





The Moody College of Communication handbook is produced by the Student Advising Office and supplements The University of Texas at Austin Undergraduate Catalog, the Course Schedule and all other official University publications in print and on the web. Please refer to the Moody College of Communication website for the most recently updated information. Students will be notified of policy and procedural changes through various avenues including official school email and the UT Austin and Moody College of Communication websites.

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Academic Advising

Student Advising

The Student Advising Office, in collaboration with the academic departments, oversees all academic advising in the college. The staff in Student Advising maintains your academic records, provides general information about University academic policies and procedures, prepares your degree audit, processes adds/drops and withdrawals, handles scholastic probation matters, and certifies fulfillment of graduation requirements.

Student Advising also coordinates special programs and services that enhance the student experience in the college: New Student Orientation, graduation ceremonies, FIGs, certificate programs, catalog and course schedule updates, overrides/course substitutions, tuition rebates, appeals, prospective student information sessions, internal transfer information sessions, Family Day, Honors Day, etc. In addition, the Student Advising Office refers students to and informs them of campus and community resources that may offer academic services, counseling and financial aid. Some of the aforementioned programs and services are referenced throughout this handbook.

Over the course of your studies at UT Austin, you will benefit from working closely with your academic advisor who will be assigned to you at the beginning of the fall semester. You should begin meeting regularly with your advisor early in your collegiate career to discuss academic planning, exploring educational opportunities and defining your educational and life goals. It is best to schedule a planning session early to mid-semester to avoid peak advising periods when advising is in high demand due to registration, for example. Many people in the campus community contribute to the advising process, including faculty, staff, students, and professional advisors.

Academic advisors aid with curriculum choices, registration, degree requirements, major selections, interpreting university policies, referrals, and information concerning campus resources. Academic advisors have a unique perspective on the student body and the institutional rules that affect you. There are many online academic resources that can assist you in preparing for course selection and degree planning. However, those resources are meant as a supplement to one-on-one time with your academic advisor. Your advisor is the best source of advice regarding your specific academic path to graduation.

Ultimately, you are responsible for seeking adequate academic advice, for knowing degree requirements, and for enrolling in appropriate courses to ensure orderly and timely progress toward a degree. Frequent advisor contact provides students with current academic information and promotes progress toward educational goals.



Student Advising Staff

Student Deans

Dr. Mark E. Bernstein, Associate Dean Darrell Rocha, Assistant Dean

Program Coordinators

Theresa Thomas, Student Success Coordinator Lauren Brown, Student Services Coordinator Larkin Cummings, Academic Program Coordinator Charles Jones, Software Developer Analyst

Administrative Support

Leece Naxera, Advising Reception Megan Vallee, Advising Administrative Assistant

Program Liasons

Jeff Hallock, Study Abroad Jeffrey Marsh, Semester in Los Angeles (UTLA) Andreyez Alvarado, Latino Media Studies

Academic Advisors

Advertising

Cindy Patino, Damon O'Brien, & Jennifer de Haas

Communication & Leadership

Theresa Thomas

Communication Sciences & Disorders

Lorena Dominguez & Jennifer Porras

Communication Studies

Wendy Boggs, Andreyez Alvarado, & Jennifer Porras

Journalism

Alexia Apollo & Jeff Hallock

Public Relations

Doug Haake & Jennifer de Haas

Radio-Television-Film

Jeffrey Marsh, Noé Gonzales, & Ashley Clark

Communication Undeclared

Theresa Thomas

Internal Transfers

Noe Gonzales

For non-communication majors or communication majors who want to transfer to another major within the Moody College of Communication

Degree Audit Analyst/Programmer

Xavier Oaks



How Advising Works

Advisor Responsibilities - What You Can Expect

You can expect your advisor to:

- Understand and effectively communicate the curriculum, graduation requirements, and university and college policies and procedures.
- Encourage and support you as you gain the skills to develop clear and attainable educational plans.
- Provide you with information about strategies for utilizing the available resources and services on campus. If we do not know the answer to a question, we will find the answer or the resource that will answer your question.
- Assist you in understanding the purposes and goals of higher education and its effects on your life and personal goals.
- Monitor and accurately document your progress toward meeting your goals.
- Assist you as you develop decision-making skills and help you take responsibility for your educational plans and achievements
- Maintain confidentiality.
- · Assist you in working closely with your course instructors.

Student Responsibilities – What You Are Expected To Do

As an advisee, you have clear responsibilities in the advising partnership in order to be successful:

- Schedule regular appointments or make regular contact with your advisor during each semester.
- Come prepared to each appointment with questions or material for discussion.
- Be an active learner by participating fully in the advising experience.
- Ask questions if you do not understand an issue or have a specific concern.
- Keep a personal record of your progress toward meeting your goals.
- Organize official documents in a way that enables you to access them when needed.
- Be proactive in checking your Interactive Degree Audit to keep track of your academic progress.
- Complete all assignments or recommendations from your advisor.
- Clarify personal values and goals and provide your advisor with accurate information regarding your interests and abilities.
- Become knowledgeable about college programs, policies, and procedures.
- Accept responsibility for decisions.
- Adhere to published deadlines.
- Read emails and blog postings by your advisor.

FERPA (Family Educational Rights and Privacy Act)

FERPA, the Family Educational Rights and Privacy Act of 1974, is a federal law that pertains to the release of and access to educational records. The law, also known as the Buckley Amendment, applies to all schools that receive funds under an applicable program of the US Department of Education.

FERPA applies to personally identifiable information in educational records. This includes items such as the student's name, names of family members, addresses, personal identifiers such as social security numbers, and personal characteristics or other information that make the student's identity easily traceable.

Under FERPA, a student has a right to:

- * inspect and review his or her educational records;
- * request to amend his or her educational records;
- * have some control over the disclosure of information from his or her educational records.

Additional information is available here.

Making An Appointment

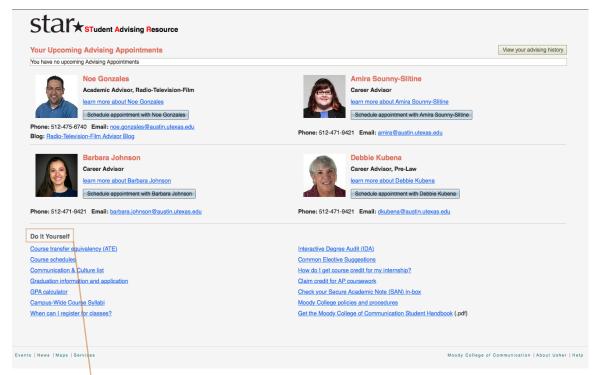
There are several ways to schedule an appointment with your academic advisor:

- 1) Use <u>ST</u>udent <u>A</u>dvising <u>R</u>esource website (STAR). <u>STAR</u> can be accessed via the <u>Moody College of Communication website</u>. By clicking on the STAR logo you can view available appointment times and schedule a time to meet with your academic advisor, or you can cancel an existing appointment.
- 2) Call the Student Advising Office at (512) 471-1553.
- 3) Stop by the Student Advising Office in BMC 2.600.

If you're more than 10 minutes late, you'll be asked to reschedule your appointment.

In addition to scheduled appointments, your designated academic advisor *may* keep a walk-in schedule. Log on to **STAR** for links to important academic resources, your advisor's schedule and availability (including walk-ins), and to schedule an appointment.

IMPORTANT: Please note that general advising questions can be answered in person, over the phone, or via email, but if your questions require access to your personal record, you will be asked to visit your academic advisor in person (FERPA rules are in place to safeguard your personal privacy).



The "Do It Yourself" area of the page includes many useful links such as:

Automated Transfer Equivalency System (ATE): verify how a course that you take at another institution will transfer back to UT Austin.

GPA Calculator: calculate the GPA you may have for a given semester, or your overall GPA.

Interactive Degree Audit (IDA 2.0): Shows your degree audit and degree progress; page 9 has more information on this.

Secure Academic Notes (SAN): a specific type of email correspondence that requires you to log in with your UT EID and password to read the email. A SAN is the method by which your academic advisor will communicate restricted information with you.

Student Responsibility

While University faculty and staff members will give you academic advice and assistance, you are expected to take responsibility for your education and personal development. You must know and abide by the academic and disciplinary policies stated in the General Catalog, including rules governing quantity of work, the standard of work required to continue in the University, scholastic probation and dismissal, and enforced withdrawal.

You must also know and meet the requirements of your degree program (including University Core Curriculum requirements), enroll in courses appropriate to the program, meet prerequisites and take courses in the proper sequence to ensure orderly and timely progress, and seek advice about degree requirements and other University policies when necessary.

Email

You are responsible for obtaining and checking the email account officially on file with the University for correspondence from the Student Advising Office. Email is an official method of transmitting information to students, and the College will not be held responsible if you fail to check this account for important announcements from the Student Advising Office. Important notices and policies and procedures will be emailed to you, and it is your responsibility to read this information and to be aware of the rules and regulations of the Moody College of Communication.

You must provide correct local and permanent addresses, telephone numbers, and email addresses to the Office of the Registrar (via UT Direct) and record any changes immediately. Official correspondence is sent to the most recent address listed; if you move and fail to correct your address, you will not be relieved of responsibility on the grounds that the correspondence was not received.

Your Schedule

You are responsible for making sure your schedule and registration status is correct. You should **verify your schedule** of classes each semester, see that necessary corrections are made, and keep documentation of all schedule changes and other transactions.

Interactive Degree Audit

In addition to seeking out academic advising, it is important that you learn how to access your academic information online, and use that information to track and manage your degree progress on a regular basis. The Interactive Degree Audit (IDA) allows you to view an existing degree audit or request a new audit under a different major (this is especially useful if you are contemplating a change of major). IDA provides a computer-generated report of your progress toward completing degree requirements. You can view a summary of all degree requirements or detailed information about individual requirements, a summary of remaining degree requirements, a list of all courses considered in the audit, and a list of courses that do not count toward the degree.

You may access IDA online here. You will have to log in with your UT EID and password to gain access to your audit.

Remember, although you can find your degree requirements using IDA, you should also consult with your academic advisor to verify your degree requirements. In addition, if you ever discover a problem with your degree audit, or have questions about it, you should visit your advisor to request clarification.

Academic Dishonesty

(Dean of Students website information: "What is Scholastic Dishonesty?")

In promoting a high standard of academic integrity, the University broadly defines scholastic dishonesty - basically, all conduct that violates this standard, including any act designed to give an unfair or undeserved academic advantage, such as:

- Cheating
- Plagiarism
- Collusion (unauthorized collaboration)
- Falsifying academic records
- Misrepresenting facts (e.g., providing false information to postpone an exam, obtain an extended deadline for an assignment, or even gain an unearned financial benefit)
- Any other acts (or attempted acts) that violate the basic standard of academic integrity (e.g., multiple submissions, submitting essentially the same written assignment for two courses without authorization to do so)

Several types of scholastic dishonesty—unauthorized collaboration, plagiarism, and multiple submissions—are discussed in more detail on the Dean Of Students website to correct common misperceptions about these particular offenses and suggest ways to avoid committing them.

Complete information on scholastic dishonesty can be found here.

The University of Texas at Austin Moody College of Communication

Degrees

Advertising

advertising.utexas.edu

The goal of the Stan Richards School of Advertising & Public Relations' Advertising program is to provide students with an overview of the advertising industry, including the areas of strategic planning, media planning, research, and management.

General and Major Requirements

SDS 306 Statistics in Market Analysis, taken in residence, is required as a prerequisite to some Advertising coursework.

Twelve business hours are required, including MKT 320F, and at least six of these hours must be upper division. These courses are typically selected from the Business Foundations Program, i.e. ACC 310F, MAN 320F, LEB 320F, FIN 320F and IB 320F.

Major Required Coursework

• ADV 373

Media, or Management.

• ADV 318J	Introduction to Advertising
• ADV 325	Introduction to Creative Advertising
• ADV 344K	Advertising Research

ADV 345J Advertising Media Research
 ADV 350 or 468L Advertising Internship/Portfolio III
 ADV 370J Advertising Management
 ADV 353 ADV & PR Law & Ethics

In addition to the 24 hours of the major core, students must complete 12 advertising elective hours. At least nine of these hours will be determined by a student's sequence—Creative,

Advertising Campaigns

Looking to transfer into Advertising?

Moody College students should carefully review the Moody Major Change procedures here.

UT students outside the Moody College should review the Internal Transfer requirements here.

Sequences

Texas Creative (application process)

The Texas Creative program has built a reputation for molding talented copywriters and art directors. Students develop a professional portfolio of advertising work in three required portfolio courses: ADV 343K, ADV 468K, and ADV 468L. Students are eligible to apply during the semester that they complete ADV 325. The application period takes place the week after the end of the semester. Students may only apply twice to the program and must have a grade of at least B in ADV 325.

Texas Media (application process)

The Texas Media program is designed to prepare media specialists to use media as a competitive tool as well as to teach the entrepreneurial understanding of how to sell media and create new media alternatives.

Students in this program must take ADV 377-1 Advanced Media Strategies, ADV 377M-2 Advanced Studies in Media Sales, and ADV 377-3 Digital Media.

Students may pursue an interactive focus within Texas Media by taking ADV 378 Digital Metrics and completing an interactive-related internship in addition to completing nine hours required for Texas Media.

Students may apply during the semester they enroll in ADV 345J. The application period generally takes place mid- to late-semester and decisions are made after grades are posted for the semester. Students may only apply to the program twice and must have a grade of at least B in ADV 345J.

Texas Management (required for students not in creative or media sequences)

This program is designed for students interested in a variety of professional careers including account planning and advertising management positions in a wide range of advertising, sales promotion, direct response, promotional products, and related agencies.

Sequence requirements:

ADV 378.20 Account Planning, 3 hours from ADV 378-4, 378-17 or 378-19 and 3 hours from ADV 377M-1, 377M-2 and 377M-3.

Texas Sports and Entertainment (Option 2 for students not in creative or media sequences)

This program is designed to give students the knowledge to develop decisions in sports communication. The program complements the student's education by developing their proficiency and knowledge in this area of specialization.

Sequence requirements:

ADV 305S, ADV 348S, and any ADV 378S topic.

Additional Requirements

The following courses are prerequisites for Advertising majors:

- SDS 306 Statistics in Market Analysis (in residence)
- MKT 320F Fundamentals of Marketing

Advertising majors must complete at least 36 hours but no more than 42 hours in Advertising. Twenty-four of the 36 hours must be upper-division Advertising courses.

Required Flags

- 3 Writing Flags
- Cultural Diversity Flag
- Ethics & Leadership Flag
- Quantitative Reasoning Flag
- Global Cultures Flag
- Independent Inquiry Flag

Speak with your academic advisor about how to fulfill flags with core or major requirements.

Internships

All students, except those in the Texas Creative sequence, are required to complete an internship (ADV 350) for credit. Students may earn internship credit during any semester after earning course credit for ADV 344K and 345J. Students must register for the internship course during the semester that they are completing their internship. All internships require department approval. Complete details about the internship requirement and the online consent form can be found here. No more than four hours of internship credit may count toward any communication degree.

Course Prerequisites

The advertising curriculum is prerequisite-driven, and the prerequisites are strictly enforced by the department. Students who do not meet the prerequisites for a course will be dropped from that course. Prerequisites for all courses are listed in detail in the catalog, course schedule, and the Department of Advertising website. Students should direct all questions regarding prerequisites to their advisor.

Honors Program

Students interested in earning special honors in Advertising must be accepted to the Honors Program. The Program requires completion of six hours to be fulfilled by ADV 379H and ADV 373H (the honors section of the required campaigns course). ADV 379H will count toward the required 12 additional hours of advertising. To be eligible to apply to the program, students must have at least 60 hours but not more than 90 hours of course credit, and a 3.50 UT and Communication GPA. Applications are available in the department office, BMC 4.338.

The Consent Procedure

Some advertising courses require consent of instructor. Consent forms are available from your academic advisor. Once the instructor signs the form, the student must return it to their advisor in order to be added to the course.

Miscellaneous

- The statistics requirement is SDS 306 Statistics and Market Analysis. This class will count as the statistics prerequisite for ADV 344K and ADV 345J and will fulfill the math requirement for the major. You must earn a C or better in SDS 306 for it to count.
- A grade of at least B is required in ADV 318J to continue in advertising. This course may only be taken twice.
- No simultaneous major or minor in Public Relations is allowed.
- ADV 325 may be taken concurrently with ADV 344K and/ or ADV 345J.

ADV Careers

Students will be qualified to pursue careers in the creative area of advertising as well as media, research, and account services.

Account Representatives
Commercial Production
Art Directors
Advertising Teachers
Researchers
Media Planning
Event Planning
Media Buyers
Copywriters
Media Sales
Direct Marketing
Media Planning
Event Planning
Public Relations

ADV Advisors

Cindy Patiño, Damon O'Brien & Jennifer de Haas

Communication & Leadership

moody.utexas.edu/comm-leadership

The curriculum for the Bachelor of Science in Communication and Leadership focuses on interdisciplinary studies, civic advocacy, and philanthropy with an emphasis on:

- 1) knowledge of the theories and practices of ethical leadership;
- 2) communication foundations, skills and expertise;
- 3) interdisciplinary understanding of social challenges and innovative communication strategies; and
- 4) experience promoting social change through philanthropic intervention.

Leadership is a core value of the University of Texas at Austin, and developing leaders for Texas and beyond is central to accomplishing the University's mission. To be a leader requires the ability to bridge narrow academic disciplines with a capacity to envision strategies that are informed through interdisciplinary approaches, communication skills, and ethical practices.

Degree Requirements

In addition to courses required for the core curriculum and by the Moody College, the degree offers students a major with three parts:

I. Communication and Leadership (12 hours)

These courses address principles of ethical leadership and communication at the introductory and upper-level, and give students an opportunity to apply those principles through an internship experience and a capstone project-based course.

- COM 301L Introduction to Communication and Leadership: Introduction to the study of leadership with an emphasis
 on communication dimensions and interdisciplinary understanding of social problems. This course serves as a foundation
 for subsequent coursework in the subject of communication and
 leadership.
- COM 320L Upper-division Seminar on Communication and Leadership: This course builds on the foundation introduced in the lower-level course, COM 301L, advancing student work in the theories, processes, and practices of leadership and communication. The course will build on the lower-division gateway course and will prepare students for their internship and capstone courses.

- COM 351L Internship in Communication and Leadership Course: Practical work experience related to practice of ethical leadership and communications with a nonprofit, community, or philanthropic organization.
- COM 370L Capstone Course in Communication and Leadership: Students will engage in experiential learning through this directed capstone, project-based course taken in their senior year. Students will work in teams to develop and present their ideas and plans for addressing a leadership challenge given to them by a partner organization.

II. Communication Foundations (12 hours)

Students will build expertise in communication approaches and skills needed to address complex social issues. This communication foundation relies on knowledge of communicative leadership, organizational communication, interpersonal communication, advocacy and persuasion, along with respect for diversity and for ethical engagement. Communication skills include training in public and mediated presentation, advocacy and argumentation, and organizational administration, such as interviewing, teamwork, and event planning. Courses in leadership (such as CMS 338, CMS 352) and philanthropy (CMS 367) are considered particularly relevant for this degree plan. Click here to see a full list of course options.

III. Social Issues (12 hours)

Courses focus on critical social concerns and offer interdisciplinary grounding in comprehensive understandings of social concerns as well as potential communication strategies toward addressing them. Click here to see a full list of course options. Students will have the opportunity to propose courses not included in the list for faculty committee approval.

Required Flags

- 3 Writing Flags
- Cultural Diversity Flag
- Ethics & Leadership Flag
- Quantitative Reasoning Flag
- Global Cultures Flag
- Independent Inquiry Flag

Speak with your academic advisor about how to fulfill flags with core or major requirements.

Communication and Leadership Advisor

Theresa Thomas

Communication and Leadership Careers

The Bachelor of Science in Communication and Leadership seeks to inspire and educate future leaders and provide students with the foundations needed to address significant social concerns through philanthropy, public service and civic advocacy. Students graduating with a communication and leadership degree will acquire the knowledge and skills needed for careers in public service, philanthropy, and nonprofit and nongovernmental organization administration.



Communication Sciences & Disorders

csd.utexas.edu

Students majoring in Communication Sciences and Disorders (CSD) learn to understand communication disorders throughout the entire lifespan of human development. They are encouraged to develop a holistic understanding of the communication process and to investigate new ways to expand the mind's potential to formulate, absorb, and express ideas.

The three areas of study in Communication Sciences and Disorders (CSD) are Speech/Language Pathology, Audiology, and Deafness Studies/Deaf Education.

For students in all three specializations, 15 hours of CSD coursework must be upper division. No more than 42 semester hours of coursework in CSD may be counted toward the degree, and no more than 60 semester hours (including transfer credit) of College of Communication coursework may count toward the degree.

Full professional certification in any of the three areas of study described below requires study beyond the B.S. degree. Students specializing in Audiology and in Speech/Language Pathology may work toward eventual national certification by the American Speech-Language-Hearing Association after further work at the graduate level.

Speech/Language Pathology

Speech/Language Pathology students obtain knowledge of normal and disordered aspects of speech, language, and hearing, and engage in coursework pertaining to the evaluation and treatment of speech and language disorders.

33 semester hours of coursework in CSD: 306K, 308K, 311K, 312, 313L, 315S, 341, 350, 367K, 371, and 373.

Audiology

Audiology students obtain knowledge of normal and disordered aspects of speech, language, and hearing, but also take coursework pertaining to the evaluation and treatment of hearing disorders and rehabilitation of individuals with hearing loss.

33 hours of coursework in CSD: 306K, 308K, 311K, 312, 313L, 315S, 341, 350, 367K, 371, 373.

Deafness Studies/Deaf Education

Deafness Studies/Deaf Education is a course of study for students who wish to become teachers of deaf children or wish to work in some other capacity with deaf individuals. Students take courses in deaf culture and the community, language and speech development in deaf children, and sign communication, as well as courses pertaining to normal and disordered aspects of speech, language, and hearing. Students also have an opportunity to do an internship and methods coursework with the Texas School for the Deaf and other local programs.

Students specializing in Deafness Studies may take coursework that lays the foundation for teaching certification (Texas Education Agency All-level Teacher of the Deaf and the Council on Education of the Deaf (CED) Professional certificate).

34 semester hours of coursework in CSD: 308K, 311K, 312, 313L, 331E, 341, 360M, 364, 367K, 373, 4 hours of CSD 175N.

Required Flags

- 3 Writing Flags
- Cultural Diversity Flag
- Ethics & Leadership Flag
- Quantitative Reasoning Flag
- Global Cultures Flag
- Independent Inquiry Flag

Speak with your academic advisor about how to fulfill flags with core or major requirements.



Resources

The UT Austin Speech and Hearing Center provides services to individuals with communication problems and serves as a training site for students in the Department of Communication Sciences and Disorders. The center features therapy rooms, research laboratories, a fully equipped multi-booth audiological suite, a materials center, and on-site technical workshops which offer a full range of facilities for research and clinical practice. Therapy and testing services are offered in both English and Spanish.

Website Resources (click to explore):

American Speech-Language-Hearing Association Texas Speech-Language-Hearing Association National Aphasia Association National Stuttering Association Autism Society

NSSLHA

Founded in 1972, the National Student Speech Language Hearing Association (NSSLHA) is a professional membership association for students interested in the study of CSD. For more information see the NSSLHA website.

CSD Careers

Speech/Language Pathologist

Once certified, speech-language pathologists can work independently in settings such as preschools, public and private schools, hospitals, community clinics, private practices, and nursing care facilities.

Audiologist

Once certified, audiologists can work independently in settings such as public and private schools, hospitals, community clinics, colleges and universities, physicians' offices, health departments, research laboratories, and long-term care facilities.

Deafness Studies/Deaf Education

Graduates may direct teaching and tutorial services, consult with classroom teachers, advise administrators on appropriate mainstreaming techniques and placement, educate and counsel both parents and teachers, and also meet the needs of deaf/hearing-impaired individuals in a variety of ways.

CSD Advisors

Lorena Dominguez & Jennifer Porras

Communication Studies

commstudies.utexas.edu

The curriculum in Communication Studies (CMS) is designed to equip students with the skills and knowledge they need to be effective citizens, family members, and workers. As a result, students learn how to clearly articulate their ideas, solve problems, and work effectively with others. There are three undergraduate curriculum tracks in CMS:

Corporate Communication is a specialization in Organizational Communication that focuses on communication between and among individuals and groups in organizations, including corporate, non-profit, and governmental organizations. Organizational Communication is the study of human interaction within complex organizations, including leadership and organizational behavior. Research projects among the faculty focus on understanding the effect of power, time, and sequence on messages, and how the understanding of others and communication with them occurs through information and communication technologies.

Human Relations is a specialization in Interpersonal Communication and focuses on interaction in a variety of human relationships and cultures. This includes both verbal and nonverbal communication, face-to-face communication, and intercultural communication.

Political Communication is a specialization in Rhetorical Theory and focuses on communication in public settings, including political communication, persuasion, and argumentation theory.



Degree Requirements

There are two courses that are required of all CMS majors, regardless of the specialization or track they choose:

CMS 306M Professional Communication Skills CMS 332K Theories of Persuasion

Corporate Communication Course Highlights

CMS 313M	Organizational Communication	
CMS 337	Building Sales Relationships	
CMS 335	Strategic Sales & Event Planning	
CMS 353S	Social Media and Organizations	
CMS 341	Digital Communications	
* this is only a sample of courses offered		

Human Relations Course Highlights

CMS 315M	Interpersonal Communication Theory
CMS 344K	Lying and Deception
CMS 354	Conflict Resolution

CMS 358 Communication and Personal Relationships

* this is only a sample of courses offered

Political Communication Course Highlights

CMS 317C	Speech in American Culture
CMS 332	Argumentation and Advocacy
CMS 340K	Communication and Social Change
CMS 342K	Political Communication

* this is only a sample of courses offered

- Only one of the following may count: CMS 305, 306M or 319.
- A minimum of 30 hours of CMS courses is required. A maximum of 36 hours of CMS may count toward the degree and students may only take 9 hours of CMS coursework per semester.

Each track provides students with a coherent grouping of courses. A specified number of hours must be completed in the designated track; requirements vary by catalog and by track. Students are encouraged to see their advisor for further assistance. Track -specific coursework is supported by a variety of courses he or she selects to complete degree requirements. Any track chosen from these offerings prepares students for careers in corporate work, law, politics, teaching, counseling, or any job involving interaction with people.

Required Flags

- 3 Writing Flags
- Cultural Diversity Flag
- Ethics & Leadership Flag
- Quantitative Reasoning Flag
- Global Cultures Flag
- Independent Inquiry Flag

Speak with your academic advisor about how to fulfill flags with core or major requirements.

Internship Course

CMS majors interested in completing an internship for college credit may take CMS 370K Internship in Communication Studies. This course is not required for the degree but is simply a course option toward completing the 30 hours of required CMS courses. The CMS internship course is offered every fall, spring, and summer. See your advisor for more information.

Special Programs *Debate Program*

The Debate Program at the University of Texas is composed of highly motivated students from a variety of disciplines. Although no prior experience is required to join the team, most members have successfully participated in high school cross-examination (policy) debate.

For more information on UT Debate, visit here.

Individual Events

The University of Texas Individual Events Team is composed of approximately 15-25 students representing nearly every college at the University. Students compete in events ranging from interpretation of dramatic and literary texts, to memorized speeches to persuade, inform, and analyze communicative events, to limited preparation speeches dealing with philosophy and current events.

Visit the **Individual Events website** for more information.

CMS Careers

Career paths in CMS are limited only by a student's ambition. Below is a small sampling of the different areas that CMS majors typically explore.

Human Resources Training Employee Relations Recruiter Speech Writer Group Facilitator Negotiator Sales Manager Elected Official Mediator Client Advocate Financial Planner Press Relations Account Executive Safety Affairs College Professor Corporate Identity Programs Event Planner Non-Profit Management Research

CMS Advisors

Wendy Boggs, Andreyez Alvarado, and Jennifer Porras



Journalism

journalism.utexas.edu

The School of Journalism offers a comprehensive program of study designed to prepare students for the ever-changing field of journalism. Courses will provide a foundation for reporting using words and images and will train future journalists to investigate and write while remaining mindful of ethics, diversity, and truthfulness.

Students should plan to take at least five long semesters to complete their journalism requirements. There are prerequisites to courses in journalism that must be followed; therefore, ample time and planning is strongly encouraged.

Level 1 (6 hours) Foundations:

J 301F & J 302F with a grade of C or higher in each is required.

Level 2 (6 hours) Applications:

J 310F & J 311F with a grade of B- or higher in each is required. Completion of Level 1 is a prerequisite.

Level 3 (9-15 hours) Specialized Issues and Skills:

At least 3 hours from each category is required. Completion of Level 2 is a prerequisite.

Category 1-Public Affairs Reporting: J 320s courses*
Category 2-Specialized Journalistic Skills: J 330s courses*
Category 3-Understanding & Reporting Social Issues: J 340s*
*or approved equivalants as listed in the course schedule, not listed in the catalog

Level 4 (3-9 hours) Professional Principles:

Completion of Level 2 is a prerequisite.

J 350F	Media Law (required for all journalism majors)
J 351F	Journalism, Society & Citizen Journalist
J 352F	Ethics in Journalism
J 353F	Historical Perspectives in Journalism
or up to 6	hours of additional coursework from Level 3

Level 5 (6 hours) Professional Practices:

J 360F* Internship

J 362F** Journalism Portfolio

J 361F** Reporting Texas

J 332J Sports for Reporting Texas

J 335G Advanced TV Reporting & Producing

J 333J Photography for Reporting Texas

* Completion of Level 2 is a prerequisite.

** Completion of 6 hours of upper-division Journalism coursework with a B or higher in each is a prerequisite.

Special Major Requirements:

- Course prerequisites may include other coursework or instructor consent.
- A Journalism major must take at least, and not more than, 36 hours of Journalism coursework.
- Students interested in photojournalism will need to take COM 316 to enroll in more advanced photo classes later.
- Students may not enroll in more than 9 hours of Journalism coursework per semester.

Required Flags

- 3 Writing Flags
- Cultural Diversity
- Ethics & Leadership
- Quantitative Reasoning
- Global Cultures
- Independent Inquiry

All required flags can be fulfilled by journalism coursework, although some require more strategic planning than others. Speak with your academic advisor if you have questions about how to fulfill flag degree requirements.



Suggested Journalism Hour Arrangement

Freshman Year: Junior Year:

Semester 1 or Semester 2 = J 301F

Semester 5 = 3 hours from Level 3 & J 350F Media Law

Semester 1 or Semester 2 = J 302F

Semester 6 = 3 hours from Level 3 & 3 hours from Level 3 or 4

Sophomore Year: Senior Year:

Semester 3 or Semester 4 = J 310F Semester 7 = 3 hours from Level 3 & 3 hours from Level 5

Semester 3 or Semester 4 = J 311F Semester 8 = 3 hours from Level 3 or Level 4 & 3 hours from Level 5

The Sports Journalism Program

The Sports Journalism Program is designed to enhance the development of writing and reporting skills, knowledge, and career opportunities in sports journalism. The program is not a separate major or sequence, but an extension of existing degree requirements, and it is only open to journalism majors. Students in the program must complete six hours of prescribed sports-related journalism coursework and another six hours of sports-related courses outside of the journalism department.

Upon successful completion of all the requirements for the Sports Journalism Program, students receive a certificate from the School of Journalism.

Journalism Advisors

Jeff Hallock and Alexia Apollo

Journalism Careers

Career paths for Journalism majors are limited only by a student's ambition. Below is a small sampling of the different areas that Journalism majors typically explore.

News Desk Assistant Weather Reporter

News Reporter Anchor Scriptwriter Writer

Photo Editor News Director Announcer

Sportscaster Online Editor
Editorial Director Staff Photographer
Online Producer Web Designer
Computer Programmer Line Editor
Researcher Publisher

Editorial Chief Telecommunication Specialist Manuscript Editor Editorial Assistant Reporter



Public Relations

advertising.utexas.edu/publicrelations

The Stan Richards School of Advertising & Public Relations' Public Relations (PR) degree prepares students for management and leadership roles in the public relations industry. We achieve this by focusing on the development of critical, strategic thinking within an integrated approach to problem solving. Throughout a student's academic tenure, there is a heavy emphasis on the development of writing skills.

Public Relations plays a vital role in every organization. In fact, it is often a major contributor to a firm or institution's brand identity. The need for professionals trained in a wide variety of specialty areas is growing. Texas Public Relations fulfills that need.

Major Requirements

A Public Relations student must take at least 36 hours and no more than 42 hours in the major. Of the 36 hours, 24 of those hours must be upper division.

• ADV 318J	Intro to Advertising/Integrated Brand	
	Communication	
• PR 317	Writing for Public Relations	
• ADV 344K	Advertising Research	
• ADV 345J	Advertising Media Planning	
• PR 348	Public Relations Techniques	
• PR 352	Strategies in Public Relations	
• PR 350	Internship in Public Relations	
• PR 367	Integrated Communications Management	
	(must be in-residence)	
• PR 353	Media Law & Ethics	
• PR 377K	Integrated Communications Campaigns	
	(must be in-residence)	
• Six credit hours of PR/ADV electives		

^{**}The following classes will NOT count toward the Bachelor of Science in Public Relations: ADV 303, ADV 304, ADV 305, PR 305, and ADV 316.

Twelve business hours are required including MKT 320F, and at least six of these hours must be upper division. These courses are normally selected from the Business Foundations Program, i.e. ACC 310F, MAN 320F, LEB 320F, FIN 320F and IB 320F.

Special Requirements

- All Public Relations majors are required to earn a B or better in ADV 318J to continue in the major. ADV 318J may only be taken twice.
- The statistics requirement is SDS 306 Statistics and Market Analysis, and it must be taken in residence. SDS 306 is a prerequisite for ADV 344K and ADV 345J. You must earn a C or better in SDS 306 for it to count.
- MKT 320F Fundamentals of Marketing is required, with a grade of C or higher. This is a prerequisite for PR 367.
- No simultaneous major or minor with Advertising is allowed.



Course Prerequisites

A prerequisite is a requirement that must be met prior to registering for a particular course. The Public Relations curriculum is prerequisite driven, and **the prerequisites** are strictly enforced by the department. Students who do not meet the prerequisites for a course will be dropped from that course. Prerequisites for all courses are listed in detail in the catalog, course schedule, and the Department of Advertising/PR website. Students should direct all questions regarding prerequisites to their academic advisor. Prerequisites are not waived for any reason.

Internship Course

PR 350 Internship in Public Relations is a degree requirement. It is taken after completion of PR 348, ADV 344K and ADV 345J. An internship provides valuable work experience in your career area while you are still a student. There is a process you must complete to apply for and get approval for the internship through the Internship Coordinator and the PR 350 instructor. Complete details about the internship requirement and the online consent form can be found here. Sources to locate an internship are with the Advertising/PR Department Internship Coordinator, Communication Career Services, faculty members, department offices, and of course, your own independent efforts. No more than 4 hours of internship credit may be counted toward any communication degree.

Honors Program

Students who plan to seek special honors in Public Relations should apply to the department undergraduate advisor for admission to the honors program upon completion of 60 hours in residence. They must apply no later than upon completion of 90 hours in residence. A UT GPA and a GPA in Communication courses of at least a 3.50 are required for admission. To complete the program, a student must enroll in and successfully complete PR 379H and PR 377H. The PR 379H class will count as an approved upper-division ADV/PR class and the PR 377H is the honors section of the required Integrated Communications Campaigns class.

Required Flags

- 3 Writing Flags
- Cultural Diversity
- Ethics & Leadership
- Quantitative Reasoning
- Global Cultures
- Independent Inquiry

Speak with your academic advisor about how to fulfill flags with core or major requirements.

PR Careers

Media Relations
Community Relations
Investor Relations
Crisis Management
Litigation Communication
Development / Fundraising
Publications Writer
Corporate Advertising
Research and Planning

Public Affairs
Special Events
Speech Writer
Media Spokesperson
Corporate Reputation
Employee Relations
Editor

Non-Profit Advertising Press Secretary

PR Advisors

Doug Haake & Jennifer de Haas

Looking to transfer into Public Relations?

Moody College students should carefully review the Moody Major Change procedures here.

UT students outside the Moody College should review the Internal Transfer requirements here.

Department Location: CMA 6th floor Advising Location BMC 2.600

Radio-Television-Film

rtf.utexas.edu

In addition to production-oriented work, Radio-Television-Film (RTF) students study a broad range of media issues, including critical and cultural studies, communication technology and policy analysis, international communication, gender and sexuality issues, ethnic and minority studies, and more. This combination of production, digital media, screenwriting, and media studies is a unique characteristic of the undergraduate program. Students graduate with a solid education in skills and theory, technical and historical knowledge, and creative and critical abilities.

Important: Although courses are presented under different areas, all students receive the same degree—a Bachelor of Science in Radio-TV-Film—regardless of the specific area(s) in which they have concentrated their study.

Degree Requirements

LOWER-DIVISION REQUIREMENTS

Students must take 12 hours of lower-division RTF coursework: RTF 307, RTF 308, RTF 317 and RTF 318 (see descriptions on the right). A grade of B- or better in both 317 and 318 is a prerequisite for ALL upper-division production courses.

** Please note that RTF 301N and RTF 305 are intended for non-majors only.**

UPPER-DIVISION REQUIREMENTS

Students must take at least nine hours of upper-division RTF Media Studies courses. Look here for a comprehensive list of upper-division RTF Media Studies options each semester.

ADDITIONAL MAJOR REQUIREMENTS

RTF majors are required to take an additional 15 hours (five courses), at least 12 hours of which must be upper-division. Please note that these 15 hours may all be production courses, additional media studies courses, or a combination of the two.

Please see the RTF undergraduate course description website for a listing of courses offered in the various areas of focus within RTF.

LOWER-DIVISION COURSE DESCRIPTIONS

- RTF 307 Media & Society: Concentrates on media's role in society, including our contributions as participants and audiences, as well as consequences to our social norms, political engagement, and identities. Considers how media work within local, national, and global contexts, addressing social continuities and disruptions, organizational processes, policies and politics, and economic conditions. *Designed to be taken during freshman year*.
- RTF 308 Development of Film and Media: Study of historical development of the film, radio, television, and digital media industries. Overview of the cultural, social, economic, and technological contexts in which media have been produced and circulated. *Designed to be taken during freshman year.*
- RTF 317 Narrative Strategies: Study of the way meaning is structured and perceived in film, television, and digital/interactive media; introduction to basic storytelling techniques in multiple media formats. Requires three hours of coursework in Radio-TV-Film as a prerequisite. *Designed to be taken during sophomore year*.
- RTF 318 Introduction to Image and Sound: Exploration of fundamental film and digital production concepts and techniques through lectures, projects, and laboratory work. Requires six hours of coursework in Radio-TV-Film as a prerequisite. *Designed to be taken during sophomore year.*



Required Flags

- 3 Writing Flags
- Cultural Diversity
- Ethics & Leadership
- Quantitative Reasoning
- Global Cultures
- Independent Inquiry

Speak with your academic advisor about how to fulfill flags with core or major requirements.

RTF Advisors

Jeffrey Marsh, Noé Gonzales, and Ashley Clark

RTF Careers

Screenwriter Director
Producer Set Designer
Composer Art Director
Location Agent Scout
Key Grip Sound Engineer
Director Production Manager
Cinematographer Policy Analyst

Cinematographer Policy Analyst
Camera Operator Media Buyer
Recording Artist Market Researcher
Editor Account Executive

Traffic Manager Gaffer

Project Officer Music Supervisor





Course Registration

University Website

It is very important to be familiar with the **University of Texas website** and the connection to resources that it provides. Across the top of the page you will notice several sections. The one with the information most important to you is the "STU-DENTS" link.

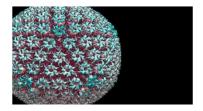






At the Forefront of a Scientific Revolution

From programming DNA robots to unraveling the



Click the STUDENTS link for the most common resources relevant to you, such as:

Course Registration and Grades - Here you will find links to your Registration Information Page (RIS), registration times, course schedule and GPA calculators.

Costs and Financial Aid - This section contains links to your tuition bill, finacial aid office, What I Owe and CASH, where you can check your Aid Status.

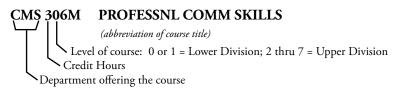
Quick Links - This section will have quick links to Canvas, the Registrar website, UTMail, Syllabi and CV's, Student Jobs and resources for parents.

The STUDENTS link also has tools for Academic Support, Campus Services Technology Tools and ways for you to get involved. You should definitely spend some time exploring this page.

Course Schedule

Course Numbers

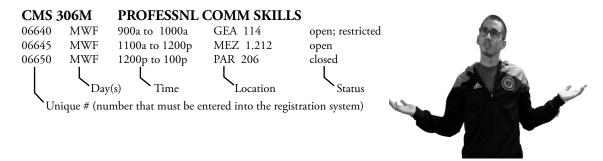
It is important to know how to read and understand the **UT course schedule**. The course schedule is a listing of all courses offered in-residence during a given semester and at a given time, day, etc. The course numbering system at UT contains a letter or group of letters, and three digits. (e.g. CMS 306M). The letters represent the department that is offering the course. When looking at the three numbers, the first digit represents the number of hours of credit you will earn for the course. *It does not necessarily correspond with the actual number of hours you spend in class or lab*. For example: CMS 306M is a three-credit hour course and SPN 601D is a six credit-hour course. If a course number has a letter at the end, it usually has no bearing on the number of credit hours.



Unique Numbers (the numbers you use to register)

Below the course number and title, you will see a listing of when the various courses are offered. One course may be offered multiple times during a week while others may only have one offering a week. Each specific course, day, time, location, and professor is designated by the Unique Number.

The unique number is a five digit course code that you will use to register for specific sections of a course. When you meet with your academic advisor, you will come up with a list of course options together, and you'll need to write down the course numbers. You will then need to look at the course schedule on your own to find the unique numbers of the courses you would like to take at the time, day, and location that works best for you.



Example: CMS 306M is a lower-division three-hour course, and GOV 320 is an upper-division three-hour course. You must have completed 60 hours before you can take *most* upper-division courses, and you should always check the course prerequisites in the course schedule. If you enroll in upper-division courses without having 60 hours accumulated, you may be dropped without warning.

Course Descriptions

If you click on the unique number of the course, you will see more information about the course, including information about the content of the course, specific course restrictions, prerequisites, etc. Students should always view the course description before registering for a class.

Preparing for Registration

Registration for the spring semester typically takes place in November of the previous fall while registration for fall and summer semesters typically occurs in April of the same calendar year. You are assigned a specific period during which you will have access to registration.

The earlier you register, the better your opportunity to add your desired courses. You will register for your courses using the online registration system. The online registration system offers a quick, easy way to register for, add and drop, or change the grading status of a course. Your specific registration date and time will be determined by your percentage of degree complete per your Interactive Degree Audit.

In preparation for registration, you should:

Check your RIS

Your Registration Information Sheet lists your access period and access times, advising information, registration bars, and addresses.

Meet with your academic advisor

This is recommended for all students. Please review the advisor/student expectations mentioned earlier in this handbook.

Clear your bars

Bars are codes placed on your record that prevent registration, and are listed on your RIS page.

Plan your schedule

Check the Course Schedule for details about registration, access times, and course offerings; it is released every semester about two weeks before registration starts.

To be considered a full-time student, you must be enrolled in at least 12 hours. If you are on scholastic probation, receive financial aid, live in University housing, receive VA benefits, are on Social Security benefits, or are an international student, you are required to take at least 12 hours. This can also be an important issue for insurance purposes. To make timely progress toward your degree, you must complete at least 30 hours per year. The University requires that students with less than a 2.0 GPA maintain a full course load of 12 hours. Also, you cannot register for more than 17 hours in a semester (14 hours during the summer) without prior approval from your academic advisor.

Until you have accumulated 48 semester hours of credit, you should focus on completing your core curriculum requirements. Choose courses from the requirements in English, Visual and Performing Arts, Social Sciences, US History, Government, Foreign Language, Math and Natural Sciences, as well as lower-division prerequisites for your major. Be especially careful to plan your foreign language (2-4 semesters), and History and Government (2 semesters each) so that you have adequate time to complete these courses. Ideally, you should complete most of your core requirements by the time you are a junior so that you can concentrate on upper-division major coursework during your last two years.

Check for prerequisites

Before you register, you should know about any prerequisites required for the classes you want to take.

Take any tests you need

Check your RIS to see if you have satisfied **Texas Success Initiative** requirements. Since some classes require placement tests before registration, you may need to consult **Student Testing Services** for details.

Keep an eye on the big picture

Learn about degree and departmental requirements in the applicable university catalog. Check your progress toward that degree with our **Interactive Degree Audit** system.



Policies & Procedures

Add/Drop

Add a Course

To add a course at the *beginning* of the semester, you must already be registered for that semester and use the online registration system. Otherwise, you must go through either the regular or late registration process. There are usually several add/drop periods between semesters. The Moody College of Communication adheres to the University's policies and procedures for adding a course.

The procedure to add a course depends on the date, so be aware of dates and deadlines by checking the academic calendar for the University.

Add a Course (After the Deadline)

After the twelfth class day, or after the fourth class day of a summer session, adding a course becomes more difficult. You may only add a course for "rare and extenuating circumstances." If the situation is appropriate for this type of add, you must begin the process by visiting the Student Advising Office and requesting a Late Add Petition form. You must then get the approval of both the department offering the course and the instructor of the course and provide a written explanation of why the late add is required (and why you were not able to add it in a timely fashion). Once you have obtained the signatures and have written an explanation, you must return the form to Student Advising for a decision. If approval is granted, you will be added to the course and are responsible for making sure any increase in your tuition bill is paid if you were previously enrolled in less than 12 hours.

REMEMBER: You must pay your fee bill by the deadline in order to be officially enrolled! You will be dropped from all of your classes if you do not pay by the deadline. This is referred to as being "zapped." Your academic advisor will not be able to automatically add you back to those courses.

Drop a Course

The procedure to drop one or more classes, similar to adding a class, is based on the time of the semester. Keep in mind that you may not drop all of your classes or the only class you are registered for in a semester. This is considered a withdrawal from the University and entails a different procedure.

Through the twelfth class day in a semester (fourth in summer), you may use the **online registration system** to drop a

class. If you are eligible for a refund for the course, a check or direct deposit will be processed after the twelfth class day (fourth in summer). The dropped class will not appear on your record.

If you drop a course after the twelfth class day (fourth in summer), you will receive a Q symbol for the course. The Q only represents that the class was dropped and does not affect your GPA. The twelfth class day (fourth in summer) is the last day to drop a course and be eligible for a refund (if dropping below full-time status). To drop the course during this time of the semester, you must go to Student Advising (BMC 2.600) and fill out a "Q Drop Request Form."

One-Time-Exception (OTE)

If there's an instance when you feel that you need to drop a course or withdraw from the University after the mid-semester deadline, but you do not have documented rare and extenuating non-academic reasons for needing to do so, the University offers what is called a "One-Time-Exception" (OTE). The OTE may only be used **once** in your academic career at UT Austin.

If you choose to request the OTE, you should see your academic advisor. The deadline to initiate an OTE through Student Advising (BMC 2.600) is by 5:00 pm on the last class day of the semester.

To use the OTE, the following rules apply:

- You may not drop a course if you are the subject of any pending investigations of scholastic dishonesty.
- If you choose to use the OTE to drop a course, it will count against your 6-Drop Limit.
- If you have already reached the six academic drop limit, you may not use the OTE to drop a course.
- If you choose to use the OTE to withdraw for the semester, you may do so regardless of your grades in the classes at that time.

Add/Drop (cont.)

Six (6) Drop Rule

Students who enrolled in any public Texas community college, university, or other institution of higher education as first-time freshmen in Fall 2007 or later will be limited to six academic drops. Any course that an eligible student drops at one of these institutions is counted toward the six-drop limit if (1) the student was able to drop the course without receiving a grade or incurring an academic penalty; (2) the student's transcript indicates or will indicate that the student was enrolled in the course; and (3) the student is not dropping the course in order to withdraw from the institution. See your academic advisor to discuss Q-drop policies if you need additional information.

Withdrawing for a Semester

If you wish to drop all of your classes during a semester, you must withdraw from the University. If you withdraw before classes begin, it is considered a cancellation and you will receive a full refund (minus a \$15 matriculation fee) and no notation will appear on your record. If you withdraw from the University during the first 20 class days of the semester (sixth class day in summer), the refund will decrease (varying by the date in the semester) and the symbol "W" will be entered for the grade of all classes for which you were registered. After the 20th class day (sixth class day in summer) and up to the final deadline to withdraw (mid-semester deadline for a long semester; last class day of a summer session), you will not receive a refund and the symbol W appears as the grade for any class for which you were registered. After the final deadline, you will NOT be allowed to withdraw except for an "urgent, substantiated, non-academic reason."

The following circumstances do NOT constitute non-academic reasons for withdrawing:

- Scholastic Probation
- Failing a course(s)
- Instructor's recommendation that you should drop a course
- Avoiding scholastic dismissal

According to University policy: "An undergraduate student on scholastic probation who withdraws from the University after the first four weeks of a long-session semester will be placed on scholastic dismissal unless the withdrawal has been granted under an exemption approved by the student's dean."

Procedure for Withdrawal

- Go to Student Advising (BMC 2.600) and ask to speak with your advisor about withdrawing from UT.
- If you are receiving financial aid, you must obtain the approval of the Office of Student Financial Services.
- If you are an international student, you must receive approval from the International Office.
- See your academic advisor to withdraw after the midsemester deadline.

Medical Withdrawal

According to the General Information Catalog, "A student who requests a medical withdrawal must submit adequate written documentation from the treating physician to the medical director of the Student Health Center, who will instruct the registrar to withdraw the student under specified conditions." If you wish to attempt this type of withdrawal, you should discuss it with your academic advisor. You will be informed of the rules and specifications for the withdrawal and for returning to the University. This applies only after the mid-semester deadline. Before then, no explanation is needed to withdraw.

Adding/Changing Major

Major Change

If you want to change your major to another department within the Moody College, or if you want to add a second major in another department in the Moody College, you must meet with your academic advisor to initiate this process.

All students requesting a major change or major add must meet the following eligibility requirements:

- Students who want to change their major must have a minimum GPA of 2.0 in the Moody College of Com munication, and a minimum 2.25 overall UT GPA.
- Students who want to add a second major (or change their current second major) must have minimum UT and Communication GPAs of 2.75.
- Students requesting admittance into Advertising or Public Relations must have completed ADV 318J, and earned a B or better.
- Advertising majors will not be allowed to add Public Relations as an additional major, and vise versa.

Restrictions will be in place for requests from students who have completed more than 60 hours or 4 semesters in residence at UT Austin. These requests are not guaranteed to be approved and will be analyzed to determine what impact this change may have on your four-year graduation progress. Please see your advisor for more information.

Note: due to enrollment restrictions in the Communication and Leadership major, not all requests may be approved.

Simultaneous Majors/Dual Degree Students

If you discover that you have an interest in several fields, you may wish to simultaneously major in two different degree programs. To accomplish this, you must be accepted to both programs and complete all of the degree requirements for both majors. For example, if you want to earn a degree in Advertising and in German, you must satisfy all the major requirements for both departments AND complete the requirements for both the College of Communication and the College of Liberal Arts.

In order to add a second degree in another college you are required to have completed 30 hours of coursework in residence and all requirements and application processes outlined by the major/college/school for which you are requesting entrance.

If you decide to pursue two degrees, be sure to visit with an ac-

ademic advisor in each major every semester. With their help you can verify the number of hours you will need to graduate and learn how to efficiently complete courses and how they apply to both degree plans. You may not pursue a simultaneous degree in Advertising and Public Relations.

Transferring out of the College of Communication

If you wish to transfer into a major outside the Moody College of Communication (known as "internally transferring"), you must seek information from the college or school in which you are interested, as transfer processes can vary by college and major. In addition to exploring department websites, **Wayfinder** is a website on which you can find information about all majors at UT, including internal transfer and degree requirements.

- Freshmen who wish to transfer out of their admitted college may apply as early as the spring semester for the following fall.
- Students may request a transfer to the School of Undergraduate Studies during their freshman year if they need help exploring new major options.



GPA & Classification

Calculating your GPA

Your grade point average (GPA) is based on all coursework completed on a letter grade basis at UT Austin. UT Austin uses the Plus/Minus grading system. Your cumulative GPA is used to determine honors eligibility and/or to place you on scholastic probation, if necessary, and is always based strictly on coursework completed at UT Austin. Courses taken through UT Austin Extension (Division of Continuing Education) also factor into your GPA.

Your GPA is determined by dividing the number of grade points earned by the number of semester hours attempted (excluding those courses for which you have earned CR, NC, Q, or W). Grade points are determined by your letter grades according to the following chart.

Calculate your projected semester or cumulative GPA with the online GPA calculator through the Office of the Registrar

Course Grade	Grade points per hour	Grade points for a 3 hour class
A	4.00	12.00
A-	3.67	11.01
B+	3.33	9.99
В	3.00	9.00
B-	2.67	8.01
C+	2.33	6.99
С	2.00	6.00
C-	1.67	5.01
D+	1.33	3.99
D	1.00	3.00
D-	0.67	2.01
F	0.00	0.00

Plus/Minus Grading

Although UT Austin uses a Plus/Minus grading system, instructors are not obligated to award plus or minus grades in their courses. They are required, as a matter of policy, to disclose in the course syllabus their grading system and whether or not they will use plus or minus grades in their grading scale.

Classification

The number of college hours you have completed determines your classification.

0-29 hours	Freshman
30-59	Sophomore
60-89	Junior
90+	Senior

Your registration time each semester is determined by the Registrar's Office and is based on the percentage of degree completed per your **Interactive Degree Audit**. To ensure the best registration time, make sure you have transferred in any credits from other institutions and claimed credit for credit-by-exam (discussed with your advisor) by the beginning of each long semester.



Scholastic Standing

All students need a 2.00 grade point average (GPA) to be considered in good standing with the University. Your scholastic standing at UT Austin is determined by your UT GPA and your total number of hours attempted (both UT and transfer).

Scholastic Probation

You will be placed on Scholastic Probation any time your UT GPA falls below 2.00. While on probation you are still eligible to attend the University as long as you are registered for 12 hours of letter-graded work. You will be required to meet with your academic advisor throughout the semester(s) you are on scholastic probation and participate in the Comm Back on Track (CBOT) program. Failure to meet with your academic advisor while on probation could result in an automatic dismissal at the end of the semester.

Scholastic Dismissal

You will be placed on Scholastic Dismissal if you have been on probation at least one semester, you have not raised your GPA to the required benchmark as outlined in the chart on the right, and/or you have not met with your academic advisor as required. If placed on dismissal, you will not be eligible to attend the University.

First Dismissal: You must sit out one long semester (fall or spring). You must apply for readmission to the University.

Second Dismissal: You must sit out for three years. You may not enroll again at the University until three years have passed and the Student Advising Office has approved your reentry to UT Austin.

After any dismissal, when you return to UT Austin you will be placed back on probation. You must take 12 letter-graded hours (full-time status) and must earn the appropriate GPA to continue taking coursework at UT.

For more information, please contact an academic advisor or read the University's policy on Scholastic Probation and Dismissal.

At the end of any semester, you may compute your cumulative GPA as shown on page 32 in this publication. Go to the Table of Academic Standards (below). Find the total hours (both UT Austin and transfer work) you have attempted in Column 1 of the Table. Then look across the row showing your total hours.

GPA*	GPA*
Scholastic Probation	Scholastic Dismissal
(Applied only to those or	Scholastic Probation)

Total hours undertaken (both UT and transfer hours)

Below 15	Less than 2.00	Less than 1.50
15 => 44	Less than 2.00	Less than 1.70
45 => 59	Less than 2.00	Less than 1.85
60 or more	Less than 2.00	Less than 2.00

* Your GPA is based only upon classwork attempted at UT Austin (including UT distance education courses). Any GPA you may have from transfer courses will not be included in your UT Austin GPA.

Special Note on Dismissal:

If you are a freshman or transfer student and fail twelve or more hours during your first long-session semester, you are subject to enforced scholastic dismissal without a prior probationary period.



Rules & Policies (Misc.)

Minimum and Maximum Number of Hours

There are a minimum number of hours required for each major, and a maximum number of hours permitted in each major. A student may not count more than 60 total hours of communication coursework toward most majors in the Moody College of Communication.

If you take more than the maximum number of hours permitted in your major or in the College, the hours will be on your record and averaged into your GPA, but the courses will not count toward your degree, not even as electives.

Concurrent Enrollment Restrictions

Concurrent enrollment applies to correspondence or extension courses (through UT) and courses taken at another university or college while also enrolled at UT. Contact your academic advisor and read **this page** for complete information on the rules and to petition to enroll concurrently.

Residency Requirement

You must complete at least 60 semester hours of coursework in residence. Of these 60 semester hours, at least 18 must be upper-division hours (junior and senior level). Of the 18 hours, at least 6 semester hours must be upper-division hours in your major subject.

Physical Education Courses

Physical Education courses are neither required, nor will they count toward any degree offered in the Moody College of Communication. You may take PED or KIN activity-based courses for your own enjoyment and physical well-being. These courses will count for one credit hour in your class schedule, and the grade you earn is averaged into your GPA, however they will not count toward the 120 hours needed to graduate.

Internship Credit

Only four internship credit hours may be counted toward any degree in the Moody College of Communication.

ROTC Courses and Contracts

If you enroll in the ROTC program, check with the Student Advising Office or the catalog for the rules regarding this program as it relates to your degree.

Courses that Cannot Count Toward a Degree

- Courses used to remove deficiencies
- PED courses
- Moody College courses completed through UT Extension
- Repeated courses
- · Moody College courses in which you earn a C- or lower
- Moody College courses taken Pass/Fail

Upper-Division Courses

A minimum of 36 semester hours of upper-division coursework is required for a degree. This includes courses in your major and any course taken at the upper-division level, numbered 320 through 379.

Transfer Credit

Only 12 semester hours of transfer credit in your major department may count toward your degree.

Department Hour Limit

You may not count more than 36 semester hours in one subject area toward your degree. If you take more than the stated limit in one area, the excess hours will not count toward your degree. For example, if you take 39 hours of Sociology, only 36 of these hours may count toward your communication degree.

Pass/Fail Changes

The grading status (pass/fail or letter grade) of a class is set when you originally register for the class or once the semester is in progress. During the first 12 class days (or 4 for summer), the status may be changed through the online registration system. After this period you must visit Student Advising (BMC 2.600) and complete a form to have it changed. The deadline for changing the status of a class to pass/fail is mid-semester.

The rules for taking classes pass/fail are as follows:

- You must have completed 30 hours or more. Only
 electives may be taken on a pass/fail basis. No course
 required for the degree (i.e. science, English) may be
 taken pass/fail.
- No course in the Moody College of Communication may be taken pass/fail unless it is offered only on that basis.
- No more than two (2) courses per semester may be taken on a pass/fail basis.
- A maximum of 15 hours total may be taken pass/fail for degree credit.
- If a class is taken pass/fail and a grade of F is assigned, the F will be averaged into the GPA.



Academic Enrichment

Minors, Certificates, & Honors Programs

In addition to the core and major requirements, you must complete enough additional courses (electives) to reach the minimum of 120 hours required for a degree. An "elective" is any course not required for your degree that you elect to take. Some majors allow for several electives while other majors may only allow for one or two.

Electives provide you with the opportunity to take courses in areas outside your major that interest you. You may use your electives to structure a concentration, to complete an optional minor or certificate program, or even to study abroad. Please work with your academic advisor to determine how many electives you will actually need and to develop a plan to complete them. There is a list of popular electives on the Moody College of Communication website.

Certificates & Minors

Some students choose to enhance their degrees by completing a minor or a certificate program on campus. Many times, the courses required to complete your minor or certificate can be included in the 120 credit hours needed for graduation. Students should work with their academic advisor to see how pursuing an additional credential would benefit them and to design a path to its completion.

A minor consists of 15-18 hours of coursework prescribed by the department offering the minor, and must be completed at the time of your graduation. A certificate program consists of 18-24 hours of coursework prescribed by the offering department, and may be completed up to one year after you graduate. Moody College students may only declare one minor or one certificate; the credential must be declared before you reach 65% of your degree requirements. Please see this website for more information.

Prerequisites and other restrictions may prevent you from pursuing a minor or certificate in some fields; please check the published requirements before submitting an application.

Senior Fellows

Senior Fellows is a college-wide honors program for juniors and seniors with a minimum 3.3 GPA and a proven desire to go beyond the typical requirements of the undergraduate curriculum. Students may come from any major within the College and must apply for admission in the spring prior to their junior year. Students take four Senior Fellows seminars over the course of their final two years as undergraduates. The seminars are interdisciplinary communication courses that feature an array of special topics taught by faculty from all majors within the College. The curriculum also includes special lectures by leading scholars, artists and professionals working in various communication and media fields.



UTLA & Study Abroad

Semester in LA Program (UTLA)

Film, Television, Music...Breaking into the entertainment industry comes with its own set of challenges and opportunities. The University of Texas at Austin Semester in Los Angeles Program offers a unique opportunity for students who are serious about exploring academic and professional interests in entertainment over the course of a semester in Los Angeles.

Students benefit from excellent instruction in a small class setting, participation in internships directly related to their interests, access to leading industry professionals, guest speakers and set visits, and the support of UTLA Center staff and program alumni beyond their semester of participation.

Classes are held at the UTLA Center, located in Burbank, just minutes away from some of the major Hollywood studios, and apartment accommodations are provided within walking distance of the center.

A limited number of seats are available to students each semester, and students apply for admission on a rolling basis, but early planning is essential. For further information, including eligibility requirements, cost, and application information, please consult your academic advisor, attend a program information session and review information online.

Study Abroad

The University of Texas at Austin is considered a leader in study abroad among top research institutions in the nation, sending over 3,000 students abroad each year. Recognizing the importance of a global education in today's rapidly changing world, the Moody College of Communication encourages students to broaden their academic experience through participation in international programs.

A wide range of opportunities are available, from short-term and faculty-led summer programs, to semester exchange programs with Moody College of Communication partner institutions in Spain, Singapore, The Czech Republic, Germany, Austria, and Hong Kong. Courses such as "Reporting on our Changing Environment" in Australia, "Documentary Photography" in the Czech Republic, "Global Media Literacy" in Austria, and Public Relations Maymester in Ireland are just some of the offerings taught abroad by leading faculty in the Moody College of

Communication each summer. In addition, many other innovative courses and programs are available at leading universities all over the world through the Study Abroad Office. Some require foreign language proficiency, many are taught in English, and others are geared toward foreign language acquisition, so there are opportunities to meet every student's needs and interests.

It is never too early to begin exploring these options! Students who are considering study abroad should consult with their academic advisor as early as possible in order to incorporate the international experience into their academic plan. By carefully planning ahead, students can secure scholarships, identify opportunities that best fit their personal and academic interests, and complete a program of study without delaying graduation. Students may also apply financial aid toward the cost of studying abroad and awards can be recalculated to offset additional expenses (the type of award will vary according to each individual's circumstances).

General information on study abroad may be obtained by attending an information session in the Moody College of Communication or in the Study Abroad Office. Study abroad fairs are held each fall and spring as a way of introducing the range of options to our students.

To get started, please click here.



On Track Student Success Program

On Track is the Moody College of Communication student success program that complements the university-wide initiative aimed at keeping students on track toward a timely graduation. The program provides students with developmental opportunities that facilitate both the academic and personal support needed to be successful. Whether you are an incoming student or a graduating senior, the following programs and resources will lead to success in both the classroom and the workplace. For more information, click here.

On Track offers the following:

- Freshman and Transfer Orientation
- · Moody First-Year Interest Groups (FIGs)
- Honors/Senior Fellows Programs
- Student Leadership Organizations
- Moody Communication Career Services
- Comm Back on Track (CBOT) for students on probation
- Moody Writing Support Program
- Data-driven academic warning systems
- Targeted advising geared toward a specific major and department
- Facilitation of faculty connections
- · Liaison to strategic learning and personal support services across campus
- · Four-year student success plan
- Student Success Blog
- · Moody College of Communication scholarship resources

ACADEMIC ADVISING (for Freshman Year)

- Engage in your Moody College FIG (First-Year Interest Group)
- Attend CommUnity (our new student welcome event)
- Meet with your academic advisor regularly
- · Accomplish PHASE I of the Career Services Success Plan
- Attend 1-2 Moody Student Success Workshops (or visit the UT Sanger Learning Center)
- Attend 1-2 UT 360 Connections event(s)
- Visit the Moody Writing Support Center or the Undergraduate Writing Center
- Get to know a faculty member to discuss your major
- Research a campus student/professional organization

CAREER ADVISING (Phase 1)

- Register with Communication Career Services (CCS)
- Meet with a CCS Advisor
- Complete interest inventory (Vick Center for Strategic Advising and Career Counseling)
- Attend a career exploration workshop (Vick Center for Strategic Advising and Career Counseling)
- Research your major field of study



Career Services

Communication Career Services (CCS)

All students and recent alumni of the Moody College of Communication are eligible to take advantage of Communication Career Services' resources.

Career Advising: CCS offers advising related to career exploration, the job and internship search, resume & cover letter preparation, and graduate and law school preparation via scheduled one-on-one in-person, phone, Skype appointments, and walk-in advising.

Job & Internship Postings: CCS has a variety of job and internship search resources. CareerSource is home to a college-specific job and internship database, and detailed information regarding on-campus interviewing opportunities. HireUTexas is a university-wide online job and internship database of professional/career-related opportunities. In addition, the CCS website has an extensive compilation of online job and internship resources organized by majors, industry sectors, career fields, and geographic location.

Career Fairs: CCS offers two job and internship fairs each year, one in the fall (typically in September) and one in the spring (typically in February).

Workshops & Seminars: CCS delivers workshops and seminars on resume and cover letter preparation, interviewing skills and strategies, job offer evaluation and negotiation, career fair prep, LinkedIn, how companies hire, and applying to law school and graduate school.

Career Exploration Programs: CCS offers and supports a variety of career exploration programs to assist students in evaluating their career options and in gaining valuable experience. In partnership with Texas Exes in New York and Washington DC, CCS leads students on 3-5 day career exploration trips in various cities across the country and promotes and supports the UTLA program and the UT in DC program. At the more local level, Career Connect is another career exploration program offered by CCS, through which Moody College students have the opportunity to visit and interact with companies during an employer site visit. This program gives students a firsthand look at the facility, culture, and hiring practieces of 2-3 companies in Austin and Dallas. In addition to these programs, the Denius Music Industry Internship Scholarships provide funding to students wishing to pursue music industry-related internships world-wide.

CCS Staff:

Debbie Kubena, Director and Pre-Law Advisor Barbara Johnson, Career Advisor Amira Sounny-Slitine, Career Advisor Jennifer Herrity, Recruiting Services Coordinator Victor Casas, Administrative Services Coordinator

Detailed information regarding all CCS programs and services is available **here**.

Vick Center for Strategic Advising & Career Counseling

Freshman and sophomore students often use the center to get an overview of their options for career choice, employment, internships, volunteer choices, and graduate school. The center offers innovative career tests, such as the Myers-Briggs Type Indicator, Strong Inventory, and College Majors Finder. The center also helps students to clarify skills, interests, values and personality traits.

Detailed information regarding all Vick Center programs and services is available **here**.

Wayfinder

Undergraduate Studies offers an online tool to help you explore various majors as well. You can make a personal profile here.



UT Programs (Misc.)

This section lists special academic programs and other opportunities available to Moody College of Communication undergraduates. Students are encouraged to take advantage of these special opportunities to enhance both their personal growth and their educational experience at UT Austin.

Bridging Disciplines Program utexas.edu/ugs/bdp

Business Foundations Program mccombs.utexas.edu/business-foundations

Elements in Computing Program cs.utexas.edu/undergraduate-program/academics/elements-computing

Honors Programs (Senior Fellows) moody.utexas.edu/senior-fellows

Graduating with University Honors: moody.utexas.edu/students/graduation-information

Intellectual Entrepreneurship (IE) Program communication.utexas.edu/ie

Latino Media Studies Program moody.utexas.edu/students/latino-media-studies-program

NYC Seminar newyorktexasexes.org/seminar

Undergraduate Research Opportunities utexas.edu/ugs/our

Texas Student Media utexas.edu/tsm

Semester in Los Angeles Program moody.utexas.edu/utla

Semester in Washington D.C. utexas.edu/ugs/archer

Student Organizations (HornsLink) utexas.collegiatelink.net/organizations

Study Abroad moody.utexas.edu/students/international

Texas Exes Student Chapter texasexes.org/membership-benefits/students

UT Film Institute (UTFI) Internships rtf.utexas.edu/utfi

Volunteer and Service Learning givepulse.com/group/179



Additional Resources

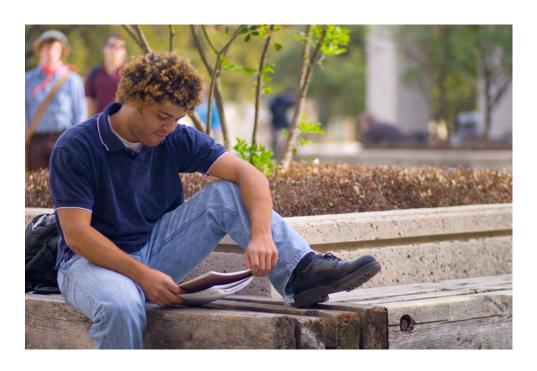
Catalogs

The **General Information Catalog** provides important information about academic policies and procedures that apply to all students. It includes the official academic calendar, admission procedures and residency requirements, academic policies, grades and the grade point average, credit by examination and correspondence, adding and dropping courses, withdrawal from the University, and scholastic probation and dismissal.

The **Undergraduate Catalog** provides information about degrees offered by the undergraduate divisions and lists the faculty. The Undergraduate Catalog provides information on all undergraduate degrees offered by the University. It lists all degree requirements and academic policies and lists all courses offered by each college with a brief course description. Catalogs are available at campus-area bookstores and from the Office of the Registrar.

A new catalog is issued every two years. First-time college students entering Fall 2016 will be on the 2016-2018 catalog. To receive a degree, you must fulfill all requirements that are listed for the Moody College of Communication under your catalog.

Your catalog is in effect for six years. For example, the 2016-2018 catalog will expire as of September 1, 2024.



Contacts/Links

This section lists a few of the many resources that are available to all Moody College of Communication undergraduates. Students are encouraged to contact an academic advisor for further information on these and other resources that may help them meet their particular needs and interests.

Vick Center for Strategic Advising & Career Location: Jester Center A115	Counseling 512-232-8400	utexas.edu/ugs/csacc
Moody College Scholarships BMC 2.600	512-471-1553	moody.utexas.edu/students/scholarships
Moody College Technology Services Location: CMA 3rd floor service desk	512-471-1199	moody.utexas.edu/technology
Moody College Career Services Location: BMC 2.302	512-471-9421	moody.utexas.edu/ccs
Counseling and Mental Health Center Location: SSB 5.100 Telephone counseling 24 hours a day: 512-471-CAL	512-471-3515 L	cmhc.utexas.edu
Eureka! (Undergraduate Research Opportunities)		utexas.edu/research/eureka
Information Technology Services		utexas.edu/its
Legal Services for Students Location: SSB 3.410H	512-471-7796	deanofstudents.utexas.edu/lss
Multicultural Engagement Center Location: SAC 1.102	512-232-2958	ddce.utexas.edu/multiculturalengagement
Office of Student Financial Services Location: SSB 3.200	512-475-6282	finaid.utexas.edu
Ombudsperson Location: SSB G1.404	512-471-3825	utexas.edu/student/ombuds/index.html
Sanger Learning Center Location: JES A332	512-471-3614	utexas.edu/ugs/slc
Services for Students with Disabilities Location: SSB 4.104	512-471-6259	ddce.utexas.edu/disability/
University Calendars		registrar.utexas.edu/calendars
University Libraries Campus Wide - General	512- 495-4250	lib.utexas.edu