



## MEMORANDUM

**To:** Julio Frenk  
University President

**From:** JoNel Newman   
Chair, Faculty Senate

**Date:** April 4, 2024

**Subject:** Faculty Senate Legislation #2023-51(B) – Curricular Changes to the Bachelor of Science in Communication in Advertising, School of Communication

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The Faculty Senate, at its March 27, 2024, meeting, approved by consensus the curricular changes to the Bachelor of Science in Communication in Advertising, School of Communication.

This proposal includes minor changes to the required courses.

The proposal is attached for your reference.

This legislation is now forwarded to you for your action.

JN/mtt

Attachment

cc: Guillermo “Willy” Prado, Interim Executive Vice President and Provost  
Karin Gwinn Wilkins, Dean, School of Communication  
Wanhsiu “Sunny” Tsai, Professor and Chair, School of Communication

**CAPSULE:** Faculty Senate Legislation #2023-51(B) - Curricular Changes to the Bachelor of Science in Communication in Advertising, School of Communication

**PRESIDENT'S RESPONSE**

APPROVED:  DATE: 5/9/2024  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Karin Wilkins

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_

# Program Change Request

Date Submitted: 02/14/24 12:35 pm

## In Workflow

1. PG Initial Review

2. PG STC Chair

3. PG CO Faculty

4. PG CO Sr Admin I

5. PG CO Dean

6. PG University Accreditation

7. PG FS Office for UCC

8. PG University Curriculum Committee

9. PG FS Office for GWC

10. PG FS GWC

11. PG Faculty Senate

12. PG FS President Approval

13. PG Registrar

## Approval Path

1. 02/18/24 8:42 pm  
Patty Murphy (pxm491):  
Approved for PG Initial Review

2. 02/19/24 9:35 am  
Alyse Lancaster (alancaster):  
Approved for PG STC Chair

3. 02/19/24 9:44 am  
Alyse Lancaster (alancaster):  
Approved for PG CO Faculty

4. 02/19/24 9:45 am  
Alyse Lancaster (alancaster):  
Approved for PG CO Sr Admin I

5. 02/19/24 9:46 am  
Alyse Lancaster (alancaster):  
Approved for PG CO Dean

6. 02/20/24 9:06 am  
Patty Murphy (pxm491):  
Approved for PG University Accreditation

Viewing: **B.S.C. Advertising :**

7. 02/23/24 4:33 pm  
Gabriela Soto  
(gxs1962):  
Approved for PG  
FS Office for UCC
8. 03/04/24 10:08  
am  
Jennifer Krawec  
(j.krawec1):  
Approved for PG  
University  
Curriculum  
Committee
9. 03/08/24 3:11 pm  
Maryann Tobin  
(m.tatum):  
Approved for PG  
FS Office for  
GWC
10. 03/21/24 4:58 pm  
Maryann Tobin  
(m.tatum):  
Approved for PG  
FS GWC
11. 03/29/24 11:16 am  
Maryann Tobin  
(m.tatum):  
Approved for PG  
Faculty Senate

History

1. Apr 1, 2020 by  
Kristen Jacks  
(k.jacks)
2. May 29, 2020 by  
Jenny Vargas  
(j.zwanziger)
3. Mar 11, 2021 by  
Kristen Jacks  
(k.jacks)
4. Jul 27, 2021 by  
Patty Murphy  
(pxm491)
5. Feb 25, 2022 by  
Kristen Jacks  
(k.jacks)
6. Mar 9, 2022 by  
Jenny Vargas  
(j.zwanziger)
7. Mar 16, 2022 by  
Patty Murphy  
(pxm491)
8. Dec 16, 2022 by  
Patty Murphy  
(pxm491)
9. May 5, 2023 by  
Kristen Jacks  
(k.jacks)

CAD2\_BSC\_P,CADV1\_BSC,CADV2\_BSC,CADV2\_CO\_A,CADV3\_BSC,CADV3\_CO\_A

Last approved: 05/05/23 1:43 pm

Last edit: 03/21/24 4:40 pm

Changes proposed by: Kristen Jacks (k.jacks)

Catalog Pages

Using this Program

B.S.C. Advertising

Please list the authors of this proposal including name, rank/title, program/department, and school.

Proposer(s) Name

Wanhsiu Tsai, Department Chair, Strategic of Communication, School of Communication

Effective Term

Fall 2024

First Term Valid

Spring 2024

Change Type

All Other Changes

Provide a brief summary of the change

1. In the Advertising Creative Track we are adding STC 291 in the core courses, while then removing the requirement of MKT 301.

Career

Undergraduate

Academic Structure

School/ College	Department
School of Communication	Strategic Communication

Plan Type

Major and/or Degree

Who can take this program?

Degree Type

Bachelor's

Degree Name

Bachelor of Science in Communication

Proposed Plan Code

Proposed CIP Code

Plan Name

B.S.C. Advertising

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis options, or tracks?

Yes

Subcomponents

Subcomponent Type	Subcomponent Name
Track	Advertising Creative Track
Track	Advertising Management Track

Program Instruction Mode

In Person

Where is the program offered?

Location	Please provide the % of instruction at each location.
Coral Gables Campus	100

Program Length (Years)

4

Total Credits

120

Areas of Knowledge

Arts & Humanities

People & Society

To Be Published in the Academic Bulletin

Program Overview

Overview

Students majoring in Advertising choose between two distinct paths: Advertising Management or Creative Advertising. Students who choose the Advertising Management track will learn about the business side of Advertising, which focuses on consumer behavior, research, media planning, account planning, and account management. Graduates of this track will be prepared for jobs in areas such as account planning, account management, consumer research, media planning, and advertising entrepreneurship. Students who choose the Creative Advertising track will take courses in graphic design, copywriting, and art direction and will graduate with a marketable portfolio of creative work. Graduates of this track will be prepared for jobs as copywriters, graphic designers, or art directors.

Our Advertising program has ties to the American Advertising Federation (AAF), maintains a student chapter of AAF, and also participates in the National Student Advertising Competition each year.

The Advertising Creative track can fulfill either the Arts & Humanities or the People & Society area of knowledge requirement. The Advertising Management track fulfills the People & Society area of knowledge requirement.

Program Mission and Goals

Mission

The mission of the advertising program is to introduce students to advertising theory, research, and client services to prepare them for an advertising career. The program prepares students to be critical thinkers, problem-solvers, and globally aware professionals. In addition, in preparation for the ever-evolving advertising industry, students can elect to study general advertising or concentrate their efforts by specializing in advertising management or creative advertising.

Goals

The advertising program aims to prepare students to be critical thinkers, problem-solvers, and globally aware professionals in an ever-changing and ever-evolving industry.

Student Learning Outcomes

Student Learning Outcomes

Students will be able to conduct primary and secondary research, analyze data, interpret the results, and communicate the results using statistical analysis and software for data analysis.

Students will develop a budget and media plan to meet reach and frequency goals for a given client, meaning that they can identify the appropriate target audience(s) and reach them effectively with strategically selected media within a limited budget.

Students will be able to create advertisements for a variety of media, applying appropriate design, art direction, and copy writing skills. Students will also be able to develop an effective creative strategy and campaign executions across multiple media to meet client objectives for campaign development.

Curriculum Requirements

Curriculum Requirements for Advertising - Creative Track

Core Courses		
STC 114	Principles of Advertising	3
STC 200	Advertising Strategy Development	3
STC 291	Intro to Art Direction and Creative Problem Solving	3
COM 250	Freedom of Expression and Communication Ethics	3
or COM 102	Introduction to Communications Literacy	

**Advanced Writing and Communication Skills Requirement**

Writing Skills Course:

<a href="#"><u>STC 130</u></a>	Writing for Strategic Communication	3
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Presentation Skills Course:

<a href="#"><u>COS 211</u></a>	Public Speaking	3
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or <a href="#"><u>COS 333</u></a>	Business Communication	
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Digital Skills Course:

<a href="#"><u>STC 102</u></a>	Graphic Design for Strategic Communication	3
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**Track Requirement**

<a href="#"><u>STC 202</u></a>	Advanced Graphic Design for Advertising	3
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<a href="#"><u>STC 231</u></a>	Creative Advertising Concepts and Copywriting	3
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<a href="#"><u>STC 331</u></a>	Advanced Copywriting	3
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or <a href="#"><u>STC 390</u></a>	Advanced Art Direction	
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or <a href="#"><u>STC 303</u></a>	Typography and Brand Design	
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<a href="#"><u>STC 384</u></a>	Advertising Creative Strategy and Execution - COURSE PROPOSAL IN PROGRESS	3
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<a href="#"><u>STC 434</u></a>	Advertising Campaigns	3
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<a href="#"><u>STC 496</u></a>	Advertising Portfolio Development	3
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<b>Select two additional Advertising Electives-<sup>1</sup></b>		<b>6</b>
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**Other Required Courses**

<del>MKT 301+</del>	<del>Marketing Foundations—COURSE PROPOSAL IN PROGRESS</del>	<del>3</del>
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<u>Select two electives of the following: <sup>1</sup></u>		<u>6</u>
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<a href="#"><u>STC 290</u></a>	Special Topics in Strategic Communication	
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<a href="#"><u>STC 302</u></a>	Advanced Graphic Design and Photography	
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<a href="#"><u>STC 303</u></a>	Typography and Brand Design	
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<a href="#"><u>STC 304</u></a>	Project Management for Strategic Communication	
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<a href="#"><u>STC 306</u></a>	Consumer Insights In US Hispanic Markets	
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<a href="#"><u>STC 312</u></a>	Research Methods for Advertising	
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<a href="#"><u>STC 316</u></a>	Ethics in Strategic Communication	
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<a href="#"><u>STC 331</u></a>	Advanced Copywriting	
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<a href="#"><u>STC 334</u></a>	Social Media Messaging and Strategies	
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<a href="#"><u>STC 340</u></a>	Digital and Mobile Advertising	
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<a href="#"><u>STC 350</u></a>	International Advertising	
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<a href="#"><u>STC 360</u></a>	Multicultural and Inclusive Advertising	
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<a href="#"><u>STC 380</u></a>	Advertising Internship	
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<a href="#"><u>STC 388</u></a>	Media Planning	
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<a href="#"><u>STC 389</u></a>	Media Buying and Advertising Sales	
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<a href="#"><u>STC 390</u></a>	Advanced Art Direction	
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<a href="#"><u>STC 404</u></a>	Advertising Entrepreneurship	
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<a href="#"><u>STC 414</u></a>	Advanced Research Methods for Advertising	
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<a href="#"><u>STC 415</u></a>	Advanced Business and Advertising Strategy Development	
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<a href="#"><u>STC 438</u></a>	Advertising Practicum	
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<a href="#"><u>STC 444</u></a>	Social Media Analytics	
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<a href="#">STC 482</a>	International Public Relations	
<a href="#">STC 490</a>	Special Topics in Advertising	
<a href="#">STC 491</a>	The Business of Account Management	
<a href="#">STC 492</a>	Advanced Advertising Creative Development - COURSE PROPOSAL IN PROGRESS	
<a href="#">STC 494</a>	Special Topics in Strategic Communication	
<a href="#">STC 495</a>	Advertising Management	
<a href="#">STC 498</a>	AAF National Student Advertising Campaign Competition	
<a href="#">STC 499</a>	Projects and Directed Research	
<a href="#">CIM 413</a>	Mobile Application Development	
<a href="#">COM 102</a>	Introduction to Communications Literacy	
<a href="#">COM 302</a>	Structured Research and Practice at SoC Consultancy	

### General Education Requirements

Written Communication Skills:

<a href="#">WRS 105</a>	First-Year Writing I	3
<a href="#">WRS 106</a>	First-Year Writing II	3
or <a href="#">ENG 106</a>	Writing About Literature and Culture	

Quantitative Skills:

<a href="#">STC 103</a>	Statistical Reasoning for Strategic Communication (fulfilled through the major)	
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Areas of Knowledge:

Arts & Humanities Cognate (9 credits) (fulfilled through the major)	
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People & Society Cognate	9
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STEM Cognate	9
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### Additional Requirements

Minor, Second Major and Electives	51
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Total Credit Hours	120
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## Curriculum Requirements for Advertising - Management Track

### Core Courses

<a href="#">STC 114</a>	Principles of Advertising	3
<a href="#">STC 200</a>	Advertising Strategy Development	3
<a href="#">COM 250</a>	Freedom of Expression and Communication Ethics	3

### Advanced Writing and Communication Skills Requirement

Writing Skills Course:

<a href="#">STC 130</a>	Writing for Strategic Communication	3
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Presentation Skills Course:

<a href="#">COS 211</a>	Public Speaking	3
or <a href="#">COS 333</a>	Business Communication	

Digital Skills Course:

<a href="#">STC 102</a>	Graphic Design for Strategic Communication	3
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### Track Requirement

<a href="#">STC 233</a>	Writing for Advertising Account Management	3
<a href="#">STC 312</a>	Research Methods for Advertising	3



<a href="#">STC 388</a>	Media Planning	3
<a href="#">STC 434</a>	Advertising Campaigns	3
<b>Select 6 credits in STC courses with a Strategy &amp; Research, Management or Media Focus:</b>		<b>6</b>
<b><u>Other Required Courses</u></b>		
<b><u>Select two of the following: <sup>2</sup></u></b>		<b><u>6</u></b>
<a href="#">STC 304</a>	Project Management for Strategic Communication	
<a href="#">STC 389</a>	Media Buying and Advertising Sales	
<a href="#">STC 414</a>	Advanced Research Methods for Advertising	
<a href="#">STC 415</a>	Advanced Business and Advertising Strategy Development	
<a href="#">STC 444</a>	Social Media Analytics	
<a href="#">STC 491</a>	The Business of Account Management	
<a href="#">STC 495</a>	Advertising Management	
<b>Select two additional Advertising Electives-<sup>1</sup></b>		<b>6</b>
<b><u>Select two electives of the following: <sup>1</sup></u></b>		<b><u>6</u></b>
<a href="#">STC 202</a>	Advanced Graphic Design for Advertising	
<a href="#">STC 231</a>	Creative Advertising Concepts and Copywriting	
<a href="#">STC 290</a>	Special Topics in Strategic Communication	
<a href="#">STC 302</a>	Advanced Graphic Design and Photography	
<a href="#">STC 304</a>	Project Management for Strategic Communication	
<a href="#">STC 306</a>	Consumer Insights In US Hispanic Markets	
<a href="#">STC 316</a>	Ethics in Strategic Communication	
<a href="#">STC 331</a>	Advanced Copywriting	
<a href="#">STC 334</a>	Social Media Messaging and Strategies	
<a href="#">STC 340</a>	Digital and Mobile Advertising	
<a href="#">STC 350</a>	International Advertising	
<a href="#">STC 360</a>	Multicultural and Inclusive Advertising	
<a href="#">STC 380</a>	Advertising Internship	
<a href="#">STC 389</a>	Media Buying and Advertising Sales	
<a href="#">STC 390</a>	Advanced Art Direction	
<a href="#">STC 414</a>	Advanced Research Methods for Advertising	
<a href="#">STC 415</a>	Advanced Business and Advertising Strategy Development	
<a href="#">STC 438</a>	Advertising Practicum	
<a href="#">STC 444</a>	Social Media Analytics	
<a href="#">STC 490</a>	Special Topics in Advertising	
<a href="#">STC 491</a>	The Business of Account Management	
<a href="#">STC 494</a>	Special Topics in Strategic Communication	
<a href="#">STC 495</a>	Advertising Management	
<a href="#">STC 498</a>	AAF National Student Advertising Campaign Competition	
<a href="#">STC 499</a>	Projects and Directed Research	
<a href="#">STC 404</a>	Advertising Entrepreneurship	
<a href="#">COM 102</a>	Introduction to Communications Literacy	
<a href="#">COM 302</a>	Structured Research and Practice at SoC Consultancy (Orange Umbrella)	

<a href="#">COS 343</a>	Introduction to Intercultural Communication	
<a href="#">COS 545</a>	Intercultural Communication: International Perspectives	
<a href="#">JMM 303</a>	Communication Law and Policy	
<a href="#">JMM 403</a>	Media Industry Trends	
<b>Marketing Requirement</b>		
<a href="#">MKT 301</a>	Marketing Foundations - COURSE PROPOSAL IN PROGRESS	3
Marketing Elective (Recommended)		
<a href="#">MKT 310</a>	Consumer Behavior and Marketing Strategy	
<b>General Education Requirements</b>		
Written Communication Skills:		
<a href="#">WRS 105</a>	First-Year Writing I	3
<a href="#">WRS 106</a>	First-Year Writing II	3
or <a href="#">ENG 106</a>	Writing About Literature and Culture	
Quantitative Skills:		
<a href="#">STC 103</a>	Statistical Reasoning for Strategic Communication (fulfilled through the major)	
Areas of Knowledge:		
Arts & Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
<b>Additional Requirements</b>		
Minor, Second Major and Electives		51
Total Credit Hours		120

<sup>1</sup> Students must complete at least one course in which the entirety of the class has an international or intercultural focus. This course can come from within the student's major, minor, or as a general elective course toward the 120 credits needed to graduate. Sample classes include, but are not limited to: [STC 350](#), [STC 482](#), [COS 343](#), and [MKT 360](#). Study abroad can also fulfill this requirement, as can a foreign language course that is not the student's native language.

<sup>2</sup> Courses selected should have a Strategy & Research, Management or Media Focus.

\* Electives outside the Advertising major (but within the School of Communication) must be approved by the Chair of Strategic Communication.

\* School of Communication students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your advisor.

\* School of Communication students must complete 6 credits of Written Communication Skills unless exempt based on SAT/ACT score or AP/IB exam, 3-6 credits of Mathematics, <http://www.miami.edu/cognates/> and the Advanced Writing and Communication Skills Proficiency requirement.

## Upper Level Elective Requirement

36 credits at the 300 level or higher are required for graduation. These credits may be earned from your major, minor and/or second major, and electives.

## Suggested Plan of Study for Advertising - Creative Track

### Plan of Study Grid

#### Freshman Year

Fall		Credit Hours
<a href="#">STC 114</a>	Principles of Advertising	3
<a href="#">STC 103</a>	Statistical Reasoning for Strategic Communication (Course also satisfies School's Math requirement)	3
<del>STC 130</del>	<del>Writing for Strategic Communication</del>	<del>3</del>
<a href="#">WRS 105</a>	First-Year Writing I	3
People and Society Cognate		3
<a href="#">Minor or Second Major or Elective</a>		<a href="#">3</a>
	Credit Hours	15
Spring		
<a href="#">STC 102</a>	Graphic Design for Strategic Communication	3
<del>STC 200</del>	<del>Advertising Strategy Development</del>	<del>3</del>
<del>COM 250</del>	<del>Freedom of Expression and Communication Ethics</del>	<del>3</del>
<a href="#">STC 130</a>	<a href="#">Writing for Strategic Communication</a>	<a href="#">3</a>
<a href="#">WRS 106</a> or <a href="#">ENG 106</a>	First-Year Writing II	3
	or Writing About Literature and Culture	
STEM Cognate		3
<a href="#">Minor or Second Major or Elective</a>		<a href="#">3</a>
	Credit Hours	15

#### Sophomore Year

Fall		
<a href="#">STC 200</a>	<a href="#">Advertising Strategy Development</a>	<a href="#">3</a>
<a href="#">STC 202</a>	Advanced Graphic Design for Advertising	3
<del>STC 231</del>	<del>Creative Advertising Concepts and Copywriting</del>	<del>3</del>
People and Society Cognate		3
STEM Cognate		3
<a href="#">Minor or Second Major or Elective</a>		<a href="#">3</a>
	Credit Hours	15
Spring		
<a href="#">STC 231</a>	<a href="#">Creative Advertising Concepts and Copywriting</a>	<a href="#">3</a>
<a href="#">STC 291</a>	<a href="#">Intro to Art Direction and Creative Problem Solving</a>	<a href="#">3</a>
<a href="#">COS 211</a> or <a href="#">333</a>	Public Speaking	3
	or Business Communication	
<del>MKT 301</del>	<del>Marketing Foundations</del>	<del>3</del>
<del>International or Intercultural Focus Course</del>		<del>3</del>
<del>People and Society Cognate</del>		-
<a href="#">COM 250</a> or <a href="#">102</a>	<a href="#">Freedom of Expression and Communication Ethics</a>	<a href="#">3</a>
	<a href="#">or Introduction to Communications Literacy</a>	
STEM Cognate		3
<del>Minor or Second Major Course</del>		<del>3</del>
	Credit Hours	15

#### Junior Year

Fall		
<a href="#">STC 384</a>	Advertising Creative Strategy and Execution	3
Select 3 credits in Advertising - Creative Track electives Bulletin course list		3
People and Society Cognate		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
	Credit Hours	15
Spring		
<a href="#">STC 390</a> , <a href="#">331</a> , or <a href="#">303</a>	Advanced Art Direction or Advanced Copywriting or Typography and Brand Design	3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3

Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Senior Year	
Fall	
<a href="#">STC 434</a> Advertising Campaigns	3
Select 3 credits in Advertising - Creative Track electives Bulletin course list	3
Minor or Second Major Course or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Spring	
<a href="#">STC 496</a> Advertising Portfolio Development	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Credit Hours	15
Total Credit Hours	120

## Suggested Plan of Study for Advertising - Management Track

### Plan of Study Grid

Freshman Year		
Fall		Credit Hours
<a href="#">STC 103</a>	Statistical Reasoning for Strategic Communication	3
<a href="#">STC 114</a>	Principles of Advertising	3
<del>STC 130</del>	<del>Writing for Strategic Communication</del>	<del>3</del>
<a href="#">WRS 105</a>	First-Year Writing I	3
STEM Cognate		3
<a href="#">Minor or Second Major or Elective</a>		<u>3</u>
Credit Hours		15
Spring		
<a href="#">STC 102</a>	Graphic Design for Strategic Communication	3
<del>STC 200</del>	<del>Advertising Strategy Development</del>	<del>3</del>
<del>COM 250</del>	<del>Freedom of Expression and Communication Ethics</del>	<del>3</del>
<a href="#">STC 130</a>	<a href="#">Writing for Strategic Communication</a>	<u>3</u>
<a href="#">WRS 106</a> or <a href="#">ENG 106</a>	First-Year Writing II	3
	or Writing About Literature and Culture	
STEM Cognate		3
<a href="#">Minor or Second Major or Elective</a>		<u>3</u>
Credit Hours		15
Sophomore Year		
Fall		
<del>STC 233</del>	<del>Writing for Advertising Account Management</del>	<del>3</del>
<a href="#">STC 200</a>	<a href="#">Advertising Strategy Development</a>	<u>3</u>
<a href="#">COS 211</a> or <a href="#">333</a>	Public Speaking	3
	or Business Communication	
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major or Elective		<u>3</u>
Credit Hours		15
Spring		
<del>STC 312</del>	<del>Research Methods for Advertising</del>	<del>3</del>
<del>STC 388</del>	<del>Media Planning</del>	<del>3</del>
<a href="#">STC 233</a>	<a href="#">Writing for Advertising Account Management</a>	<u>3</u>
<a href="#">COM 250</a> or <a href="#">102</a>	<a href="#">Freedom of Expression and Communication Ethics</a>	<u>3</u>
	<a href="#">or Introduction to Communications Literacy</a>	
Arts and Humanities Cognate		3
Minor or Second Major or Elective		<u>3</u>
Minor or Second Major or Elective		<u>3</u>
Credit Hours		15

Junior Year

Fall

<u>STC 312</u>	<u>Research Methods for Advertising</u>	<u>3</u>
<u>STC 388</u>	<u>Media Planning</u>	<u>3</u>
<u>MKT 301</u>	Marketing Foundations	3
Arts and Humanities Cognate		3
Minor or Second Major or Elective		3
<del>Minor or Second Major Course or Elective</del>		<del>3</del>
<del>Minor or Second Major Course or Elective</del>		<del>3</del>
Credit Hours		15

Spring

Select 3 credits in Advertising - Management Track Bulletin course list		3
<del>STC 389</del>	<del>Media Buying and Advertising Sales</del>	-
<del>STC 414</del>	<del>Advanced Research Methods for Advertising</del>	-
<del>STC 415</del>	<del>Advanced Business and Advertising Strategy Development</del>	-
<del>STC 444</del>	<del>Social Media Analytics (Minor or Second Major Course or Elective)</del>	-
<del>STC 491</del>	<del>The Business of Account Management</del>	-
<del>STC 495</del>	<del>Advertising Management</del>	-
Select 3 credits in Advertising - Management Track electives Bulletin course list		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Credit Hours		15

Senior Year

Fall

<u>STC 434</u>	<u>Advertising Campaigns</u>	<u>3</u>
Select 3 credits in Advertising - Management Track electives Bulletin course list		3
<del>STC 389</del>	<del>Media Buying and Advertising Sales</del>	-
<del>STC 414</del>	<del>Advanced Research Methods for Advertising</del>	-
<del>STC 415</del>	<del>Advanced Business and Advertising Strategy Development</del>	-
<del>STC 444</del>	<del>Social Media Analytics</del>	-
<del>STC 491</del>	<del>The Business of Account Management</del>	-
<del>STC 495</del>	<del>Advertising Management</del>	-
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<del>Minor or Second Major Course or Elective</del>		<del>3</del>
Credit Hours		15

Spring

<u>STC 434</u>	Advertising Campaigns	3
Select 3 credits in Advertising - Management Track Bulletin course list		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Credit Hours		15
Total Credit Hours		120

## Rationale

### Rationale

1. The reason for the two courses on art direction is to expose students in the creative track earlier in the program about career paths, which includes graphic design, copywriting, and art direction. The previous curriculum has 200-level courses for graphic design and copywriting, but has not covered art direction sufficiently. STC 291 will expose students in the creative track about art direction and better prepare them for 391. We now have enough strategy classes in the department for creative students to understand the business side of advertising. So we will remove the requirement of MKT 301 for only the creative students.

### Job Market Demand and Outlook

Relationship to Other UM Academic Programs

Library, Facilities, Equipment and Other Resources Available and Needed to Support the Program

Curriculum

Program Curriculum

Upload Syllabi for Any New Courses

STC 291 Syllabus.pdf

Proposed Schedule of Course Offerings for the First Three Years

Faculty

Program Directors

Upload CV(s)

Program Faculty

Upload Fac CV(s)

Students

Applicant Pool

Enrollment Projections

Administration

Program Administration

Comparison

Peer Comparisons

Documents

Attach Supporting Documentation

Reviewer

Comments

Alyse Lancaster (alancaster) (02/19/24 9:35 am):

STC faculty voted to approve 10/6/23.

Alyse Lancaster (alancaster) (02/19/24 9:44 am):

SoC Curriculum Committee voted to approve on 2/7/24. SoC School Council voted to approve on 2/9/24. Dean Wilkins approves of all changes.

Patty Murphy (pxm491) (02/20/24 9:05 am):

The proposed changes do not represent a substantive change. Therefore, notification to or approval from SACSCOC is not required

Jennifer Krawec (j.krawec1) (03/04/24 10:08 am):

At a regular meeting on March 4, 2024, the UCC voted; results of the vote were unanimous with 10 in favor. It is now

being forwarded to the Faculty Senate GWC.

**Patty Murphy (pxm491) (03/21/24 4:40 pm):** At the request of the proposer on recommendation by the GWC, "advertising" was added back to the name of each track.

**Maryann Tobin (m.tatum) (03/21/24 4:57 pm):** This proposal was approved by the GWC to be presented to the Faculty Senate as part of the Consent Agenda on March 27, 2024.

**Maryann Tobin (m.tatum) (03/29/24 11:16 am):** This proposal was approved by the Faculty Senate on March 27, 2024. It is now being forwarded to the President for his approval as Legislation #2023-51(B).

Key: 447