

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Rick Andrews phone number 831-1190

Department: Business Administration email address: andrewsr@udel.edu

Date: 9-11-10

Action: Revise Minor
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term 11S
(use format 04F, 05W)

Current degree _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: _____
Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting:

Undergraduate major / Concentration: _____
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: Advertising
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: _____
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

None

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education:
<http://www.ugs.udel.edu/gened/>

NA

Identify other units affected by the proposed changes:
(Attach permission from the affected units. If no other unit is affected, enter "None")

Department of Communication—see attached letter of support.

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The advertising minor, which in its third year is now enrolling approximately 100 students, is an interdisciplinary minor involving the Departments of Art, Business Administration, and Communication. The proposed change to the minor is to add an additional option for the communication electives. Currently the electives are:

COMM 245	Mass Communication and Culture
COMM 309	Introduction to Public Relations
COMM 313	Communication Principles in Advertising
COMM 325	Studio Television Production
COMM 486	Multimedia Literacy

We would like to add COMM423, Comm/Advertising/The Consumer, as an additional Communication elective. The number of credit hours taken from Communication and the total number of credit hours would not change. Students with majors outside the Lerner College of Business and Economics would take six credits from COMM245, COMM309, COMM313, COMM325, COMM423, and COMM486. Students with majors in the Lerner College of Business and Economics would take COMM245, COMM486, and three credits from COMM309, COMM313, COMM325, and COMM423.

This change will give students more flexibility in choosing Communication electives to satisfy the requirements of the Advertising minor and will facilitate course scheduling for students, which is desirable given the high student demand for the minor.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

See attached.

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson _____ Date _____

Dean of College _____ Date _____

Chairperson, College Curriculum Committee _____ Date _____

Chairperson, Senate Com. on UG or GR Studies _____ Date _____

Chairperson, Senate Coordinating Com. _____ Date _____

Secretary, Faculty Senate _____ Date _____

Date of Senate Resolution _____ Date to be Effective _____

Registrar _____ Program Code _____ Date _____

Vice Provost for Academic Affairs & International Programs _____ Date _____

Provost _____ Date _____

Board of Trustee Notification _____ Date _____

Revised 02/09/2009 /khs

Current Advertising Minor Catalog Description

MINOR IN ADVERTISING

The minor in advertising is designed to give students from any major an increased understanding of the concepts of marketing, economics, mass communication, and public relations, as well as the strategies and tactics of advertising management. In addition, students will gain familiarity with the rapidly changing digital media landscape and examine some of the social and cultural issues inherent in the new media and technologies. The minor is awarded only to

students who have applied and been admitted to the program. Admission will be based on the availability of seats and the GPA of the student; a minimum cumulative GPA of 2.7 will be required for consideration. Students must have completed 28 credits at the University of Delaware prior to application. Applications are reviewed each September and February. The credits required for the minor may also be used to meet other distribution requirements, such as degree breadth requirements and professional electives. Also, students with a minor in Business Administration qualify to apply for the minor

Majors outside the Lerner College of Business & Economics must earn a grade of C- or better in all the following courses:

Marketing and Economics Courses:

BUAD 301	Introduction to Marketing	3
BUAD 471	Advertising Management	3
BUAD 473	Buyer Behavior	3

ECON 100	Economic Issues and Policies	3
or		
ECON 152	Introduction to Microeconomics: The National Economy	3

Art Course:

ART 204	Media/Design/Culture	3
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Communication Courses: 6

Six credits from:

COMM 245	Mass Communication and Culture
COMM 309	Introduction to Public Relations
COMM 313	Communication Principles in Advertising
COMM 325	Studio Television Production
COMM 486	Multimedia Literacy

Total Credits: 21

Majors in the Lerner College of Business & Economics must earn a grade of C- or better in all the following courses:

Marketing Courses:

BUAD 301	Introduction to Marketing	3
BUAD 471	Advertising Management	3
BUAD 473	Buyer Behavior	3

Art Course:

ART 204	Media/Design/Culture	3
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Communication Courses:

COMM 245	Mass Communication and Culture	3
COMM 486	Multimedia Literacy	3
		3

Three credits from:

COMM 309	Introduction to Public Relations
COMM 313	Communication Principles in Advertising
COMM 325	Studio Television Production

Total Credits 21

Proposed Advertising Minor Catalog Description (changes in red)**MINOR IN ADVERTISING**

The minor in advertising is designed to give students from any major an increased understanding of the concepts of marketing, economics, mass communication, and public relations, as well as the strategies and tactics of advertising management. In addition, students will gain familiarity with the rapidly changing digital media landscape and examine some of the social and cultural issues inherent in the new media and technologies. The minor is awarded only to students who have applied and been admitted to the program. Admission will be based on the availability of seats and the GPA of the student; a minimum cumulative GPA of 2.7 will be required for consideration. Students must have completed 28 credits at the University of Delaware prior to application. Applications are reviewed each September and February. The credits required for the minor may also be used to meet other distribution requirements, such as degree breadth requirements and professional electives. Also, students with a minor in Business Administration qualify to apply for the minor

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or

ECON 152	Introduction to Microeconomics: The National Economy	3
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Art Course:

ART 204	Media/Design/Culture	3
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<i>Communication Courses:</i>		6
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Six credits from:

COMM 245	Mass Communication and Culture
COMM 309	Introduction to Public Relations
COMM 313	Communication Principles in Advertising
COMM 325	Studio Television Production
COMM 423	Comm/Advertising/The Consumer
COMM 486	Multimedia Literacy

Total Credits:	21
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Marketing Courses:

BUAD 301	Introduction to Marketing	3
BUAD 471	Advertising Management	3
BUAD 473	Buyer Behavior	3

Art Course:

ART 204	Media/Design/Culture	3
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Communication Courses:

COMM 245	Mass Communication and Culture	3
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COMM 486	Multimedia Literacy	3
Three credits from:		3
COMM 309	Introduction to Public Relations	
COMM 313	Communication Principles in Advertising	
COMM 325	Studio Television Production	
COMM 423	Comm/Advertising/The Consumer	
Total Credits		21