

**The University Curriculum Committee (UCC)**  
Meeting Minutes  
Thursday, September 10, 2015

**Regular Members Present:**

Michael Dingfelder  
Lori Flint  
Gail Ratcliff  
Mark Richardson  
Jean-Luc Scemama  
Karen Vail-Smith

**Regular Members Excused:**

David Batts  
Mark Johnson

**Ex-Officio Members Present:**

Josie Bowman—Rep. of VC for Health Sciences  
Chase Crawford—SGA representative  
Rita Reaves—Rep of Provost  
Patrick Rider—Rep of Chancellor  
Nancy Winterbauer—Rep. of Chair of the Faculty  
Christine Zoller—Rep. of the Faculty Senate

**Ex-Officio Members Excused:**

None

**Faculty Senate:**

Kylie Dotson-Blake, Vice Chair of Faculty  
Lori Lee

**IPAR Office of Academic Program Planning and Development (OAPPD):**

Kimberly Nicholson and Karen Traynor

**Office of the Registrar:**

Diane Coltraine

**Guests:**

College of Fine Arts and Communication: Mary Tucker-McLaughlin  
College of Health and Human Performance: James Lewis, Susan McGhee, and Sue Raedeke

**Actions of Committee:**

*Items identified with yellow highlighting are programmatic in nature and will require review by the EPPC following UCC approval.*

**I. Call to Order/Welcome**

- Discussion: Dr. Flint called the meeting to order. Vice-Chair of the Faculty Senate, Dr. Kylie Dotson-Blake, introduced the UCC committee charge and the work carried over from last year.
- Action Taken:  
N/A

## **II. Introduction of UCC Members and Election of UCC Officers**

- Discussion: Dr. Kylie Dotson-Blake, Vice-Chair of the Faculty called for nominations from the committee for Chair of UCC. Dr. Lori Flint was nominated and the committee confirmed her as the Chair of UCC. Dr. Dotson-Blake called for nominations from the committee for Vice-Chair of UCC. Dr. Jean-Luc Scemama was nominated and the committee confirmed him as Vice-Chair of UCC. Dr. Flint explained that Dr. Richardson has completed his 2-year term as Secretary of UCC and declines to serve another term in that role due to his new duties as Department Chair in his school. Dr. Dotson-Blake called for nominations from the committee, and Dr. Josie Bowman was nominated and agreed to serve but cannot be elected because she is ex-officio (Representative for the VC of Health Sciences) and not a regular faculty committee member. After no other volunteers from the committee were found, Dr. Flint stated that either the committee will need to find another member to serve as Secretary of record, or the UCC committee will need to ask for an exception to the Faculty Senate rules to permit Dr. Bowman to hold this position.
- Action Taken: Dr. Lori Flint was elected to serve as Chair of UCC, and Dr. Jean-Luc Scemama was elected to serve as Vice-Chair of UCC. Dr. Josie Bowman (ex-officio) will assist with Secretary duties.

## **III. Old Business**

1. Changing the Name of the University Curriculum Committee to the Undergraduate Curriculum Committee (requires UCC submission to the Committee on Committees)
  - Discussion: The committee members spoke in favor of this change.
  - Action Taken: A motion to approve the name change to the Undergraduate Curriculum committee was made by Professor Vail-Smith and seconded by Dr. Scemama. The motion was approved. The request for the name change will be forwarded to the Faculty Senate and then the Committee on Committees.

## **IV. Status of UCC Minutes**

1. The 04-16-15 UCC minutes were approved electronically and placed on the 09-06-15 Faculty Senate agenda.
2. The 04-23-15 UCC minutes were approved electronically and forwarded to the Faculty Senate. Since the minutes did not contain any formal actions on curriculum, they do not require Faculty Senate agenda placement
  - Discussion: NA

- Action Taken: NA

## **V. Suggestion(s) to the Chair of the Faculty and/or Faculty Senate for improving the effectiveness of the UCC**

Excerpt from [2014-2015 UCC Annual Report](#)

1. Although faculty are encouraged to submit to the UCC as early in the academic year as possible, the majority of undergraduate packages were received in spring. Announce that because we anticipate an exceptionally heavy workload this year, faculty should present their packages as early as possible if they want them reviewed this academic year.

Discussion: Dr. Flint explained that the work done over the summer on this should help to improve the tediousness of the workload and hopefully have a head start of the curriculum revision.

Ms. Coltraine requested that the UCC not add a special meeting at the end of the semester to allow for extra packages. She stated that any additional meetings at the end of the year impact too many committees in different departments with the new catalogue.

2. The UCC committee meeting is not a curriculum development "workshop," especially in the spring. Packages submitted to the UCC need to be review-ready (e.g., contain required pieces and quality). The UCC needs to be an action committee where review of content should be priority (e.g., course objectives).
3. We are discussing holding "office hours" during which UCC members are available to assist faculty in developing their packages.

Discussion: Dr. Flint explained that the committee would try to get a lot of work done behind the scenes—possibly offering office hours to see if faculty can be helped BEFORE they come to the UCC. She stated that the committee prefers the faculty to work with the liaison, as usually the liaisons can be effective for this.

4. On UCC meeting dates at which the agendas are very light, publish workshop time whereby faculty can drop in for individualized assistance.
5. Encourage increased involvement of liaisons in curriculum development within units.
6. UCC create a list of responsibilities they would like to see the UCC liaisons perform in support of the UCC.
7. Make contact with liaisons at the beginning of each year to share UCC expectations.
8. Copy liaisons on all UCC-related communications regarding submission packages (e.g., marked catalog copy, package pieces from units).
9. Encourage attendance of liaisons with curriculum proposers at UCC meetings, when possible.

10. Split up upcoming large packages among UCC members, prior to agenda placement, for a close review of content.
11. Meet, in person, with various unit curriculum committees at the beginning of the academic year to share materials, processes, and SharePoint sites available to use as resources.
12. We are requesting a "counter" on the UCC SharePoint site of how many packages have been received for each meeting, so proposers know how many packages are ahead of their submission

Discussion: Ms. Nicholson stated that she is still exploring on how to put a counter on the website to allow faculty to know how many packages are on the website. She stated that when faculty first submit they receive an automatic reply that the package is received; however all the pieces of the package may not be received before the agenda is created. Professor Vail-Smith asked about which packages are put first on the agenda—the ones that are complete or the ones submitted first. Ms. Nicholson stated that there is a submission deadline and then a subsequent deadline for a finished package. Sometimes she will ask the officers whether to continue with a package or put it off for the next agenda; the order of packages and times allotted are not set until one week before each UCC meeting. Ms. Nicholson explained that when beginning in the spring semester, she sends a disclaimer to the faculty that just submitting by the deadline will not guarantee placement on the current agenda.

13. Send back packages that are not complete, rather than placing on agenda when they are received, except in extenuating circumstances.
14. Invite unit curriculum committee chairs to attend UCC meetings to see how this committee works and what we on the UCC look for.
15. Investigate Curriculog, a curriculum management system, to complement Acalog, the university's catalog management system.

Discussion: With regard to investigating Curriculog, Dr. Ratcliff volunteered to serve as our representative on a committee to explore this new curricular management system.

16. Consider changing the name of the University Curriculum Committee to the Undergraduate Curriculum Committee

Discussed: This topic was discussed in Item III. Old Business above.

17. Curriculum Committee, to better reflect its purpose and align with the Graduate Curriculum Committee (GCC), while retaining the same initials.
18. Request room improvements to Brewster B-104 (e.g., cleaning services, repair of clock) or alternate meeting location that is still easily accessible to the university community).

Discussion: Dr. Flint mentioned that our meeting room has new lights and a clean carpet, but the room clock still does not work. Ms. Nicholson stated that arrangements were made to have one UCC meeting in October held at the Brody building due to an evening football game scheduled that will affect nearby parking by Brewster. One member asked about the room configuration at the space in Brody, and Ms. Nicholson responded that the Brody meeting room

would be made to accommodate our group. She stated that reserving a room at the Greenville Centre was not secure because our committee does not have first priority.

- Action Taken: The committee agreed to Dr. Ratcliff serving as UCC representative on a committee investigating Curriculog. The committee also agreed with the suggestions stated above that were forwarded to the Faculty Senate in the end-of-the-year annual report.

## **VI. UCC Meeting Cycle**

1. IPAR Office of Academic Program Planning and Development communicates with faculty planners, the UCC, offices, and committees on behalf of the UCC and UCC chair
2. Prescreening and communication with faculty planners is conducted by UCC officers, IPAR Office of Academic Program Planning and Development, and the Office of the Registrar
3. UCC chair approves meeting agenda
4. UCC members, faculty planners, and university community receive notification e-mail that the UCC agenda and files have been posted to UCC SharePoint site (accessible to all ECU faculty and staff)
5. Applicable UCC liaisons are copied on all communications between the UCC and faculty planners
6. UCC chair distributes package assignments
7. UCC members post concerns/questions regarding UCC agenda items to the UCC Agenda Discussion Page on the UCC SharePoint site (accessible only to UCC members and Faculty Senate officers)
8. UCC members conduct a detailed review of assigned packages and Old/New business items (e.g., undergraduate policy items) and a light review of all other items
9. IPAR Office of Academic Program Planning and Development creates and Agenda Template to assist the UCC Secretary (posted electronically to SharePoint and a printed copy is brought to the meeting)
10. Technical support and one copy of the agenda and meeting documents is provided to the UCC officers by the IPAR Office of Academic Program Planning and Development
11. At the meeting, UCC members listen to faculty planner presentations, provide recommendations for revision of package documents, and vote on each package presented
12. At the meeting, UCC officers and IPAR Office of Academic Program Planning and Development record recommended revisions
13. For packages voted "approved as amended" faculty planners and/or resource persons resubmit revised package documents within 5 business days (i.e., following Wednesday by 5:00 pm)

14. For packages voted "tabled" a full package resubmission will be required in order to secure placement on a future agenda
15. Revision packages screening and communication with faculty planners is conducted by the IPAR Office of Academic Program Planning and Development
16. Revised documents are posted to the UCC SharePoint site
17. Once all revised documents are received and accepted, draft UCC minutes developed by the UCC Secretary are approved by the UCC chair for distribution to the committee for the vote
18. UCC members review the UCC minutes in SharePoint and post/respond with "approve", "disapprove", or "approve with the following revisions".
19. Once a majority vote has been recorded, the UCC minutes are forwarded to the Faculty Senate for agenda placement. Faculty planners and their UCC liaisons are notified via e-mail that the packages have been forwarded to the next vetting step.
20. If the package has programmatic actions that require review by the Educational Policies and Planning Committee (EPPC), it is automatically forwarded to the EPPC for agenda placement.
  - Discussion: Dr. Lori Flint and Ms. Kimberly Nicholson introduced the process outlined above to the committee, particularly for the benefit of new members.
  - Action Taken: N/A

## **VII. Introduction of Revised UCC SharePoint Site and Materials**

- Discussion: Ms. Nicholson explained the structure of the newly revised SharePoint site to the committee. With the new design, you will find the high priority items on the right-hand side of the webpage. Central boxes on the page offer step-by-step instructions; each has a summary at the top with a content list in exact order. A checklist gives all the important steps (though several colleges may not require all these steps)—these are the checks that UCC requires. Ms. Nicholson suggests that faculty use these checklists all the way through, so that they are ready not only for the College-level approval but also for the UCC level. She explained that many of these steps will be covered in the liaison information workshop. She stated that the new forms on the SharePoint site help the faculty to check for what is missing from the package and help to assure consistency. Additionally, there are links to other committees from the UCC SharePoint page so that faculty can go there directly for information needed. Ms. Nicholson then explained the process the faculty follows in revising the packages following the recommendations that the UCC makes—and that she checks to see that the changes have been made. She stated that she will often send the changes made to the UCC officers to check for their approval. Ms. Nicholson then explained to the committee members how the minutes are drafted, compiled and then approved via the SharePoint site. Dr. Flint explained the each set of minutes includes a running chart of all the actions completed up to that point on the minutes. Dr. Richardson commented that the boxes on the Course Proposal forms are not large enough to accommodate all the text—if the forms are downloaded as PDF files some of the content within the text boxes is missing. Ms. Nicholson that this is due to the software (Word 2013) which

was not available to Mac versions—so the forms were created in PDF format which does not allow all the text typed within the box to be seen unless viewed in Preview. Ms. Nicholson stated that she would fix the text boxes so that they are larger and that may solve the problem. Dr. Ratcliff suggested that Ms. Nicholson set the link to the Curriculum Table on the SharePoint webpage to bold type so that the faculty knows to start at that point.

Dr. Flint explained to the new members how to find the meeting agenda and their corresponding packages on the SharePoint site for review. She emphasized that there will likely be an increased action on curriculum changes this entire year.

Ms. Coltraine stated that there are some new procedures in the catalog copy this year: 1) she will now provide the catalogue text for the current catalog to the faculty submitting a package to revise; 2) she will now provide the package creator and the contact person with an Acalog search report of the affected units to each curricular action. She explained, however, that her list of affected units does not take the place of UCC committee action as faculty might spot some affected units that the computer database does not recognize. Additionally, though she will provide a marked catalog copy check including the formatting, it still helps to have the committee review and double-check this as well.

- Action Taken:  
N/A

## **VIII. Thomas Harriot College of Arts and Sciences, Department of Economics**

### **1. Proposal of New Courses: ECON 3310, ECON 4706**

- Discussion: Dr. Zhao presents information on the new courses. Both courses have been reserved with course numbers and have been approved by their college. Both courses have no budgetary impact, and classrooms are available for both. Dr. Bowman reviewed the package and stated that the memo was clear in discussing the changes to the degree as well as the date of faculty approval of these changes.
- ECON 3310: The course would be taught by Dr. Howard (Behavioral Economics) who provided the information about the course and its justification. Dr. Reaves asked about the BS in Applied Economics, which should be revised to BS in Economics in the memo. Ms. Coltraine stated that there was an error regarding the prerequisite listed in the course description—it is correctly listed as 2113 but needs to be corrected in the marked catalog copy (change 2133 to 2113). Dr. Bowman says the material looks fine in course proposal.
- ECON 4706: Dr. Zhao stated that she will teach this course and explains the justification of this course and the course goals. Dr. Bowman asked about the use of the “1” in the course title—it implies that there would be a number “2” subsequent course that is not present. Dr. Zhao explained that the department is looking to develop a second course. Ms. Coltraine suggested the faculty remove the number 1 for now until the next course is developed. For now, just need to remove the Arabic numeral from the course proposal and from the catalog copy. Dr. Zhao agreed to change the title for now. Professor Vail-Smith stated that “obtain sufficient knowledge” should be removed from the student goals because students will already have the knowledge upon the completion of course. Dr. Flint suggested that the language could state “to

demonstrate sufficient knowledge to pass the Level 1 and 2 exams.” Dr. Scemama asked about last objective stating “demonstrate a thorough understanding of” which might be rewritten to be measurable. He also questioned the terminology used in the justification (Item No 9), suggesting that “training” is the preferred industry word.

- Marked Catalog copy: Dr. Flint reminded Dr. Zhao to remove the no 1 from the title and fix the prereq. to ECON 2113.
- Notification of Affected units: Satisfactory.
  
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Professor Vail-Smith. The motion was approved.

## 2. Revision of Existing Degree: BS in Economics

- Discussion: Dr. Bowman found the memorandum of request detailing the revision of the existing degree acceptable (though as Dr. Reaves stated it must consistently be identified as BS in Economics and not Applied Economics) as well as the marked catalog copy when revised as stated above.
  
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Professor Vail-Smith. The motion was approved.

## **IX. College of Health and Human Performance, Department of Aerospace Studies (US Air Force ROTC)**

### 1. Revision of Title and Content of Existing Minor: Professional Officer Course Cognate Minor (to Aerospace Studies Minor)

- Discussion: Dr. McGhee and Captain Lewis with ROTC presented the curriculum changes including the adjustment of the existing minor. They explained the revision of the title to Aerospace Studies Minor and its content. Professor Zoller asked about Request 2 in the memo, as there seems to be a discrepancy in the marked catalog copy. She stated that the memorandum of request seemed to be in error with the number of courses needed; the memo should state FIVE courses instead of THREE to earn 15 hours. Professor Zoller also raised a question about the number of hours for the minor, suggesting that faculty may want to consider a change in number. Ms. Coltraine clarified that the EPPC suggested range be from 18-30 hours for a minor. Ms. Nicholson stated that what the UCC would like to see in the memo could be directly taken from what is in the course proposal.
- Marked catalog copy: satisfactory
- Notice to Affected Units: satisfactory
  
- Action Taken: Motion to approve as amended by Professor Vail-Smith and seconded by Professor Zoller. The motion was approved.

## **X. College of Health and Human Performance, Department of Health Education and Promotion**

### 1. Revision of Existing Degree: BS in Public Health Studies

- Discussion: Dr. Raedeke presented the revisions to the existing BS in Public Health Studies degree. She stated they are making the following revisions based upon recommendations to enhance the degree.
- Memo of request: Dr. Patrick Rider asked about the number of changes announced in the degree. Dr. Raedeke explained that as this is a pre-professional degree, the students are required to make choices. The revisions are enacted to try to make it simpler for the students—to give the students more options. There will be certain ones in the required concentrations that all students will have to take (like core classes and prerequisites), and then the students will have options. These revisions will assist with advising and help students to put together the courses they need more easily.
- Marked catalog copy: Satisfactory
- Notice to Affected units: Satisfactory
  
- Action Taken: Motion to approve by Dr. Scemama and seconded by Professor Zoller. Motion was approved.

## **XI. College of Fine Arts and Communication, School of Communication**

### **1. Proposal of New Course: COMM 1003, 2010, 2500, 3300**

- Discussion: Dr. Tucker-McLaughlin had presented a rough draft of this package last spring and then revised it over the summer. The School of Communication faculty had decided to eliminate some key classes that affected several areas, and because of the far-reaching impact had decided to delay implementation until next Fall 2016. Professor Vail-Smith asked why the phrase “may not count for FC” is added to the course description, and Ms. Coltraine stated that the phrase is included to avoid student confusion regarding courses for which students think they can earn foundations credit. Ms. Coltraine recommended that she could check with the Director of the School of Communication to see if the phrase “may not count for FC” can be removed.
- COMM 1003: Dr. Flint asked about the phrase “May not count toward FC Social Sciences Requirements” in the course description and whether it was needed. She asked Dr. Tucker-McLaughlin to talk to her Director to see if the faculty would like to remove this and Ms. Coltraine can assist with this. Dr. Dingfelder stated that the rest of the course proposal looked fine.
- COMM 2010: Professor Vail-Smith asked about what was the basis from which the faculty the determination about this new course (stated within the justification)—perhaps it could be clarified from what is stated in the memorandum. Additionally, she asked about whether the textbook required is in fact 15 years old; perhaps there was a typographical error in the date listed.
- COMM 2500: Ms. Coltraine asked if this course was 2-hour class as listed; Dr. Tucker-McLaughlin clarified that this was a mistake that she will correct on the course proposal. She clarified that it is in fact a 4-hour course.
- COMM 3300: Dr. Scemama asked whether the faculty might want to remove the Fall/Spring semester designation from the course description in case there may be some semesters in which the course may not be offered. Dr. Tucker-McLaughlin stated that she would make this change.
  
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved.

2. Revision of Existing Course: COMM 4321
  - Discussion: The committee stated that the course proposal was satisfactory.
  - Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved
3. Renumbering of Existing Course: COMM 2230 (to COMM 3430), COMM 3220 (to COMM 2225)
  - Discussion: The committee recommended the following changes:
  - COMM 3430: Dr. Scemama suggested that the faculty remove the options of Fall/Spring from the course description and change the last item in the course topic outline.
  - COMM 3220: Dr. Richardson suggested changing the word “news values” to “news ethics” in Item 18b of the course proposal and correcting the word “employment” to “employing.”
  - Ms. Nicholson reminded Dr. Tucker-McLaughlin that the changes made in the course proposals need to be restated as well in the marked catalog copy.
  - Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved
4. Title and Prerequisite Revision: COMM 3390, 4293
  - Discussion: The committee found the changes satisfactory.
  - Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved
5. Prerequisite Revision of Existing Course: COMM 2030, 2104, 2340, 3061, 3062, 3063, 3064, 3120, 3142, 3151, 3152, 3160, 3172, 3190, 3310, 3320, 3330, 3340, 3362, 3380, 3400, 3500, 3520, 4032, 4040, 4042, 4045, 4060, 4075, 4080, 4081, 4082, 4083, 4091, 4092, 4130, 4135, 4170, 4180, 4185, 4196, 4400, 4905
  - Discussion: Professor Vail-Smith remarked that the memorandum of request that described the curriculum changes was very clear.
  - Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved
6. Banking of Existing Courses: COMM 1002, 2103, 2420, 3311, 4050, 4062
  - Discussion: The committee found the banking of these existing courses satisfactory.
  - Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved

7. Deletion of Entire Course List: MPRD 2215, 2220, 2250, 2260, 3020, 3070, 3212, 3215, 3235, 3242, 3250, 3275, 3280, 3291, 3292, 3293, 3660, 4210, 4220, 4250, 4280

- Discussion: The committee found the deletion of these courses satisfactory.
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved

8. Revision of Existing School Text: Deletion of Communication Honors Program

- Discussion: The committee found the change satisfactory.
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved

9. Removal of Previously Deleted Concentration within the BS in Communication: Media Production

- Discussion: The committee found the change satisfactory.
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved

10. Revision of Existing Degree: BS in Communication

- Discussion: The committee found the revision to the degree satisfactory.
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved

11. Revision of Existing Minor: Communication, Communication Studies Minor

- Discussion: The committee found the change to the existing minor satisfactory.
- Action Taken: Motion to approve as amended by Dr. Scemama and seconded by Dr. Ratcliff. The motion was approved.

## **XII. New Business**

1. 09-17-15 UCC Liaison Orientation—UCC members are encouraged to attend.

2. [09-29-15 Curriculum and Program Development Workshop](#)

- Discussion: Ms. Nicholson explained that UCC membership attendance is needed.
- Action Taken: N/A

3. Additional UCC meeting:

- Discussion: Dr. Flint announced that an additional UCC meeting in December may need to be called—either during the last week of classes or during Final Exam week.
- Action Taken: N/A

<b>Curricular Actions Reviewed</b>	<b>At this meeting:</b>	<b>To date, to include this meeting:</b>
Banked courses	6	0
Discontinued certificates		0
Deleted concentrations		0
Deleted courses (active and/or banked)	21	0
Discontinued degrees		0
Discontinued minors		0
New certificates		0
New concentrations		0
New courses	6	0
New bachelor's degrees (Phase II - development)		0
New bachelor's degrees (Phase III – curriculum approval); consolidations		0
New minors		0
Prefix Revision of an Entire Course List		0
Renumbered courses (same or different level)	2	0
Revised courses (e.g., title, description, content, prereq., prefix)	46	0
Revised degrees (e.g., admissions, core/concentration req., dept. text)	4	0
Revised certificates		0
Revised minors	2	0
Unbanked courses		0

**NEXT MEETING:** September 24, 2015

Dr. Scemama made a motion to adjourn at 5:10 pm. The motion passed and the meeting was adjourned.

Respectfully Submitted by

Mark D. Richardson  
Secretary of the UCC

## Marked Catalog Copy:

### VIII. Thomas Harriot College of Arts and Sciences, Department of Economics

[http://catalog.ecu.edu/preview\\_entity.php?catoid=8&ent\\_oid=670&returnto=523](http://catalog.ecu.edu/preview_entity.php?catoid=8&ent_oid=670&returnto=523)

#### **ECON 3310 - Behavioral Economics**

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**3**

P: ECON 2113. Analysis of descriptive issues in standard economic theory using economic and psychological concepts.

#### **ECON 4706 - Financial Economics**

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**3**

P: ECON 2133, ECON 3144. Capital market analysis, including optimal portfolio choice, asset pricing, bond valuation, and financial derivatives trading.

[http://catalog.ecu.edu/preview\\_program.php?catoid=8&poid=1751](http://catalog.ecu.edu/preview_program.php?catoid=8&poid=1751)

## Courses

### Economics

- ECON 2113 - Principles of Microeconomics
- ECON 2133 - Principles of Macroeconomics
- ECON 2600 - Introduction to Economic and Sustainable Design Approaches to Managing Coastal Resources
- ECON 3030 - Antitrust and Regulation
- ECON 3144 - Intermediate Microeconomics
- ECON 3244 - Intermediate Macroeconomics
- [ECON 3310 - Behavioral Economics](#)
- ECON 3323 - Topics in Economics
- ECON 3343 - Econometrics
- ECON 3353 - Development Economics
- ECON 3365 - Russian Economic Transition
- ECON 3420 - Money and Banking
- ECON 3630 - Health Economics
- ECON 3750 - Economics of Poverty and Discrimination
- ECON 3855 - Environmental Economics
- ECON 3960 - Economics of Public Choice
- ECON 4020 - Industrial Organization

- ECON 4214 - Public Finance
- ECON 4230 - Labor in Economics
- ECON 4373 - International Trade
- ECON 4430 - Business Cycles and Forecasting
- ECON 4521 - Independent Study and Research in Economics
- ECON 4522 - Independent Study and Research in Economics
- ECON 4523 - Independent Study and Research in Economics
- ECON 4550 - Honors I
- ECON 4551 - Honors II
- ECON 4700 - Applications of Economic Analysis
- [ECON 4706 - Financial Economics](#)
- ECON 4740 - Urban and Regional Economics
- ECON 4850 - Resource Economics
- ECON 5000 - General Topics
- ECON 5150 - Development
- ECON 5170 - Resources I
- ECON 5360 - Mathematical Economics
- ECON 5501 - Macroeconomic Theory
- ECON 5800 - Public Economics
- ECON 5910 - Health Economics

[http://catalog.ecu.edu/preview\\_program.php?catoid=8&poid=1751](http://catalog.ecu.edu/preview_program.php?catoid=8&poid=1751)

## Economics, BS

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Economics majors are required to earn a minimum grade of C (2.0) in each of the following courses: ECON 2113, ECON 2133, ECON 3144, ECON 3244. Minimum degree requirement is **120 s.h.** of credit as follows.

### 1. Foundations curriculum - 42 s.h.

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(For information about courses that carry foundations curriculum credit see *Liberal Arts Foundations Curriculum*.)

- MATH 1065 - College Algebra or
- MATH 1066 - Applied Mathematics for Decision Making

### 2. Common Core - 21 s.h.

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- ECON 2113 - Principles of Microeconomics
- ECON 2133 - Principles of Macroeconomics

- ECON 3144 - Intermediate Microeconomics
- ECON 3244 - Intermediate Macroeconomics
- ENGL 3880 - Writing for Business and Industry
- MATH 2283 - Statistics for Business
- MIS 2223 - Introduction to Computers

### 3. Concentration area - 39-42 s.h.

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(Choose one.)

#### Applied Economics:

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- ACCT 2401 - Financial Accounting
- ACCT 2521 - Managerial Accounting
- COMM 2410 - Public Speaking [or an](#)
- [ECON elective above 2999](#)
- ECON 3343 - Econometrics
- FINA 2244 - Legal Environment of Business
- FINA 3724 - Financial Management
- MATH 2119 - Elements of Calculus
- An additional 18 s.h. of ECON above 2999, including at least 6 s.h. above 3999

#### Quantitative:

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- MATH 1083 - Introduction to Functions
- MATH 2171 - Calculus I
- MATH 2172 - Calculus II
- MATH 2173 - Calculus III
- MATH 3256 - Linear Algebra
- MATH 3307 - Mathematical Statistics I or
- ECON 3343 - Econometrics
- An additional 21 s.h. of ECON above 2999, including at least 6 s.h. above 3999

### 4. Electives, or optional minor and electives, to complete requirements for graduation.

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(Grades in required cognate courses will be used in computing the GPA in the major even in those cases in which the same courses are a part of the minor.)

## **IX. College of Health and Human Performance, Department of Aerospace Studies (US Air Force ROTC)**

[http://catalog.ecu.edu/preview\\_entity.php?catoid=8&ent\\_oid=709&returnto=523](http://catalog.ecu.edu/preview_entity.php?catoid=8&ent_oid=709&returnto=523)

### **Military Programs**

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*Steve Duncan, Director, Spilman 207*

### **Department of Aerospace Studies (US Air Force ROTC)**

*Lt. Col. Roxane Engelbrecht, Professor of Aerospace Studies*

Students may obtain consent of the chairperson of the Department of Aerospace Studies prior to enrolling in an aerospace studies course if prerequisites for the course have not been met.

### **How to Apply for AFROTC**

1. Students applying for the three- and four-year programs register for Air Force ROTC in the same manner and at the same time they register for other university courses.
2. Students interested in applying for other programs must contact the chairperson of the Department of Aerospace Studies. Generally, the student must have two academic years of study remaining after completion of the four week field training course, either at the undergraduate or graduate level or a combination of the two.

### **Qualifications**

A student must meet the following requirements before he or she can enroll in the Air Force ROTC:

General Military Course (GMC): Freshman, Sophomores, and Graduate Students with at least three semesters remaining.

1. Be enrolled as a full-time student at East Carolina University or be classified as a visiting student by the registrar.
2. Be a citizen of the United States.
3. Be at least fourteen years old.
4. Have no obvious disqualifying medical defects.
5. Inform the chairperson of the Department of Aerospace Studies if he or she is a former serviceman or servicewoman or has received previous military schooling (e.g., high school ROTC). The student may not be required to complete the entire general military course.
6. AFROTC physical fitness requirements must be met before attending field training.

The General Military Course (GMC) represents the first half of the program and it is taken during the Freshman and/or Sophomore (or graduate equivalent) year(s). This program allows students to participate in Air Force ROTC for up to two years with no commitment unless on an Air Force ROTC scholarship. As a GMC cadet, students will learn more about the Air Force and the historical development of airpower. The last half, called the Professional Officer Course is competitive and is taken during the Junior and Senior (or graduate equivalent) years. These courses cover leadership skills and national defense policy.

Professional Officer Course (POC): Juniors, Seniors and Graduate Students with at least two semesters remaining.

1. Complete the Air Force ROTC general military course during the freshman and sophomore years of college.
2. Successfully complete the Air Force Officer Qualification Test (AFOQT).
3. Meet the medical requirements for a commission.
4. Be selected upon the basis of all test scores and GPA by a selection board at ROTC headquarters, Maxwell Air Force Base, Alabama.
5. Successfully complete a four-week field training course at a US Air Force base (may be postponed under certain conditions).
6. Have approval from the chairperson of the Department of Aerospace Studies.
7. Be in good academic standing with the university.
8. Meet AFROTC physical fitness requirements.

The Professional Officer Course (POC) is highly competitive so students are encouraged to apply early. The leadership and national defense policy courses are the same as those offered the last of the three- and four-year programs.

### **AFROTC College Scholarship Program**

Scholarships are available to students on a competitive basis and are awarded based on academic performance, SAT/ACT scores, physical fitness test, medical exam, a personal interview, and Air Force Officer Qualifying Test (AFOQT) scores. Scholarships pay for college tuition, books, lab fees, plus a monthly allowance. Many different types are available. Many scholarships are available in majors identified as critical by the US Air Force (typically in computer science, mathematics, and physics). Students interested in these scholarships should contact the Department of Aerospace Studies, 310 Wright Annex, East Carolina University, Greenville, NC 27858-4353. High school students should contact their guidance counselor for information and application forms or apply directly to HQ AFROTC/RRUC via [www.afrotc.com](http://www.afrotc.com). High school applications should be made prior to December 1 of the high school senior year.

### **Academic Status of Courses in Aerospace Studies**

General Military Course (GMC). This program is primarily for cadets enrolled in the four-year program. There is no military obligation to students enrolled in the GMC who are not on scholarship. It requires four semesters for completion, for which 8 s.h. of credit will be allowed. AERO credits may be applied toward other degree requirements in the following manner, provided individual certification requirements are met.

Students may substitute all AERO semester hours earned for free electives.

Professional Officer Course (POC). This program is primarily for cadets who have met all qualifications. It requires four semesters for completion, for which 16 s.h. are allowed. Credits earned in this portion of the AERO curriculum may be applied toward other degree requirements as follows:

1. Students may substitute all AERO credits earned for free electives.
2. After AERO credits have been substituted for a minimum of one-half of the total number of free electives available to a student, he or she may substitute remaining credits for specific courses in his or her field of study upon approval of his or her advisor.

3. AERO courses may help satisfy the full-time student status requirements of the Veterans Administration (VA) for GI Bill Educational Benefits.

### **Professional Officer Course (POC)**

Consent of department chair is a prerequisite for all courses in the POC numbered above 2999.

## **Department of Military Science (US Army ROTC)**

*LTC Sean Farrar, Professor of Military Science, 204 Christenbury Gym*

### **Eligibility**

All university students may enroll in the military science basic course without an obligation to the US Army. To be eligible for participation in the advanced course, an applicant must be enrolled as a full-time student at East Carolina University; be in good academic standing with the university; be physically qualified; must have satisfactorily completed the basic course or an equivalent; and must have a minimum of two years remaining as a full-time student at either the undergraduate or graduate level. In addition, applicants must be commissioned by their thirty-eighth birthday.

### **How to Apply for Army ROTC**

Students applying for the four-year program must register for military science and leadership courses in the same manner and at the same time as they register for other university courses. The courses are listed under Military Science (MLSC) in the course listing section of this catalog.

Students interested in applying for the two-year program must contact a US Army ROTC representative in 203 Christenbury Gym. The student must have at least two academic years of study remaining at the undergraduate or graduate level. Exceptions may be made.

### **Army ROTC College Scholarship Program**

The Department of Military Science offers three- and two-year college scholarships for students enrolled at East Carolina University. Scholarships include laboratory expenses, incidental fees, and \$600 per semester for books and supplies. Students also receive stipend payments of \$350-500 a month in nontaxable pay during each annual period of the scholarships. To apply for a three- or two-year US Army ROTC scholarship, a student should contact the ECU US Army ROTC scholarship officer in 200A Christenbury Gym; telephone 252-328-4180. Four-year scholarships are available to incoming freshmen who apply during high school and who meet requirements.

### **Simultaneous Membership Program (SMP)**

SMP allows students to be members of the US Army National Guard or the US Army Reserve and US Army ROTC at the same time. Students enlisted in the US Army National Guard and US Army Reserve may take advantage of this program and enroll directly into the advanced course. Advanced ROTC SMP students receive full in-state tuition and are paid approximately \$265 per month for one weekend of Army Reserve or National Guard training, plus \$4,050 - 4,500 a year subsistence

allowance from the ROTC advanced course. In addition, they receive \$4,515 per year tuition assistance from the North Carolina National Guard. They serve as officer trainees in their guard or reserve units under the close supervision of a commissioned officer.

### *Professional Military Education (PME) Requirements*

The professional education component, required for a commission, comprises a baccalaureate degree and one of the below listed military history courses.

#### **Military History:**

- HIST 3121 - American Military History to 1900  
(3) (F)
- HIST 3122 - American Military History Since 1900  
(3) (S)

#### **Programs**

##### **Minor**

- Aerospace Studies Minor
- Military Science Minor
- ~~Professional Officer Course Cognate Minor~~

[http://catalog.ecu.edu/preview\\_program.php?catoid=8&poid=1887&returnto=517](http://catalog.ecu.edu/preview_program.php?catoid=8&poid=1887&returnto=517)

~~Professional Officer Course Cognate~~ **Aerospace Studies Minor**

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The ~~cognate aerospace studies~~ minor ~~for professional officer course~~ requires ~~28~~27 s.h. of credit as follows:

**1. Required 3000- and 4000-level AERO courses, professional officer course - 12 s.h.**

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(not including laboratories)

**2. Cognates - ~~16~~15 s.h.**

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(Choose a minimum of one from ~~five at least six~~ of the following ~~six seven~~ areas. The chairperson of the Department of Aerospace Studies may approve other courses from these areas.)

a.

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COMM 2410 - Public Speaking

~~COMM 2420 - Business and Professional Communication~~

b.

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CSCI 2600 - Introduction to Digital Computation

MIS 2223 - Introduction to Computers

c.

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ECON 2113 - Principles of Microeconomics

PSYC 3241 - Personnel and Industrial Psychology

d.

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ENGL 3810 - Advanced Composition

ENGL 3880 - Writing for Business and Industry

ITEC 3290 - Technical Writing

e.

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~~GEOG 3003 - Political Geography~~

~~GEOG 3047 - Western Europe~~

f.

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HIST 3121 - American Military History to 1900

HIST 3122 - American Military History Since 1900

HIST 5470 - History of Soviet Russia Since 1917

f.g.

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POLS 3144 - American Foreign Policy

POLS 3253 - Government Fiscal Administration

POLS 3293 - International Organizations

POLS 4380 - Topics in International Politics

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## X. College of Health and Human Performance, Department of Health Education and Promotion

[http://catalog.ecu.edu/preview\\_program.php?catoid=8&poid=1872&returnto=517](http://catalog.ecu.edu/preview_program.php?catoid=8&poid=1872&returnto=517)

### Public Health Studies, BS

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Students entering the public health studies degree program choose one of three concentrations: community health, prehealth professions, or worksite health promotion. The community health concentration requires a minimum cumulative GPA of 2.65 for entry. Students entering the worksite health promotion concentration must have a minimum cumulative 2.25 GPA and a minimum 2.5 GPA calculated on three courses: ECON 2113; HLTH 2000; PSYC 3241. Students entering the prehealth professions concentration must have a minimum cumulative 2.75 GPA and a minimum 3.0 GPA calculated on the following courses: BIOL 1100, BIOL 1101, BIOL 1200, BIOL 1201; CHEM 1150, CHEM 1151, CHEM 1160, CHEM 1161. Minimum degree requirement is **126 s.h.** as follows:

#### 1. Foundations curriculum requirements including those listed below for all options as well as additional foundations curriculum requirements for each option - 42 s.h.

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(For information about courses that carry foundations curriculum credit see *Liberal Arts Foundations Curriculum*)

##### All concentrations:

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- HLTH 1000 - Health in Modern Society
- MATH 1065 - College Algebra
- PSYC 1000 - Introductory Psychology

##### Community Health:

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- BIOL 1050 - General Biology
- BIOL 1051 - General Biology Laboratory
- or
- BIOL 1100 - Principles of Biology I
- BIOL 1101 - Principles of Biology Laboratory I
  
- BIOL 2130 - Survey of Human Physiology and Anatomy
- SOCI 2110 - Introduction to Sociology

##### Prehealth Professions:

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- BIOL 1100 - Principles of Biology I
- BIOL 1101 - Principles of Biology Laboratory I
- BIOL 1200 - Principles of Biology II

- BIOL 1201 - Principles of Biology Laboratory II
- [SOCI 2110 - Introduction to Sociology](#)

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### Worksite Health Promotion:

- BIOL 1050 - General Biology
- BIOL 1051 - General Biology Laboratory
- or
- BIOL 1100 - Principles of Biology I
- BIOL 1101 - Principles of Biology Laboratory I
  
- BIOL 2130 - Survey of Human Physiology and Anatomy
- PSYC 3241 - Personnel and Industrial Psychology

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### 2. Common core - 21 s.h.

- BIOS 1500 - Introduction to Biostatistics or
- MATH 2228 - Elementary Statistical Methods I
  
- EHST 2110 - Introduction to Environmental Health Sciences
- HLTH 2000 - Principles of Public Health
- HLTH 3010 - Health Problems I
- HLTH 3011 - Introduction to Epidemiology in Health Education and Promotion
- HLTH 3020 - Health Disparities
- HLTH 3050 - Public Health Systems and Policy

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### 3. Concentration - 37-~~52~~47 s.h.

(Choose one option.)

#### Community Health - 37 s.h.:

- 
- BIOL 2131 - Survey of Human Physiology and Anatomy Laboratory
  - HLTH 3000 - Theory and Practice in Community Health Education
  - HLTH 3002 - Women's Health Across the Lifespan
  - HLTH 3520 - Introduction to Global Health
  - HLTH 4605 - Community Strategies for Health Education
  - HLTH 4609 - Needs Assessment and Program Planning
  - HLTH 4611 - Program Evaluation
  - HLTH 4880 - Capstone: Applied Principles of Health Education and Promotion
  - HLTH 4991 - Health Education and Promotion Internship
  
  - NUTR 1000 - Contemporary Nutrition or
  - NUTR 2105 - Nutrition Science

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#### Prehealth Professions - 44-~~52~~47 s.h.

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### Basic Science Requirements:

- [BIOL 2130 - Survey of Human Physiology and Anatomy](#)
- [BIOL 2131 - Survey of Human Physiology and Anatomy Laboratory or](#)
  
- BIOL 2140 - Human Physiology and Anatomy I
- BIOL 2141 - Human Physiology and Anatomy I Laboratory and
- BIOL 2150 - Human Physiology and Anatomy
- BIOL 2151 - Human Physiology and Anatomy II Laboratory
  
- CHEM 1150 - General Chemistry I
- CHEM 1151 - General Chemistry Laboratory I
- CHEM 1160 - General Chemistry II
- CHEM 1161 - General Chemistry Laboratory II
- ~~HIMA 3000 - Medical Terminology for Health Professionals or~~
- ~~ATEP 2800 - Medical Nomenclature for Human Performance~~

### Choose either:

- ~~CHEM 2750 - Organic Chemistry I~~
- ~~CHEM 2753 - Organic Chemistry Laboratory I~~
- ~~CHEM 2760 - Organic Chemistry II~~
- ~~CHEM 2763 - Organic Chemistry Laboratory II and/or~~
- ~~PHYS 1250 - General Physics~~
- ~~PHYS 1251 - General Physics Laboratory~~
- ~~PHYS 1260 - General Physics~~
- ~~PHYS 1261 - General Physics Laboratory~~

### Health Education Requirements:

- HLTH 3030 - Health Behavior
- HLTH 3300 - Introduction to Patient Education
- [HLTH 4200 - Planning and Evaluation in Worksite Health Promotion](#)

### Choose **1222** s.h. from the following:

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- ~~ANTH 3252 - Medical Anthropology~~
- [ATEP 2800 - Medical Nomenclature for Human Performance or](#)
- [HIMA 3000 - Medical Terminology for Health Professionals](#)
  
- BIOL 2110 - Fundamentals of Microbiology
- BIOL 2111 - Fundamentals of Microbiology Laboratory
- BIOL 2300 - Principles of Genetics
- ~~BIOL 3310 - Cellular Physiology~~
- ~~BIOL 3311 - Cellular Physiology Laboratory~~

- ~~BIOL 4220 - Microbes and Immunity~~
- CHEM 2750 - Organic Chemistry I
- CHEM 2753 - Organic Chemistry Laboratory I
- CHEM 2760 - Organic Chemistry II
- CHEM 2763 - Organic Chemistry Laboratory II
- CHEM 2770 - Biological Chemistry
- CHEM 2771 - Biological Chemistry Laboratory
- HLTH 4901 - Prehealth Professions Field Experience
- HLTH 4902 - Prehealth Professions Field Experience
- HLTH 4910 - Prehealth Professions Internship or other HLTH electives ~~at the 3000 level or higher~~
- KINE 2850 - Structural Kinesiology
- ~~KINE 3802 - Obesity Prevention and Treatment~~
- KINE 3805 - Physiology of Exercise
- ~~NUTR 2105 - Nutrition Science~~
- ~~PHIL 3281 - Introduction to Philosophical Ethics in the Health Care Professions~~
- ~~PSYC 3310 - Introduction to Neuroscience~~
- ~~PSYC 3311 - Neuropsychology~~
- ~~SOCI 3327 - Introductory Medical Sociology~~
- PHYS 1250 - General Physics
- PHYS 1251 - General Physics Laboratory
- PHYS 1260 - General Physics
- PHYS 1261 - General Physics Laboratory

#### Worksite Health Promotion - 47 s.h.:

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- EHST 3900 - Introduction to Occupational Health or
- ITEC 3292 - Industrial Safety
- FINA 2244 - Legal Environment of Business
- HLTH 3030 - Health Behavior
- HLTH 4006 - Health Promotion in the Workplace
- HLTH 4609 - Needs Assessment and Program Planning
- HLTH 4611 - Program Evaluation
- HLTH 4880 - Capstone: Applied Principles of Health Education and Promotion
- HLTH 4991 - Health Education and Promotion Internship
- KINE 2850 - Structural Kinesiology
- KINE 3805 - Physiology of Exercise
- KINE 4805 - Exercise Evaluation and Prescription Laboratory
- KINE 4806 - Exercise Evaluation and Prescription
- MGMT 3202 - Fundamentals of Management
- NUTR 1000 - Contemporary Nutrition or
- NUTR 2105 - Nutrition Science

#### 4. Electives:

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It is recommended that courses be taken which reinforce content in the physical, social, and behavioral

sciences, or provide the student with a community health specialty area such as gerontology, environmental health, or health promotion. Number of elective hours varies by concentration.

## **XI. College of Fine Arts and Communication, School of Communication**

[http://catalog.ecu.edu/preview\\_entity.php?catoid=8&ent\\_oid=702&returnto=523](http://catalog.ecu.edu/preview_entity.php?catoid=8&ent_oid=702&returnto=523)

### **Courses**

#### **COMM: Communication**

##### ~~COMM 1002 - Media Writing~~

~~3 WI F, S, SS Formerly COMM 2002.~~

~~May not count toward foundations curriculum social sciences requirement. P: ENGL 1100. Writing techniques for print, electronic mass media, public relations, and advertising.~~

##### **COMM 1003 - Introduction to Mass Media**

**3**

May not count toward foundations curriculum social sciences requirement. **P: COMM major or minor or consent of instructor. Theory and processes affecting mass-mediated communication.**

##### **COMM 2010 - Communication Criticism**

**3 WI**

May not count toward foundations curriculum social sciences requirement. P: COMM major or consent of instructor; COMM 1001, COMM 1003; ENGL 1100. Application of communication theories for interpreting, analyzing, and critiquing social phenomena and texts.

##### **COMM 2030 - Communication Research**

3 F, S Formerly COMM 3030

2 classroom and 1 lab hours per week. May not count towards foundation curriculum social sciences requirement. P: COMM major or minor or consent of instructor, COMM 1001, ~~COMM 1002.~~

##### ~~COMM 2103 - Multimedia Messages for Communication Professionals~~

~~3 Formerly COMM 2003~~

~~2 lecture and 1 lab hours per week. May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM 1002. Multimedia techniques in professional communication settings. Incorporation of text, sound and video messages through computer technology. Emphasis on integrated message production used by communication professionals in journalism and public relations.~~

## **COMM 2104 - Public Relations and Corporate Writing**

3 WI

May not count towards foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~, COMM 1003, COMM 2500. Writing used by print, broadcast and online media. In-depth practice writing and editing corporate documents to include memos, reports, brochures, newsletter articles, backgrounders, news releases and media kits.

## **COMM 2225 - Video News Production**

**3 F, S Formerly COMM 3220**

May not count toward foundations curriculum social sciences requirement. P: COMM major or consent of instructor; COMM 1001, COMM 1003, COMM 2500. Electronic news-gathering for television journalists; writing, video field production, and video editing of television news packages.

## ~~COMM 2230 - Announcing~~

~~3 F, S, SS Formerly MPRD 2230~~

~~P: COMM major or minor or consent of instructor; COMM 1001, COMM 1002. Development of applied speaking skills necessary for professional announcing employment~~

## **COMM 2340 - Development of American Journalism**

**3 F, S**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor; ~~COMM 1001~~ ~~COMM 1002~~ or consent of instructor. Examines the development and societal roles of U.S. journalism and journalists from the 1700s to the present.

## ~~COMM 2420 - Business and Professional Communication~~

~~3 F, S, SS FC:FA Formerly SPCH 2520~~

~~Emphasis on developing excellent communication skills in everyday speaking, interviews, group presentations, and public speaking. Student organizes and delivers informative, persuasive, and group presentations.~~

## **COMM 2500 - Media Writing and Reporting**

**4 WI F, S, SS**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM 1003; ENGL 1100. Specialized news writing techniques for print, digital and broadcast news, and public relations.

## **COMM 3061 - Special Topics**

1

May be requested for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Selected topics in electronic media studies.

### **COMM 3062 - Special Topics**

2

May be requested for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Selected topics in electronic media studies.

### **COMM 3063 - Special Topics**

3

May be requested for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Selected topics in electronic media studies.

### **COMM 3064 - Special Topics**

4

May be requested for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Selected topics in electronic media studies.

### **COMM 3120 - Public Relations Theory**

3, F, S Formerly COMM 3440

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~ COMM 1003, COMM 2500. Survey of theoretical, social, behavioral, and communicative aspects of public relations from which practice is built.

### **COMM 3142 - Small Group Communication**

3 SL\*: Selections are Service Learning Formerly COMM 3570

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~.

### **COMM 3151 - Family Communication**

3

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~. Family members co-construct meanings about their world in the unique communication environment of the family. In this setting, interpersonal and mass mediated communication converge about the topics that impact the daily life of family members.

### **COMM 3152 - Interpersonal Communication Theory**

3 F FC: SO Formerly COMM 3050

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~. Theories and concepts which explain

communication in ongoing interpersonal relationships. Focus on relationship development and maintenance.

### **COMM 3160 - Organizational Communication Theory**

**3 Formerly COMM 3360**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~. Meanings and functions of communication in organizational settings. Communication in role relationships, internal and external information system flows, and role of communication in organizational culture development and maintenance.

### **COMM 3172 - Media Effects**

**3 F, S EC: SO Formerly COMM 3165**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~. Effects of mass media on individuals, societies, and cultures.

### **COMM 3190 - Health Communication**

**3**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~. Health communication in media, interpersonal, intercultural and organizational contexts.

### ~~COMM 3220 - Video News Production~~

~~3 F,S,SS Formerly MPRD 3220~~

~~P: COMM major or consent of instructor; COMM 1001, COMM 1002. Electronic news gathering for television journalists; writing, video field production, and video editing of television news packages.~~

### **COMM 3300 - Entrepreneurial Journalism**

**3 F, S**

**May not count toward foundations curriculum social sciences requirement. P: COMM major; COMM 3320; or consent of instructor. Examines entrepreneurial models for journalism and options for producing journalism outside of traditional media organizations.**

### **COMM 3310 - Copy Editing and Design**

**3, F, S, SS Formerly COMM 3200**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of the instructor; COMM 1001, ~~COMM 1002~~ COMM 1003, COMM 2500. Basic course in editing and layout of a variety of publications.

### ~~COMM 3311 - Business and Economic Reporting~~

~~3 WI Formerly COMM 3211~~

~~May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM 1002, COMM 2320. Communication students write about business and economic events.~~

### **COMM 3320 - Multiplatform Journalism**

**3 F, S** ~~Formerly COMM 3210~~

May not count toward foundations curriculum social sciences requirement. P: COMM major or consent of instructor; **COMM 1001, COMM 1003, ~~COMM 2320, COMM 3220~~ COMM 2225, COMM 2500**. Principles and techniques reporting news across multiple media platforms. Topics include the converged newsroom, newsgathering, visuals for multi-media and cross-platform news writing for TV, the Web and print.

### **COMM 3330 - Feature Writing**

**3 WI** ~~Formerly COMM 3230~~

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, **COMM 1003, ~~COMM 1002, COMM 2320~~ COMM 2500**. Study and practice in feature writing for newspapers, magazines, and special publications.

### **COMM 3340 - Desktop Publishing**

**3**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, **COMM 1003, COMM 2500**; ENGL 1200, ~~COMM 1002, COMM 2320~~. Desktop publishing techniques for print media, public relations, and advertising.

### **COMM 3362 - Visual Editing**

**3** Formerly COMM 3260

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, **COMM 1003, ~~COMM 1002, COMM 2320~~ COMM 2500**. Use of informational graphics in newspaper and public relations design and layout.

### **COMM 3380 - Computer Mediated Communication**

**3**

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001 ~~COMM 1002, COMM 2320~~. Explores linear and interactive CMC forms as they relate to human behavior and motivation. Involves communication issues related to identity construction, competency/proficiency, rules and conventions for specific mediated forms, online communities, relational development, ethics and deception, freedom of speech and influences on culture.

## COMM 3390 - International News ~~Communication~~

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### 3 S FC:SO GD Formerly COMM 3290

P: COMM major or minor or consent of instructor; [COMM 1001](#), ~~COMM 1002~~. Study of world news communication systems. International news flow, news gathering agencies, foreign correspondents, theories, debates, and role of communication in global coexistence at socioeconomic and political levels.

## COMM 3400 - Argumentation

3

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; [COMM 1001](#); ~~COMM 1002~~; ~~ENGL 1200~~, [ENGL 2201](#). Argumentation as method of critical inquiry and public advocacy. Analysis of controversies and presentation of oral arguments.

## COMM 3430 – Electronic News Performance

### 3 F,S Formerly COMM 2230

P: COMM major or minor or consent of instructor; [COMM 1001](#), [COMM 1003](#), [COMM 2225](#), [COMM 2500](#). Development of applied speaking and on-camera news delivery skills necessary for professional electronic news employment.

## COMM 3500 - Web Design for Communication Professionals

3 ~~Formerly MPRD 3500~~

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; [COMM 1001](#), ~~COMM 1002~~. Essential design and building techniques to create web pages for the World Wide Web.

## COMM 3520 - Sports Media Survey

3

May not count toward foundations curriculum social sciences requirement. ~~P: COMM major or minor or consent of instructor; COMM 1001, COMM 1002~~. Basic survey of the historical development of sports communication and reporting including influence of mass media on development of sports reporting. Covers basic principles of writing for sports community using AP Press Sports Writing Guide.

## COMM 4032 - Mass Media Law

3 F, S Formerly COMM 4610

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; [COMM 1001](#), ~~COMM 1002~~, [COMM 1003](#); 18 s.h. COMM. Provides working

knowledge of legal system as it relates to communication professionals. Emphasis on libel, privacy, copyright, First Amendment, and federal regulation of telecommunication industry.

### **COMM 4040 - Media, Culture, and Society**

3 SL\*: Selected Sections are Service-learning F, S Formerly COMM 4600

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002-1003~~; 15 hours COMM courses or consent of instructor. Critical perspectives on interaction among media, culture, and society.

### **COMM 4042 - First Amendment Law**

3

May not count towards foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002-1003~~; 18 s.h. COMM. Examines historical and contemporary controversies arising under the first amendment to constitution.

### **COMM 4045 - Media Literacy for Communication Professionals**

3 F, S

May not count toward foundations curriculum social sciences credit. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002-1003~~. Media literacy concepts and practices related to producing, understanding, and using messages distributed by mass media.

### ~~COMM 4050 - Media Management~~

~~3 S~~

~~P: COMM major or minor or consent of instructor; COMM 1001, COMM 1002. Operation and management of broadcast stations and cable operations.~~

### **COMM 4060 - Special Problems in Communication**

3 F, S, SS

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Special projects, research, and independent reading for students capable of individual work under guidance of faculty advisor. Designed to fit special needs and interests of students.

### ~~COMM 4062 - Media Sales and Promotion~~

~~3 F~~

~~P: COMM major or minor or consent of instructor; COMM 1001, COMM 1002. Role of sales and promotion in public and commercial broadcasting, cable, and related settings. Emphasis on sales, promotion, and fund raising.~~

### **COMM 4075 - Media Criticism**

3 WI Formerly COMM 4655

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor

or consent of instructor; COMM 1001, COMM ~~1002~~-1003. Interpretive analysis of communication principles and techniques in mediated texts, such as television programs, documentaries, or print advertisements.

### **COMM 4080 - Senior Communication Capstone**

3 SL\*: Selected Sections are Service-learning F, S, SS

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~; completion of 24 s.h. in COMM before registering for course. Advanced study in communication. Emphasis on contemporary issues.

### **COMM 4081 - Directed Independent Study**

1 F, S, SS

Intermediate or advanced student. May be repeated for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Topic not otherwise offered in curriculum or beyond or in greater depth than is possible within context of regular course.

### **COMM 4082 - Directed Independent Study**

2 F, S, SS

Intermediate or advanced student. May be repeated for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002~~-1003. Topic not otherwise offered in curriculum or beyond or in greater depth than is possible within context of regular course.

### **COMM 4083 - Directed Independent Study**

3 F, S, SS

Intermediate or advanced student. May be repeated for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002~~-1003. Topic not otherwise offered in curriculum or beyond or in greater depth than is possible within context of regular course.

### **COMM 4091 - Internship Seminar**

3 F, S, SS

1 lecture and 10 lab hours per week. 140 hours of observation and practical experience. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002~~-1003; 18 s.h. COMM. Placement in professional setting appropriate to student's area of concentration.

### **COMM 4092 - Internship Seminar**

3 F, S, SS

1 lecture and 10 lab hours per week. 140 hours of observation and practical experience. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002~~-1003; 18 s.h. COMM. Placement in professional setting appropriate to student's area of concentration.

### **COMM 4130 - Conflict and Communication**

3 Formerly COMM 4030

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Role of communication in productive settlement of interpersonal and organizational disputes. Examines effective communication strategies for dispute resolution, mediation, negotiation, and bargaining.

### **COMM 4135 - Gender and Communication**

3 F DD Formerly COMM 4035

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. P for WOST major or minor: COMM 1001, ~~COMM 1002~~; or WOST 2000 or WOST 2400. Role of communication in construction of gender and role of gender in social organization. Use of language and communication systems.

### **COMM 4170 - Directed Readings in Communication**

3 F, S, SS Formerly COMM 4070

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~. Individually directed study.

### **COMM 4180 - Public Relations Strategies**

3 WI F, S Formerly COMM 4440

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002~~-1003, COMM 2104, **COMM 2500**, COMM 3120. Problem-solving strategies and principles of message design for developing public relations campaigns.

### **COMM 4185 - International Public Relations**

3 F GD Formerly COMM 4445

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002~~-1003, **COMM 2500**, COMM 3120. Public relations as practiced outside US. Examines reasons for international growth of public relations and explores opportunities for US involvement.

### **COMM 4196 - Senior Honors Seminar**

3 Formerly COMM 4700

May not count toward foundations curriculum social sciences requirement. P: Senior standing; 3.5 cumulative and major GPA; COMM 1001, COMM ~~1002~~ 1003, **COMM 2010** or **COMM 2500**. Tutorially directed readings in selected area and research proposal writing.

### **COMM 4293 - ~~Editing and Producing the News~~**

3

P: **COMM major**; ~~COMM 3320~~; ~~COMM major~~; COMM 1001, COMM ~~1002~~, 1003, **COMM 2500**, **COMM 3320**; or consent of instructor. ~~Capstone course in~~ **Producing and editing for news media.**

### COMM 4321 - ~~Investigative In-Depth Reporting Capstone~~

3 ~~Formerly COMM 3321~~

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002-1003~~, COMM 2500, COMM 3320. ~~Advanced news-gathering techniques for journalists. Online database searching and off-campus trips that encourage in-depth reporting.~~ Capstone in advanced journalistic techniques for long-form news reporting projects on community issues and topics.

### COMM 4400 - Rhetorical Theory and Criticism

3

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, ~~COMM 1002~~; ENGL 1200. Significant developments in rhetorical theory. Special attention to speech principles and critical analysis of contemporary public address.

### COMM 4905 - Media Ethics

3

May not count toward foundations curriculum social sciences requirement. P: COMM major or minor or consent of instructor; COMM 1001, COMM ~~1002-1003~~, COMM 2500; 18 s.h. COMM. Principles of moral reasoning as applied to ethical dilemmas arising in media professions.

[http://catalog.ecu.edu/preview\\_entity.php?catoid=8&ent\\_oid=702&returnto=523](http://catalog.ecu.edu/preview_entity.php?catoid=8&ent_oid=702&returnto=523)

## School of Communication

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←Return to: Academic Programs

*Linda G. Kean, Director, 102C Joyner East*

### ~~Communication Honors Program~~

~~The School of Communication Honors Program provides an opportunity for outstanding communication majors to do intensive research in areas of special interest. Participation is limited to seniors who have obtained a minimum university and major 3.5 GPA. Students participating in the honors program enroll in COMM 4196 and COMM 4199 in consecutive semesters of the senior year. Students, after consultation with their advisor, are strongly advised to begin exploration and preliminary research of their honors topic during the second semester of their junior year in order to have sufficient time to complete the work. After extensive reading on a topic of the student's choice, appropriate consultation with a faculty advisor, and approval of a research proposal, the student submits an honors thesis on a topic related to the readings and completes an oral examination covering both the reading assignments and the completed thesis. Students must receive a grade of B or better in COMM 4196 to continue with COMM 4199.~~

## Programs

### Bachelor's

- Communication, BS

### Minor

- Communication, Communication Studies Minor

## Courses

### Communication

- COMM 1001 - Introduction to Communication
- ~~COMM 1002 - Media Writing~~
- COMM 1003 - Introduction to Mass Media
- COMM 1050 - Global Understanding through Intercultural Communication
- COMM 2010 - Communication Criticism
- COMM 2020 - Fundamentals of Speech Communication
- COMM 2030 - Communication Research
- COMM 2050 - English for Global Communication
- ~~COMM 2103 - Multimedia Messages for Communication Professionals~~
- COMM 2104 - Public Relations and Corporate Writing
- COMM 2210 - Writing for the Electronic Mass Media
- COMM 2225 - Video News Production
- ~~COMM 2230 - Announcing~~
- COMM 2320 - Basic Reporting
- COMM 2340 - Development of American Journalism
- COMM 2410 - Public Speaking
- ~~COMM 2420 - Business and Professional Communication~~
- COMM 2500 - Media Writing and Reporting
- COMM 3061 - Special Topics
- COMM 3062 - Special Topics
- COMM 3063 - Special Topics
- COMM 3064 - Special Topics
- COMM 3110 - Persuasion Theories
- COMM 3120 - Public Relations Theory
- COMM 3142 - Small Group Communication
- COMM 3151 - Family Communication
- COMM 3152 - Interpersonal Communication Theory
- COMM 3160 - Organizational Communication Theory
- COMM 3172 - Media Effects
- COMM 3180 - Intercultural Communication
- COMM 3190 - Health Communication
- ~~COMM 3220 - Video News Production~~
- COMM 3300 - Entrepreneurial Journalism
- COMM 3310 - Copy Editing and Design
- ~~COMM 3311 - Business and Economic Reporting~~

- COMM 3320 - Multiplatform Journalism
- COMM 3322 - Computer Assisted Reporting
- COMM 3330 - Feature Writing
- COMM 3340 - Desktop Publishing
- COMM 3362 - Visual Editing
- COMM 3380 - Computer Mediated Communication
- COMM 3390 - International News ~~Communication~~
- COMM 3400 - Argumentation
- COMM 3410 - Advanced Public Speaking
- **COMM 3430 - Electronic News Performance**
- COMM 3500 - Web Design for Communication Professionals
- COMM 3520 - Sports Media Survey
- COMM 4032 - Mass Media Law
- COMM 4040 - Media, Culture, and Society
- COMM 4042 - First Amendment Law
- COMM 4045 - Media Literacy for Communication Professionals
- ~~COMM 4050 - Media Management~~
- COMM 4060 - Special Problems in Communication
- ~~COMM 4062 - Media Sales and Promotion~~
- COMM 4075 - Media Criticism
- COMM 4080 - Senior Communication Capstone
- COMM 4081 - Directed Independent Study
- COMM 4082 - Directed Independent Study
- COMM 4083 - Directed Independent Study
- COMM 4091 - Internship–Seminar
- COMM 4092 - Internship–Seminar
- COMM 4130 - Conflict and Communication
- COMM 4135 - Gender and Communication
- COMM 4170 - Directed Readings in Communication
- COMM 4180 - Public Relations Strategies
- COMM 4185 - International Public Relations
- COMM 4196 - Senior Honors Seminar
- COMM 4199 - Senior Honors Thesis
- COMM 4293 - ~~Editing and~~ Producing the News
- COMM 4321 - ~~Investigative~~ In-depth Reporting **Capstone**
- COMM 4400 - Rhetorical Theory and Criticism
- COMM 4500 - Public Relations Campaigns
- COMM 4905 - Media Ethics

### **Communication Banked Courses**

**COMM 1002 - Media Writing**

**COMM 2103 - Multimedia Messages for Communication Professionals**

**COMM 2400 - Oral Communication**

**COMM 2420 - Business and Professional Communication**

**COMM 3012 - Persuasion Practicum**

**COMM 3240 - Photojournalism**

**COMM 3311 - Business and Economic Reporting**

**COMM 3322 - Computer Assisted Reporting**

**COMM 3325 - Reporting for Visual Media**  
**COMM 3580 - Debate**  
**COMM 4050 - Media Management**  
**COMM 4062 - Media Sales and Promotion**  
**COMM 4190 - International Communication and Foreign Media**  
**COMM 4233 - Advising Student Publications**  
**COMM 4240 - International Electronic Mass Media Systems**

### **Media Production**

- ~~MPRD 2215—Audio Production~~
- ~~MPRD 2220—Video Production~~
- ~~MPRD 2250—Classic Documentaries, 1900-2000~~
- ~~MPRD 2260—Image Theory and Aesthetics~~
- ~~MPRD 3020—Videography and Lighting~~
- ~~MPRD 3070—Multimedia Production Laboratory~~
- ~~MPRD 3212—Non-News Media Features~~
- ~~MPRD 3215—Advanced Audio Production~~
- ~~MPRD 3235—Advanced Writing for Media~~
- ~~MPRD 3242—Advanced Studio Production~~
- ~~MPRD 3250—Video Post Production Techniques~~
- ~~MPRD 3275—Advanced Video Production~~
- ~~MPRD 3280—Video Magazine Practicum~~
- ~~MPRD 3291—Production Practicum~~
- ~~MPRD 3292—Production Practicum~~
- ~~MPRD 3293—Production Practicum~~
- ~~MPRD 3660—History of the Moving Image~~
- ~~MPRD 4210—Video Direction~~
- ~~MPRD 4220—Video Performance~~
- ~~MPRD 4250—Media Production Capstone~~
- ~~MPRD 4280—Digital Practicum for Professional Distribution~~

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### **Communication, BS**

The BS in communication, has concentrations in interpersonal/organizational communication, journalism, ~~media production~~, media studies and public relations. Students must be admitted to the School of Communication prior to pursuing a major. Admission may be requested upon acceptance to ECU. Students are required to meet with a School of Communication's advisor in order to apply. Entering freshmen must have a minimum 3.0 un-weighted high school GPA. Continuing or transfer students may apply for admittance, provided he or she has a minimum overall GPA of 2.5. To continue in any communication major, the student must maintain a minimum cumulative GPA of 2.0 or higher.

A minimum grade of C- (1.7) is required in all COMM/~~MPRD~~ courses that count toward the major. In addition, a minimum grade of C- (1.7) must be achieved in all COMM/~~MPRD~~ prerequisites before students can advance in the curriculum.

Minimum degree requirement is ~~126~~ 120 s. h. of credit as follows:

**1. Foundations curriculum requirements - 42 s.h.**

(For information about courses that carry foundations curriculum credit, see Liberal Arts Foundations Curriculum)

**2. Foreign language through level 1002 - 6 s.h.**

**Note:**

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Foreign language through level 1004 is required for the journalism concentration. This is a requirement for graduation. The additional 6 s.h. will not be applied toward the journalism concentration total.

**3. Core – ~~12~~ 6 s. h.**

COMM 1001 - Introduction to Communication

~~COMM 1002 – Media Writing~~

COMM 1003 - Introduction to Mass Media

~~COMM 2410 – Public Speaking or~~

~~COMM 2420 – Business and Professional Communication~~

**Capstone Course**

(Concentration specific)

**Interpersonal/Organizational Communication:**

~~—COMM 4060 – Special Problems in Communication or~~

~~—COMM 4080 – Senior Communication Capstone~~

**Journalism:**

~~—COMM 4321 – Investigative Reporting or~~

~~—COMM 4293 – Editing and Producing the News~~

**Media Production:—**

~~—MPRD 4250 – Media Production Capstone~~

**Public Relations:**

~~—COMM 4500 – Public Relations Campaigns~~

**Media Studies:**

~~—COMM 4060 – Special Problems in Communication or~~

~~—COMM 4080 – Senior Communication Capstone~~

**4. Concentration area - ~~27-36~~ 33-34 s. h.**

(Choose one)

**Interpersonal/Organizational Communication —~~30~~ 33 s.h.:**

Concentration core - 21 s. h.

- COMM 2010 - Communication Criticism
- COMM 2030 - Communication Research
- COMM 2410 - Public Speaking
- COMM 3110 - Persuasion Theories
- COMM 3142 - Small Group Communication
- COMM 3152 - Interpersonal Communication Theory
- COMM 3160 - Organizational Communication Theory

Choose 3 s. h. from:

- COMM 3172 - Media Effects
- COMM 3380 - Computer Mediated Communication
- COMM 4032 - Mass Media Law
- COMM 4040 - Media, Culture, and Society
- ~~COMM 4045 - Media Literacy for Communication Professionals~~
- COMM 4400 - Rhetorical Theory and Criticism
- COMM 4905 - Media Ethics

Choose 3 s.h. from:

- COMM 3180 - Intercultural Communication
- COMM 4135 - Gender and Communication

Choose ~~9~~3 s.h. COMM/~~MPRD~~ electives

Capstone Course - 3 s.h.

- COMM 4060 - Special Problems in Communication or
- COMM 4080 - Senior Communication Capstone

**Journalism —~~27~~ 34 s.h.:**

*Note:*

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Foreign language through level 1004 is required for the journalism concentration. This is a requirement for graduation. The additional 6 s. h. will not be applied toward the journalism concentration total.

Concentration core -19 s. h.

- COMM 2225 - Video News Production
- ~~COMM 2320 - Basic Reporting~~
- COMM 2340 - Development of American Journalism
- COMM 2500 - Media Writing and Reporting
- ~~COMM 3220 - Video News Production~~
- COMM 3320 - Multiplatform Journalism
- COMM 3390 - International News Communication
- ~~COMM 4032 - Mass Media Law or~~
- ~~COMM 4042 - First Amendment Law~~
- COMM 4293 - Producing the News

Choose 9 s.h. from:

~~COMM 2230—Announcing~~  
COMM 3300 - Entrepreneurial Journalism  
COMM 3310 - Copy Editing and Design  
~~COMM 3322—Computer Assisted Reporting~~  
COMM 3330 - Feature Writing  
COMM 3340 - Desktop Publishing  
COMM 3430 - Electronic News Performance  
COMM 3500 - Web Design for Communication Professionals  
COMM 4091 - Internship-Seminar  
~~COMM 4321—Investigative Reporting~~

**Choose 6 3 s. h. from:**

COMM 3172 - Media Effects  
~~COMM 3390—International News Communication~~  
COMM 3520 - Sports Media Survey  
COMM 4032 - Mass Media Law  
COMM 4040 - Media, Culture, and Society  
COMM 4045 - Media Literacy for Communication Professionals  
COMM 4075 - Media Criticism  
COMM 4135 - Gender and Communication  
COMM 4905 - Media Ethics

**Capstone Course - 3 s.h.**

COMM 4321 - In-depth Reporting

**Note:**

~~Foreign language through level 1004 is required for the journalism concentration. This is a requirement for graduation. The additional 6 s.h. will not be applied toward the journalism concentration total.~~

**~~Media Production—36 s.h.:~~**

~~Note: Students will not be admitted into the Media Production (MPRD) concentration within the BS degree program after Spring 2010. Please see the BS degree MPRD concentration listed below:~~

~~—COMM 2210—Writing for the Electronic Mass Media~~  
~~—MPRD 2215—Audio Production~~  
~~—MPRD 2220—Video Production~~  
~~—MPRD 2260—Image Theory and Aesthetics~~  
~~—MPRD 3020—Videography and Lighting~~

~~—MPRD 3215—Advanced Audio Production or~~  
~~—MPRD 3275—Advanced Video Production or~~  
~~—COMM 3500—Web Design for Communication Professionals~~

~~—MPRD 3250—Video Post Production Techniques~~  
~~—MPRD 3275—Advanced Video Production~~

~~—MPRD 3660—History of the Moving Image~~  
~~—MPRD 4210—Video Direction or~~  
~~—MPRD 4280—Digital Practicum for Professional Distribution~~

~~—Choose 6 s.h. COMM/MPRD electives~~

**Media Studies - 30 33 s.h.**

Concentration core - 21 s.h.

COMM 2010 - Communication Criticism

COMM 2030 - Communication Research

COMM 2410 - Public Speaking

COMM 3172 - Media Effects

COMM 4032 - Mass Media Law

COMM 4040 - Media, Culture, and Society

~~COMM 4045—Media Literacy for Communication Professionals~~

COMM 4905 - Media Ethics

**Choose 3 s.h. from:**

COMM 3180 - Intercultural Communication

COMM 4135 - Gender and Communication

**Choose 3 s.h. from.**

COMM 3110 - Persuasion Theories

COMM 3142 - Small Group Communication

COMM 3152 - Interpersonal Communication Theory

COMM 3160 - Organizational Communication Theory

COMM 3380 - Computer Mediated Communication

COMM 4400 - Rhetorical Theory and Criticism

~~Choose 3 s.h. from:~~

~~—COMM 3180—Intercultural Communication~~

~~—COMM 4135—Gender and Communication~~

**Choose 9 3 s.h. COMM/MPRD electives**

**Capstone Course - 3 s.h.**

COMM 4060 - Special Problems in Communication or

COMM 4080 - Senior Communication Capstone

**Public Relations - 33 34 s.h.:**

Note: Public Relations students must maintain a 2.5 cumulative grade point average to remain in the concentration.

Concentration core - 19 s.h.

Note: Public Relations students must maintain a 2.5 cumulative grade point average to remain in the concentration.

- COMM 2030 - Communication Research
- COMM 2104 - Public Relations and Corporate Writing
- ~~COMM 2320 - Basic Reporting~~
- COMM 2500 - Media Writing and Reporting
- COMM 3120 - Public Relations Theory
  
- COMM 4032 - Mass Media Law or
- COMM 4905 - Media Ethics
  
- COMM 4180 - Public Relations Strategies

Choose ~~6~~ s.h. from:

- ~~COMM 3110 - Persuasion Theories~~
- ~~COMM 3142 - Small Group Communication~~
- ~~COMM 3152 - Interpersonal Communication Theory~~
- ~~COMM 3160 - Organizational Communication Theory~~
- ~~COMM 4130 - Conflict and Communication~~

Choose ~~3~~ **6** s.h. from:

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- COMM 2410 - Public Speaking
- COMM 3310 - Copy Editing and Design
- COMM 3340 - Desktop Publishing
- COMM 3362 - Visual Editing
- COMM 3500 - Web Design for Communication Professionals
- COMM 4091 - Internship - Seminar

Choose **3** s.h. from:

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- COMM 3180 - Intercultural Communication
- COMM 3390 - International News ~~Communication~~
- COMM 4135 - Gender and Communication
- COMM 4185 - International Public Relations

Choose **3** s.h. from:

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- COMM 3110 - Persuasion Theories
- COMM 3160 - Organizational Communication Theory
- COMM 3172 - Media Effects
- COMM 3520 - Sports Media Survey

- ~~COMM 4032 - Mass Media Law~~
- COMM 4040 - Media, Culture, and Society
- COMM 4130 - Conflict and Communication
- ~~COMM 4905 - Media Ethics~~

**Choose 3 s.h. from:**

---

- ~~COMM 3180 - Intercultural Communication~~
- ~~COMM 4135 - Gender and Communication~~
- ~~COMM 4185 - International Public Relations~~

**Choose 3 s.h. COMM/MPRD electives**

**Capstone Course – 3 s.h.**

COMM 4500 - Public Relations Campaigns

**5. Minor or structured electives to complete requirements for graduation.**

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Students who major in communication cannot minor in communication.

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## **Communication, Communication Studies Minor**

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Students must be admitted to the School of Communication prior to pursuing a minor. Admission may be requested upon acceptance to ECU. Students are required to meet with a School of Communication's advisor in order to apply.

The minimum requirement for the communication minor is 24 s.h. of credit as follows:

### **1. Core - 3 s.h**

- COMM 1001 - Introduction to Communication

## 2. Choose from the following - 21 s.h.

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- ~~COMM 1002 - Media Writing~~
- COMM 1003 - Introduction to Mass Media
- COMM 2020 - Fundamentals of Speech Communication
- COMM 2030 - Communication Research
- COMM 2340 - Development of American Journalism
- COMM 2410 - Public Speaking
- ~~COMM 2420 - Business and Professional Communication~~
- COMM 3110 - Persuasion Theories
- COMM 3120 - Public Relations Theory
- COMM 3142 - Small Group Communication
- COMM 3151 - Family Communication
- COMM 3152 - Interpersonal Communication Theory
- COMM 3160 - Organizational Communication Theory
- COMM 3172 - Media Effects
- COMM 3180 - Intercultural Communication
- COMM 3190 - Health Communication
- COMM 3380 - Computer Mediated Communication
- COMM 3390 - International News-Communication
- COMM 3400 - Argumentation
- COMM 3520 - Sports Media Survey
- COMM 4032 - Mass Media Law
- COMM 4040 - Media, Culture, and Society
- COMM 4042 - First Amendment Law
- COMM 4045 - Media Literacy for Communication Professionals
- COMM 4075 - Media Criticism
- COMM 4081 - Directed Independent Study
- COMM 4082 - Directed Independent Study
- COMM 4083 - Directed Independent Study
- COMM 4130 - Conflict and Communication
- COMM 4135 - Gender and Communication
- COMM 4400 - Rhetorical Theory and Criticism
- COMM 4905 - Media Ethics