

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 3014S
Date of Senate Approval 1/23/14

Statement of Faculty Senate Action:

APC Document 18

Edit major requirements for Mass Communication

Effective Date: Fall 2014

1. Delete: On page 212, under **Mass Communication Major Requirements:**

- I. Required courses for the major—40 hours consisting of 20 hours from core courses: MCOM 104, 201, 490, 492, VMP 205; and 20 additional hours including 8 hours from MCOM 295 and/or VMP 295, 8 hours from MCOM 395, 451 and VMP 395; and 4 hours from MCOM 495, 499 or VMP 495.
- II. Required courses outside the major—None.
- III. Other Departmental requirements—Competence in the major is demonstrated through successful completion of academic and professional projects and activities. Specific requirements and procedures for documenting competence in the major are available from the department chair, and will include successful completion of comprehensive examinations, preparation of a portfolio of completed work, and a co-curricular transcript. Oral competency is demonstrated through successful completion of MCOM 495, 499 or VMP 495.

Add: On page 212, in place of deleted entry:

- I. Required courses for the major—40 hours consisting of 20 hours from core courses: MCOM 104, 201, 490, 492, VMP 205; and 20 additional hours including 8 hours from MCOM/VMP 293, 294 and 295; 8 hours from MCOM 352 or MCOM /VMP 393, 394, 395; and 4 hours from MCOM/VMP 491, 495, 496, or MCOM 499.
- II. Required courses outside the major—None.
- III. Other Departmental requirements— Competence in the major is demonstrated through successful completion of academic and professional projects and activities. Specific requirements and procedures for documenting competence in the major should be obtained from the department chair, and will include successful completion of a comprehensive project or examination as part of a 400-level seminar, preparation of a portfolio of completed work, and a co-curricular transcript. Oral competency is demonstrated through successful completion of one of the 400-level seminar courses or MCOM 499.

Impact: There will be no impact to resources or staffing.

Rationale: Changes to the course requirements reflect the addition of new courses to facilitate students being able to take more than one “type” of course per semester. The major requirements and demonstration of competence adjustments have been streamlined for assessment purposes.