

**GENERAL FACULTY
Agenda Item**

Date: February 3, 2011

Number: V. 1. d. 1)

Subject: Mass Media – Change from Advertising to Creative Advertising

Description:

This changes the program emphasis from Advertising to Creative Advertising, In the past, business classes have been incorporated within the sequence, but student prefer the creative side of advertising. Therefore, more classes are being offered in creative planning and design.

Approved by Faculty Senate. January 24, 2011

Financial Implications: None.

Requested Action: General Faculty approval.

Presented By: Dr. Randall Pembroke, Vice President for Academic Affairs
and
Dr. Nancy Tate, Associate Vice President for Academic Affairs

**COLLEGE OF ARTS AND SCIENCES
PROGRAM CHANGES/DELETIONS**

	Signature	Recommendation	Review Date
Dept. Chair	<u>Kathy Menzies</u>	<u>approve</u>	<u>3/22/10</u>
Division	<u>John Hunt</u>	<u>approved</u>	<u>3/24/10</u>
Dept. of Educ. (If course relates to teacher certification program.)	_____	_____	_____
Dean	<u>Gordon McQuere</u>	<u>Approved</u>	<u>9/16/10</u>
Curriculum Committee	<u>[Signature]</u>	<u>Approve</u>	<u>10/22/10</u>
Accepted By CFC	<u>[Signature]</u>	<u>Approved</u>	<u>11/3/10</u>
CAS Faculty	<u>[Signature]</u>	<u>Approved</u>	<u>Dec. 9, 2010</u>
Approved By:	Faculty Senate _____	University Faculty _____	WU Board of Regents _____

General Information:

Change Deletion

1. Reason for this program change or deletion?

We are changing this program emphasis from Advertising to Creative Advertising. In the past, we had incorporated business classes within this sequence, but have found that students prefer the creative side of advertising. Therefore we are offering classes more in line with creative planning and design.

2. Complete revised description (including program title, requirements, courses within program, credits, and prerequisites)

**Creative Advertising Emphasis in Mass Media Department (40 hours)
(16 hours MM Core; 18 required ^{hours} courses in emphasis; 6 hours of MM electives)**

CORE:

MM100 Introduction to Mass Media (3)

MM200 Media Bootcamp (2)

MM290 Media Literacy (3)

MM300 Media Law (3)

MM413 Advanced Media Lab (1+1)

MM 494 Internship (3)

total: 16 hours

Creative Advertising Courses:

MM 202 Creative Media Writing (3)

MM 321 Visual Communication (3)

MM 352 Advertising I (3)

MM 415 Promotions Writing (3)

MM 425 Creative Strategies in Advertising (3)

MM 432 Advertising II (3)

Elective credit: 6 hours in other mass media classes

Deletions

3. Is the program being deleted from the catalog being replaced with another program? Yes No
If so, please explain.

4. Is the content of this program being distributed to another program?

Changes

5. Describe the nature of the proposed change.

Students need a program that is more in line with the creative side of the advertising industry.

6. Do you currently have the equipment and facilities to teach the classes within the proposed change?
Yes.