Choose electives for further study in Communication or for Minor in any department. Five (5) electives are required for graduation. Electives may be in Communication, for a Minor in any department, or in any subject. Prerequisites may apply.

Up to 15 credits of free electives at 30000 level or higher may be required to meet Purdue University Northwest residency rule.

## Section IV: For all Program Changes;

## Proposed Semester by Semester

(Delete if new program)

Semester One **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **English Composition I** | **ENGL 10400** | **X** | **3** | **C-** |  |
| **Social Sciences** | **Select from specific list. See Note 5.** | **X** | **3** | **C-** |  |
| **Freshman Experience (See Note 1)** | **COM 10300** | **X** | **3** | **C-** |  |
| **Speech Communication** | **COM 11400** | **X** | **3** | **C-** |  |
| **Modern Language Level I** | **ASL/FR/GER/JPNS/SPAN 10100** |  | **3** | **C-** |  |

Semester Two **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **English Composition II** | **ENGL 10500** | **X** | **3** | **C-** | **Grade of C- or better in ENGL 10400** |
| **Mass Communication and Society** | **COM 25000** |  | **3** | **C** |  |
| **US Traditions** | **Select from list** |  | **3** | **C-** |  |
| **Technology** | **Select from list** | **X** | **3** | **C-** |  |
| **Modern Language Level II** | **ASL/FR/GER/JPNS/SPAN 10200** |  | **3** | **C-** | **Grade of C- or better in Modern Language Level I; or WebCAPE score between 150-299** |

Semester Three **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Literature and the Arts** | **Select from list** |  | **3** | **C-** |  |
| **Individual and Society** | **Select from list** |  | **3** | **C-** |  |
| **Critical Perspectives on Communication** | **COM 20400** |  | **3** | **C** |  |
| **Modern Language Level III** | **ASL/FR/GER/JPNS/SPAN 20100** |  | **3** | **C-** | **Grade of C- or better in Modern Language Level II; or WebCAPE score between 300-425** |
| **Introduction to Advertising** | **COM 25600** |  | **3** | **C** |  |

Semester Four **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Natural Sciences** | **Select from list** | **X** | **3** | **C-** |  |
| **Modern Language Level IV** | **ASL/FR/GER/JPNS/SPAN 20200** |  | **3** | **C-** | **Grade of C- or better in Modern Language Level III; or WebCAPE score of 425 or greater** |
| **Introduction to Communication Research Methods** | **COM 30000** |  | **3** | **C** |  |
| **Audio Production** | **COM 33100** |  | **3** | **C** |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** |  |  |

Semester Five **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Television Production** | **COM 33200** |  | **3** | **C** |  |
| **Global Cultures** | **Select from list** |  | **3** | **C-** |  |
| **Introduction to Public Relations** | **COM 25300** |  | **3** | **C** |  |
| **Social Ethics** | **Select from list** |  | **3** | **C-** |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** |  |  |

Semester Six **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Principles of Persuasion** | **COM 31800** |  | **3** | **C** |  |
| **Gender Issues** | **Select from list** |  | **3** | **C-** |  |
| **Practicum in Radio and Television** | **COM 43400** |  | **3** | **C** |  |
| **Humanities** | **Select from specific list. See Note 6.** | **X** | **3** | **C-** |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** |  |  |

Semester Seven **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Quantitative Reasoning** | **Select from list** | **X** | **3** | **C-** |  |
| **Racial and Ethnic Diversity** | **Select from list** |  | **3** | **C-** |  |
| **Visual Communication** | **COM 30900** |  | **3** | **C** |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** | **C** |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** |  |  |

Semester Eight **Total Credits** = 15

| **Program Requirements : Designate Program Requirement** | **Subject Code/Course Number** | **(GenEd)**  **Yes=X** | **Credits**  **Number** | **Min Grade** | **Prerequisites** |
| --- | --- | --- | --- | --- | --- |
| **Communication and Emerging Technologies** | **COM 43500** |  | **3** | **C** |  |
| **Western Heritage** | **Select from list** |  | **3** | **C-** |  |
| **Additional Gen. Ed. Credits** | **Select from specific list. See note 7.** | **X** | **3** | **C-** |  |
| **Focus Group Research** | **COM 43900** |  | **3** |  |  |
| **Free Elective**  **(See Note 4)** |  |  | **3** |  |  |

**Notes:**

**Note 1**: Freshman seminar requirement also met with any other PNW Freshman Seminar course from 1-3 credit hours.

**Note 2**: Modern Language Requirement, must complete 4 semesters of the same language - Choose from ASL, FR, GER, JPNS, or SPAN

**Note 3**: At least two courses must be COM EXL courses. Prerequisites may apply.

**Note 4**: Free Elective: Choose electives for further study in Communication or for Minor in any department. Six (6) electives are required for graduation. Electives may be in Communication, for a Minor in any department, or in any subject. Prerequisites may apply.

Up to 15 credits of free electives at 30000 level or higher may be required to meet Purdue University Northwest residency rule.

**Note 5:** Select from: COM 21200-Approaches to the Study of Interpersonal Communication, COM 32000-Small Group Communication or COM 32400-Introduction to Organizational Communication. Once you use a course for this section, it cannot be used for other sections.

**Note 6:** Select from: AD 25500- Art Appreciation, COM 24000-Introduction to Oral Interpretation, MUS 25000-Music Appreciation, THTR 20100-Theatre Appreciation or THTR 30800-The History and Development of the American Musical Theatre. Once you use a course for this section, it cannot be used for other sections.

**Note 7:** Select from: AD 25500- Art Appreciation, COM 21200-Approaches to the Study of Interpersonal Communication, COM 24000-Introduction to Oral Interpretation, COM 32000-Small Group Communication, COM 32400-Introduction to Organizational Communication,  MUS 25000-Music Appreciation, THTR 20100-Theatre Appreciation or THTR 30800-The History and Development of the American Musical Theatre. Once you use a course for this section, it cannot be used for other sections.

1. <http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/> [↑](#footnote-ref-1)