



College Document # _COAS 009

UCC Document # _____

Date Received _____

CATALOG YEAR 2010-2011

(Please use separate form for each add/change)

COLLEGE: Arts and Sciences

Current Catalog Page(s) Affected 100+ ,75, 84, 463 and 472

Course: Add: _____ Delete: _____ Change _____:

(check all that apply)

Number ____ Title ____ SCH ____ Description ____ Prerequisite ____

If new, provide Course Prefix, Number, Title, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current catalog, provide change and attach page with changes in red and provide a brief justification.

Program: Add: + Change: _____ Attach new/changed Program of Study description and 4-year plan. If in current catalog, provide change and attach page with changes in red.

BACHELOR OF ARTS MAJOR IN COMMUNICATION/SPANISH

Following is **one** suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment. Students are responsible for reviewing the **Program of Study Requirements**.

*See [Appendix A](#) *Core Curriculum and Optional Course Information*.

| FALL | | HOURS | | SPRING | HOURS |
|-----------------------|---|-----------|-----------|---|-----------|
| FRESHMAN YEAR | | | | FRESHMAN YEAR | |
| ENGL 1301 | English Composition I | 3 | ENGL 1302 | English Composition II | 3 |
| MATH 1314 | College Algebra | 3 | MATH | Math Elective ¹ | 3 |
| HIST 1301 | The U.S. to 1877 | 3 | HIST 1302 | The U.S. Since 1877 | 3 |
| | Natural Science * | 4 | | Natural Science * | 4 |
| | Foreign Language ³ | <u>3</u> | | Foreign Language ³ | <u>3</u> |
| Total | | 16 | | | 16 |
| SOPHOMORE YEAR | | | | SOPHOMORE YEAR | |
| ENGL | Survey of Literature * | 3 | PSCI 2306 | American State Govt | 3 |
| PSCI 2305 | American National Govt | 3 | | Visual/Performing Arts * | 3 |
| COMM 3325 | Mass Communication | 3 | COMM 3310 | Methods of Inquiry | 3 |
| COMM | Communication Core ² | 3 | COMM 3326 | Journalistic Writing | 3 |
| SPAN 3300 | Spanish Gramm & Comp. | <u>3</u> | SPAN 3305 | Adv. Span. Gram. & Comp. | 3 |
| | | | | Activity or Wellness * | 1 |
| Total | | 15 | | | 16 |
| JUNIOR YEAR | | | | JUNIOR YEAR | |
| COMM 3322 | Public Relations | 3 | COMM 4340 | Intercult. Profess. Pers Ethics | 3 |
| SPAN 3310 | Intr. to Lit in Spanish | 3 | COMM 3329 | Fundment. of Advertising | 3 |
| SPAN 4351 | Intr. to Eng-Span. Transl. | 3 | COMM 4320 | Transnational Trends in Com | 3 |
| COMM 3327 | Writing for Broadcast News | 3 | SPAN 4390 | Spanish for Prof. Purposes | 3 |
| | Advance General Elec | <u>3</u> | | Advance General Elec | <u>3</u> |
| Total | | 15 | | | 15 |
| SENIOR YEAR | | | | SENIOR YEAR | |
| COMM 4360 | Comm Theory&Prac | 3 | COMM 4350 | Internship ⁴ | 3 |
| COMM 4350 | Internship ⁴ | 3 | COMM 4324 | Comparative Journalism | 3 |
| SPAN 4303 | The Span. Amer. Novel ** | 3 | SPAN 4317 | Hispanic Folklore | 3 |
| SPAN 4398 | Creative Writing | <u>3</u> | SPAN 4333 | Sp. Top. in Hisp. Lit and Cult. | 3 |
| Total | | 12 | | Soc/Behavioral Science * | <u>3</u> |
| | | | | | 15 |

Total Degree SCH= 120

¹Math elective, select 3 SCH from any math course above the level of College Algebra.

²Communication Core, select SPCH [1311](#).

³Degree requirement is 6 SCH of Portuguese or French.

⁴ Internship (6 SCH) in organizations dealing with Hispanic clients and audiences such as Spanish TV stations, radio stations, Corporate Communications offices, Public Relations and Advertising firms.

*See [Appendix A](#) *Core Curriculum and Optional Course Information*.

** Or SPAN 4302 [20th Century Spanish Prose](#)

Actual degree plans may vary depending on availability of courses in a given semester.

Justification:

B.A. COMMUNICATION/SPANISH: COMPOSITE DEGREE DEPARTMENT OF LANGUAGE AND LITERATURE

This composite degree in Communication and Spanish specializes in training students in the field of Hispanic Mass Communication which encompasses the study of Hispanic journalism (both print, online and broadcast) and Hispanic advertising, marketing communications, and public relations along with gaining competency and understanding of the Spanish language and culture.

Through their study, students will learn not only language competency in both English and Spanish but will also learn basic skills in media writing, reporting, advertising, and public relations. As part of the requirements for this degree, students will also acquire knowledge and sensitivity about how to be a mass communication specialist in Hispanic countries. In order to facilitate professional preparation for working in these areas all students will be required to complete an internship in a Spanish-speaking organization either in the United States, Mexico, Latin America, Spanish America or Europe.

Recipients of this degree find work in the U.S. and Hispanic countries working in Hispanic media organizations (print, broadcast and online), multinational corporations, non-profit organizations, international consulting companies, or the public sector including international agencies and governmental agencies such as the U.S. State Department, state and local government. Graduates may also elect to continue pursuing higher degrees in graduate or professional schools.

Rationale for degree:

The most recent U.S. Census Bureau press release estimates that the Hispanic population of the United States as of July 1, 2005 is 42.7 million, making people of Hispanic origin the nation's largest ethnic or race minority. Hispanics constituted 12 percent of the nation's total population (This estimate does not include the 3.9 million residents of Puerto Rico).

Along with the increasing demand for communication professionals proficient in mass media skills and speaking and writing in Spanish in Mexico, Spanish America, Latin America, and Puerto Rico, there is also an increasing market for Hispanic news in the U.S. The rise in the Hispanic population in the U.S. is causing an increase in Hispanic media outlets: TV, radio stations and newspapers

including online news.

The Hispanic market remains in a growth phase, unlike the slowing English-language media market in the U.S.," SNL Kagan senior analyst Deana Myers said in a recent report. "The recognition of a growing audience with increasing buying power has highlighted the importance of targeting the Hispanic population." Spending to reach Hispanic households will jump from \$4.3 billion in 2007 to \$5.6 billion in 2011, according to the SNL Kagan forecast.¹

In addition "[t]here is a record amount of Hispanic advertising monies spent by corporate America, which, according to HispaniBusiness.com, grew almost 50 percent since 2000, from \$2.3 billion to a projected future of \$3.6 billion in 2007. Even the major political parties have increased their advertising budgets. During the 2004 campaign, they paid \$14 million in Hispanic advertising, up from \$3 million in 2000, which attest to the growing interplay between marketing and national politics" (Davila, 2008, p. 72)²

College Introductory Pages: Add information: ____+__ Change information: _____

Attach new/changed information. If in current catalog, provide change and attach page with changes in red.

Approvals: Signature Date

Chair _____
Department Curriculum Committee

Chair _____
Department

Chair _____
College Curriculum Committee

Dean _____

¹ Lafayette, Jon (2009). Hispanic media remains an area of growth. Retrieved on Nov. 4, 2009 @ http://www.tvweek.com/news/2008/02/hispanic_media_remains_area_of.php.

² Davila, A. (2008). *Latino spin: Public image and the whitewashing of race*. New York: New York University Press.