

MICHIGAN STATE UNIVERSITY

March 21, 2008

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Change the Admission Requirements for the Bachelor of Arts
Degree in Advertising

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above at its meeting on April 24, 2008. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The academic program and course requests referenced above will be included on the agenda for the April 10, 2008 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on April 10 will be before the Full Committee, UCC, for action on April 24, 2008. Requests that are approved by the Full Committee on April 24 will be included in the September, 2008, Report of the UCC to the Academic Council.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Request for Changes in an Academic Program form for a Bachelor of Arts Degree in Advertising and attachments.



UNIVERSITY
CURRICULUM
and CATALOG

Michigan State University
176 Administration Building
East Lansing, Michigan
48824-1046

PH: 517/355-8420
FAX: 517/353-1935

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Joy Speas, RO

Tuesday, 3/4/2008

Program Name: Advertising Degree Name: BA Sequence Number: 2**Effective Dates: Fall 2008 - Open Status: Interim Initial Action: Change****Requested Date:** 8/24/2007 10:09:54 AM**1. Department/School/College:**

10022 Department of Advertising, Public Relations and Retailing

2. Name of Program:

Advertising

3. Name of Degree:

BA

4. Type of Program:

Major

Major

Major

Major

5. Effective Start Semester:

Fall 2008

6. Target student audience for the program:

ADV majors

7. Enrollment:

What is the expected enrollment per year:

850

What is the minimum enrollment acceptable:

700

8. Source of budget for the program:

Internal

9. Projected Costs as compared to other programs in unit:**10. Staff requirement:**

How many additional staff will be required:

0

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

No change

11. Will additional equipment be required:**Approximate cost:**

0

Source of funding:

12. Will additional library materials be required:

Approximate cost:

0

Source of funding:

Existing resources are adequate

13. Will additional space be required:**Type:**

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

15. Detailed Description:**Program Change – B.A. in Advertising
Item #15 - Detailed Description**

- a. **Program Background.** Changes in course numbers, minor curriculum changes, and change in entrance as a junior requirement.
- b. **Rationale for Change.** The primary motivation for the changes is for students to have access to creative classes earlier in their academic program. Concentrations are developed for students pursuing a Creative or Management focus. Previously these were not formally delineated, only presented during advising appointments for student advisement. One course, ADV 275 was eliminated as an entrance requirement because demand for the course consistently outstripped supply, therefore creating an ineffective bottleneck in the entrance process. With the addition of Concentrations, faculty agreed that ADV 275 should not be a requirement for the Creative Concentration.
- c. **Rationale for Primary Admin. Unit.** No change
- d. **Educational objectives** No change
- e. **Faculty instrumental** No change
- f. **Expected enrollment** no change
- g. **Evaluation Plan.** No change
- h. **Catalog copy**...see below
- i. **Program offered** on campus but individual courses may be offered off-campus (in addition) to enable students to make reasonable progress towards completing the degree.
- j. **No certificate program** associated with the major
- k. **Other Information.** None

Catalog copy:**Admission as a Junior**

Enrollments in the Advertising program are limited. In addition to the University and College requirements, ~~minimal criteria for application as a major in advertising are:~~ students must complete

~~1. Completion of Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.~~

~~2. Completion of Advertising 275 with a minimum grade of 2.0.~~

~~Admission is based on the cumulative grade point average of all courses taken; the grade in Advertising 275; and the combined grade point average in Advertising 205, Economics 201 and Psychology 101. In addition, factors such as work experience, diversity, and residency may be considered.~~

To be considered for admission, upper-division students transferring from another institution must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00. ~~If one of the required courses is equivalent to Advertising 275, then the~~

~~individual course grade must be 2.0 or better.~~

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

Requirements for the Bachelor of Arts Degree in Advertising

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Advertising. The University's Tier II writing requirement for the Advertising major is met by completing Advertising 486. That course is referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major. ~~Not more than 41 Advertising credits may be earned in the major.~~ A student needs a minimum of 30 credits, but not more than 45 Advertising credits may be earned in the major.

CREDITS

a. All of the following Advertising core courses: ~~20~~15-16

ADV 205 Principles of Advertising 4

~~ADV 275 Integrated Strategy 4~~

ADV 375 Consumer Behavior 4

ADV 475 Advertising and Society (for Management Concentration) . . 4

OR

ADV 450 Portfolio Development/Ethics (for Creative Concentration) . .3

ADV 486 Integrated Campaigns 4

The completion of ADV 486 satisfies the capstone/synthesis requirement for the Advertising major.

b. Complete a Concentration in Creative or Management by selecting a minimum of 15 credits from the following courses:

~~Complete a minimum of 9 additional credits from any combination of the following courses: 9~~

Creative Concentration: 15

~~ADV 320 Creative Processes in Advertising 3~~

ADV 220 Creative Processes in Advertising 3

ADV 322 Copy Writing and Art Direction 3

~~ADV 324 Advertising Layout and Design 3~~

ADV 324 Introduction to Creative Media 3

~~ADV 426 Advanced Creative: Print 3~~

ADV 326 Advanced Creative: Media I 3

~~ADV 428 Advanced Creative: Broadcast 3~~

ADV 428 Advanced Creative: Media 2 3

ADV 354 Interactive Advertising Design 3

OR

Management Concentration: 15

ADV 275 Integrated Strategy ~~4~~3

ADV 330 Advertising Management 3

ADV 332 Direct Response Advertising 3

~~ADV 332A Direct Response Advertising with Writing 3~~

ADV 334 International Advertising 3

ADV 336 Promotions and Sponsorships 3

~~ADV 336A Promotions and Sponsorships with Writing 3~~

ADV 340 Advertising and Public Relations Research Methods . . 3

ADV 342 Accounting Planning 3

ADV 350 Advertising Media Planning and Strategy 3

ADV 352 Media Sales 3

ADV 354 Interactive Advertising Design.	3
ADV 456 Interactive Advertising Management.	3

~~Admission into advanced creative electives (Advertising 322, 324, 426, and 428) is competitive, based on the submission of a portfolio of student work. Students should consult with the department for guidelines for submitting their portfolios.~~

c. Advertising electives: A student may take additional credits in Advertising, not to exceed a total of 45 credits in the Advertising major code.

Additional credits in Advertising courses as needed to meet the requirement of not more than 41 credits of Advertising courses in the major, selected from the following:	0 to 12
ADV 260 Principles of Public Relations	4 3
ADV 385 National Competitions	2
ADV 490 Independent Study	3
ADV 492 Special Topics in Advertising	3
ADV 493 Advertising and Public Relations Internship	3

d. The following required courses in other departments: 28 or ~~29~~30

ACC 230 Survey of Accounting Concepts 3

or

ACC 201 Principles of Financial Accounting 3

CSE 101 Computing Concepts and Competencies 3

or

CSE 131 Introduction to Technical Computing. 3

EC 201 Introduction to Microeconomics 3

EC 202 Introduction to Macroeconomics 3

ADV 225 Writing for Public Relations 3

or

CAS 299 Media Writing 3

MSC 327 Introduction to Marketing. 3

PSY 101 Introductory Psychology 4

An additional writing course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4

An additional literature course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4

Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.

e. A minimum of 12 additional credits, in addition to the required courses in other departments listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.

Only credits in courses graded on the Numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.

16. Type(s) of change(s):

Remove ended courses, add a new course, other minor changes

17. Students who will be affected by the proposed changes:

18. Will the proposed change(s) have a negative impact on students? If so, which ones?:

Describe impact and explain what accommodations will be made:

19. Reason(s) for change(s):

Minor changes in the curriculum due to changes in PR Specialization

DEPARTMENT LEVEL APPROVAL STATUS

Approved by: Department of Advertising, Public Relations and Retailing
3/3/2008 3:17:35 PM by Linda Good for Richard T. Cole, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved by: College of Communication Arts and Sciences
3/4/2008 10:23:27 AM by Nancy Ashley for Janet Lillie, Assistant Dean

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Admission as a Junior

Enrollments in the Advertising program are limited. In addition to the University and College requirements, minimal criteria for application as a major in advertising are:

students must complete

1. Completion of Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.
2. Completion of Advertising 275 with a minimum grade of 2.0.

Admission is based on the cumulative grade-point average of all courses taken; the grade in Advertising 275; and the combined grade-point average in Advertising 205, Economics 201 and Psychology 101. In addition, factors such as work experience, diversity, and residency may be considered.

To be considered for admission, upper-division students transferring from another institution must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Advertising 275, then the individual course grade must be 2.0 or better.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

Admission to a Second Bachelor's Degree Program or an Additional Major

The ability of the Advertising program to accommodate students seeking admission to a second bachelor's degree program or an additional major is limited. At a minimum, these students must meet the same requirements as for admission to the advertising major as a junior.

Requirements for the Bachelor of Arts Degree in Advertising

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Advertising.
 The University's Tier II writing requirement for the Advertising major is met by completing Advertising 486. That course is referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major. Not more than 41 Advertising credits may be earned in the major.

CREDITS

a.	All of the following Advertising core courses:	20
	ADV 205 Principles of Advertising	4
	ADV 275 Integrated Strategy	4
	ADV 375 Consumer Behavior	4
	ADV 476 Advertising and Society	4
	ADV 486 Integrated Campaigns	4
	The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.	
b.	Complete a minimum of 9 additional credits from any combination of the following courses:	9
	ADV 320 Creative Processes In Advertising	3
	ADV 322 Copy Writing and Art Direction	3
	ADV 324 Advertising Layout and Design	3
	ADV 330 Advertising Management	3
	ADV 332 Direct Response Advertising	3
	ADV 334 International Advertising	3
	ADV 338 Promotions and Sponsorships	3
	ADV 340 Advertising and Public Relations Research Methods	3
	ADV 342 Accounting Planning	3
	ADV 350 Advertising Media Planning and Strategy	3
	ADV 352 Media Sales	3
	ADV 354 Interactive Advertising Design	3
	ADV 426 Advanced Creative: Print	3
	ADV 428 Advanced Creative: Broadcast	3
	ADV 458 Interactive Advertising Management	3
c.	Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of not more than 41 credits of Advertising courses in the major, selected from the following:	0 to 12
	ADV 360 Principles of Public Relations	3
	ADV 400 Independent Study	3
	ADV 492 Special Topics in Advertising	3
	ADV 493 Advertising and Public Relations Internship	3

- b. One of the following concentrations (18 or 19 credits):

Creative

1. The following course (3 credits):

	ADV 450	Portfolio/Ethics in Advertising	3
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2. Complete 15 credits from the following:

	ADV 220	Creative Processes in Advertising	3
	ADV 322	Copy Writing and Art Direction	3
	ADV 324	Introduction to Creative Media	3
	ADV 326	Advanced Creative: Media I	3
	ADV 354	Interactive Advertising Design	3
	ADV 428	Advanced Creative: Broadcast	3

Management

1. The following course (4 credits):

	ADV 475	Advertising and Society	4
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2. Complete 15 credits from the following:

	ADV 275	Integrated Strategy	3
	ADV 330	Advertising Management	3
	ADV 332	Direct Response Advertising	3
	ADV 334	International Advertising	3
	ADV 336	Promotions and Sponsorships	3
	ADV 340	Advertising and Public Relations Research Methods	3
	ADV 342	Accounting Planning	3
	ADV 350	Advertising Media Planning and Strategy	3
	ADV 352	Media Sales	3
	ADV 354	Interactive Advertising Design	3
	ADV 456	Interactive Advertising Management	3

Students may re-enroll in Advertising 386 for a maximum of 6 credits.

- d. The following required courses in other departments: 28 or 29
- | | | | |
|-----|-----|---|---|
| ACC | 201 | Principles of Financial Accounting | 3 |
| | | or | |
| ACC | 230 | Survey of Accounting Concepts | 3 |
| CSE | 101 | Computing Concepts and Competencies | 3 |
| | | or | |
| CSE | 131 | Technical Computing and Problem Solving | 3 |
| EC | 201 | Introduction to Microeconomics | 3 |
| EC | 202 | Introduction to Macroeconomics | 3 |
| ADV | 225 | Writing for Public Relations | 3 |
| | | or | |
| CAS | 299 | Media Writing | 3 |
| MSC | 327 | Introduction to Marketing | 3 |
| PSY | 101 | Introductory Psychology | 4 |

An additional writing course approved by the Department of Advertising, Public Relations, and Retailing 3

An additional literature course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4

Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.

- e. A minimum of 12 additional credits, in addition to the required courses in other departments listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.

Only credits in courses graded on the Numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.