TO: The Academic Senate
FROM: Committee on Academic Planning & Review (CAPR)
SUBJECT: Request for Approval of Discontinuance of Options in Advertising, Broadcasting, Interpersonal Communication, Journalism, Mass Communication, Organizational Communication, Photocommunication, Public Communication, and Public Relations, all in the B.A. Communication
PURPOSE: For Action by the Academic Senate
ACTION REQUESTED: Approval of the Request to Discontinuance the Options noted below; effective Fall 2010

At the May 7, 2009 meeting, CAPR approved the request to discontinue the following options in the B.A. in Communication:

Advertising
Broadcasting
Interpersonal Communication
Journalism
Mass Communication
Organizational Communication
Photocommunication
Public Communication
Public Relations

This request has arisen as a result of the redesign of the curriculum in Communications and the re-structuring and reduction of the number of options offered. Requests for the new curriculum are given in separate memoranda.
REQUEST FOR APPROVAL OF DISCONTINUANCE OF OPTIONS IN
ADVERTISING, BROADCASTING, INTERPERSONAL COMMUNICATION, JOURNALISM,
MASS COMMUNICATION, ORGANIZATIONAL COMMUNICATION, PHOTOCOMMUNICATION,
PUBLIC COMMUNICATION, AND PUBLIC RELATIONS, B.A. COMMUNICATION

1. **Department**: Communication

2. Full and exact title of program, with name of major for options
   B.S. Communication, Options in:

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Journalism</th>
<th>Photocommunication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td>Mass Communication</td>
<td>Public Communication</td>
</tr>
<tr>
<td>Interpersonal Communication</td>
<td>Organizational Communication</td>
<td>Public Communication</td>
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</tbody>
</table>

3. List of **other options, minors, certificates, or credentials** in the major/department.
   The two new options in the major are:
   a. Option in Professional Public and Organizational Communication
   b. Option in Media Production

4. **Purpose** of the Proposed Discontinuance.
   Modification of the Communication Major and Minor. Options in the major are being reduced from 9 to 2.

5. **How many students** are currently pursuing this option, minor, certificate, or credential?

<table>
<thead>
<tr>
<th>Advertising - 26</th>
<th>Journalism - 35</th>
<th>Photocommunication - 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting - 34</td>
<td>Mass Communication - 48</td>
<td>Public Communication - 7</td>
</tr>
<tr>
<td>Interpersonal Communication - 23</td>
<td>Organizational Communication - 24</td>
<td>Public Relations - 50</td>
</tr>
</tbody>
</table>

   The **Department is responsible for accommodating students** who are currently pursuing this option, minor, certificate, or credential in finishing their program through course offerings and substitutions.

6. **Resource implications**: None
7. **CONSULTATION** with other affected departments and program committee:

   a) The following department(s) has (have) been consulted and raise **no objections**:
      All Department Chairs in the Colleges of CLASS, CBE, and CSCI were consulted and there were no objections.

   b) The following department(s) has (have) been consulted and **raise concerns**:
      Department:  
      Concern:

8. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.
   
   Chair: **Dr. Gale Young**  
   Date: 4/10/2009

9. Certification of **COLLEGE APPROVAL** by the dean/associate dean and college curriculum committee.
   
   Dean/Associate Dean: **Dean Diedre Badejo**  
   Date: 4/21/09