

CURRICULUM CHANGE PROPOSAL

APPROVAL PAGE

Proposal Title: Updates to Online Media Advertising Courses and Degree Plan

College: Liberal Arts

Department: Communication

DEPARTMENT CHAIR

I have read the enclosed proposal and approve this proposal on behalf of the department.

Stacey K. Sands

4/24/19

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.

Signature

Date

COLLEGE DEAN

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.

Signature

Date

UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: April 24, 2019

From: Stacey Sowards, Chair, Communication

Through: Crystal Herman, Associate Dean, Liberal Arts

Through: Denis O'Hearn, Dean, Liberal Arts

To: Chair, Undergraduate Curriculum Committee

Proposal Title: Updates to Media Advertising Courses and Degree Plan

The online Media Advertising (MEDA) has three required electives built into the degree plan. When the online degree was first proposed, those electives were selected because they were the only electives available. Other electives are now available, and our request is to change the online degree plan to match the face to face degree plan, with any communication courses be allowed as the elective courses (with at least six upper division electives). This change will also help students use communication elective courses taken at other universities, and help students move towards graduation in a more timely fashion.

In addition, we propose to remove the prerequisite from the course COMM 2330, as the prerequisite is not needed to understand the course materials. This applies to both the face to face course as well as the online course.

Degree Plan (Online Media Advertising)

Code	Title	Hours
ESOL Students		
Students who completed ESOL 1311 and ESOL 1312 will need to also complete ESOL 2303 with a grade of C or better.		
University Core Curriculum		
Complete the University Core Curriculum requirements.		42
Media Advertising Major		
Required Courses:		
COMM 1370	Intro To Communication Studies	3
COMM 3371	Communication Theory/Analysis	3
COMM 2330	Principles of Advertising	3
COMM 3332	Ad Design, Graphics & Layout	3
COMM 3333	Creative Strategy/Copywriting	3
COMM 3340	New Media Advertising	3
COMM 4300	Communication Internship	3
COMM 4330	Media Planning & Buying	3
COMM 4331	Ad Sales and Management	3
COMM 4335	Advertising Campaigns	3
COMM 4350	Selected Topics	3
COMM 4372	Methods of Research in Comm	3
Additional Major Electives: Additional Electives		
Select an additional nine hours of COMM, with at least six hours being upper division additional hours with advisor approval.		Complete 18 <u>9</u>
Course List		

COURSE CHANGE FORM

All fields below are required

College : Liberal Arts Department : Communication

Rationale for changing the course:

The prerequisite for this course is not needed to understand the fundamental principles taught in COMM 2330: Principles of Advertising. Students will still be required to take COMM 1370: Introduction to Communication Studies, but this course is not needed for COMM 2330. This change will help students move more quickly through their required courses for both the online and face-to-face media advertising majors.

All fields below are required

Subject Prefix and number COMM 2330

Course Title Principles of Advertising

Change	From	To
Ex. Prerequisite	Ex. POLS 2310	Ex. POLS 2312
Prerequisite	COMM 1370	None

These changes will be reflected in Banner, Goldmine, and the catalog