

# 10KT0277BS: ADVERTISING, BS

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## In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1408 Committee Chair (jpchambe@illinois.edu)
3. 1408 Head (mzyao@illinois.edu)
4. KT Committee Chair (jpchambe@illinois.edu; keclark@illinois.edu)
5. KT Dean (keclark@illinois.edu; tsulkin@illinois.edu)
6. University Librarian (jpwilkin@illinois.edu)
7. Provost (kmartens@illinois.edu)
8. Senate EPC (bjlehman@illinois.edu; moorhouz@illinois.edu; kmartens@illinois.edu)
9. Senate (jtempel@illinois.edu)
10. U Senate Conf (none)
11. Board of Trustees (none)
12. IBHE (none)
13. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

## Approval Path

1. Fri, 29 Jan 2021 19:27:01 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Fri, 29 Jan 2021 19:39:41 GMT  
Jason Chambers (jpchambe): Approved for 1408 Committee Chair
3. Fri, 29 Jan 2021 20:55:09 GMT  
Mike Yao (mzyao): Approved for 1408 Head
4. Fri, 29 Jan 2021 21:28:24 GMT  
Jason Chambers (jpchambe): Approved for KT Committee Chair
5. Sat, 30 Jan 2021 14:29:27 GMT  
Tracy Sulkin (tsulkin): Approved for KT Dean
6. Sat, 30 Jan 2021 17:10:42 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
7. Mon, 01 Feb 2021 14:59:07 GMT  
Kathy Martensen (kmartens): Rollback to KT Dean for Provost
8. Mon, 08 Feb 2021 21:07:37 GMT  
Katie Clark (keclark): Approved for KT Dean
9. Mon, 08 Feb 2021 22:34:54 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
10. Fri, 12 Feb 2021 16:27:08 GMT  
Kathy Martensen (kmartens): Approved for Provost
11. Wed, 03 Mar 2021 17:59:02 GMT  
Barbara Lehman (bjlehman): Approved for Senate EPC

Date Submitted: Thu, 28 Jan 2021 19:58:39 GMT

## Viewing: 10KT0277BS : Advertising, BS

Changes proposed by: Jason Chambers

## Proposal Type

### Proposal Type:

Major (ex. Special Education)

**This proposal is for a:**

Revision

Proposal Title:

**If this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions***

This proposal is for an increase in the required number of hours in the Advertising major from 24 to 36. The increase will be achieved through reducing the required number of elective hours students take in College of Media courses.

**EP Control Number**

EP.21.064

**Official Program Name**

Advertising, BS

**Effective Catalog Term**

Fall 2021

**Sponsor College**

Media, College of

**Sponsor Department**

Advertising

**Sponsor Name**

Jason P. Chambers

**Sponsor Email**

jpchambe@illinois.edu

**College Contact**

Katie Clark

**College Contact Email**

keclark@illinois.edu

## Program Description and Justification

### Justification for proposal change:

The Charles H. Sandage Department of Advertising is one of the oldest departments of its kind in the United States. For much of its history it existed as a two-year program. Rather than beginning the major as Freshmen, students entered the program as Juniors. Consequently, much of the current structure of the major was designed to optimally benefit those students and simplify their path to graduation. However, that two-year program orientation no longer applies.

In the early 2000's the College of Media and Department of Advertising began admitting Freshmen students to the major. The required number of hours in the Advertising major, however, was not changed. The changes requested in this application, to increase the required number of hours in the major from 24 to 36, are designed to better meet the needs of the students who now spend four rather than two years in our program. In addition, increasing the number of major hours required in Advertising brings the program more in line with the required number of hours of the other two majors in the College of Media. Currently, the BS in Journalism requires 39 hours in the major and the BS in Media and Cinema Studies requires 31.

To accomplish the increase of 12 hours (24 to 36 hours) we request a decrease in the number of elective hours that students currently take in the College of Media. Presently, students take 20-28 hours as electives in the College of Media. Of those 20-28 hours a minimum of six credits must be Advertising electives at the 300 and above level. Hence, students are in fact currently taking 30 hours in the Advertising program. Under this proposal students would take an additional six hours in the Advertising major and 8-16 hours as College of Media electives. As a result, this program revision would only impact the number of hours that students take within the College of Media and would have no impact on the hours that they take outside of the College.

### Corresponding Degree

BS Bachelor of Science

### Is this program interdisciplinary?

No

### Academic Level

Undergraduate

### Will you admit to the concentration directly?

No

### Is a concentration required for graduation?

No

### CIP Code

090903 - Advertising.

### Is This a Teacher Certification Program?

No

### Will specialized accreditation be sought for this program?

No

## Admission Requirements

### Desired Effective Admissions Term

Fall 2021

### Is this revision a change to the admission status of the program?

No

### Provide a brief narrative description of the admission requirements for this program. Where relevant, include information about licensure requirements, student background checks, GRE and TOEFL scores, and admission requirements for transfer students.

This program change only impacts students at the undergraduate level. As a result, admission requirements are those that are standard for all applicants at the University of Illinois.

### Describe how critical academic functions such as admissions and student advising are managed.

Within the College of Media, the function of admissions and student advising are managed within our Student Services Center.

## Enrollment

### Describe how this revision will impact enrollment and degrees awarded.

It is anticipated that this program change will have no negative impact on student enrollment, retention, or the awarding of degrees.

### Estimated Annual Number of Degrees Awarded

### What is the matriculation term for this program?

Fall

### What is the typical time to completion of this program?

4 years

### What are the minimum Total Credit Hours required for this program?

124 hours

## Delivery Method

### Is this program available on campus and online?

No

**This program is available:**

On Campus

## **Budget**

**Are there budgetary implications for this revision?**

No

**Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?**

No

### **Additional Budget Information**

The increase in the number of hours will not require any budgetary changes.

## **Resource Implications**

Facilities

**Will the program require new or additional facilities or significant improvements to already existing facilities?**

No

Technology

**Will the program need additional technology beyond what is currently available for the unit?**

No

Non-Technical Resources

**Will the program require additional supplies, services or equipment (non-technical)?**

No

## **Resources**

For each of these items, be sure to include in the response if the proposed new program or change will result in replacement of another program(s). If so, which program(s), what is the anticipated impact on faculty, students, and instructional resources? Please attach any letters of support/acknowledgement from faculty, students, and/or other impacted units as appropriate.

## Faculty Resources

**Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.**

It is not anticipated that this program change will require any changes to the current number of faculty, teaching loads, or student-faculty ratios. Student advising for the Advertising major will continue to be administered through the Student Services Center in the College of Media.

## Library Resources

**Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.**

It is not anticipated that this program change will have any impact on University Library resources.

## Instructional Resources

**Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?**

No

**Does the program include other courses/subjects impacted by the creation/revision of this program?**

No

## Financial Resources

**How does the unit intend to financially support this proposal?**

This program change will be supported through the continued use of the existing University of Illinois tuition and budget model.

**Will the unit need to seek campus or other external resources?**

No

**Are you seeking a change in the tuition rate or differential for this program?**

No

## Program Regulation and Assessment

**Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).**

The learning outcomes for the BS in Advertising are below:

1. Intellectual reasoning and knowledge

2. Creative inquiry and discovery
3. Effective collaboration and communication
4. Effective leadership and community engagement
5. Social, cultural and global understanding
6. Passion for learning

Each of the aforementioned objectives is incorporated into and assessed in each of the required courses in the major. Additionally, select outcomes are included in the elective courses within the major. It is also recommended that where appropriate, instructors perform a pre- and post-assessment of students understanding of these learning outcomes.

**Is the career/profession for graduates of this program regulated by the State of Illinois?**

No

## Program of Study

“Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses” (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor’s degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

**All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.**

### Revised programs

ADV - 36 Hours Program Revision\_v2.pdf

**Attach a side-by-side comparison with the existing program AND, if the revision references or adds “chose-from” lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.**

Catalog Page Text

### Statement for Programs of Study Catalog

To graduate from the advertising curriculum, a student must meet all general University and College requirements for the degree and must complete the following courses, all of which must be taken for a traditional letter grade:

Code	Title	Hours
<b>Required Major Courses</b>		<b>24</b>
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3
ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
ADV 390	Content Creation	3
ADV 460	Innovation in Advertising	3
ADV 483	Audience Analysis	3
ADV 498	The Sandage Project	3
<b>Major Electives</b>		<b>12</b>
Any ADV course not already required above		

<b>College of Media Electives<sup>1</sup></b>	<b>8-16</b>
<b>Hours outside the College of Media (72 hours minimum)</b>	<b>72</b>
<b>Other Required Supporting Coursework:</b>	
BADM 320	Principles of Marketing <sup>2</sup> 3
ECON 102	Microeconomic Principles 3
ECON 103	Macroeconomic Principles 3
STAT 100	Statistics <sup>3</sup> 3
Select two of the following:	7-8
ANTH 103	Anthro in a Changing World 3
PSYC 100	Intro Psych 4
SOC 100	Introduction to Sociology 4

#### Advanced Hours Requirement

At least 20 hours in courses numbered 200 or above. These courses must be outside and not cross-listed with the College of Media. At least 9 of the 20 hours must be in courses numbered 300 or above.

Please note: Courses used to fulfill University General Education requirements or to fulfill requirements for a minor may count toward these requirements. Courses used to fulfill the College of Media's advanced outside hours requirement may also count toward these requirements.

#### 124 total hours are required for graduation

<b>Total Hours</b>	<b>124</b>
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<sup>1</sup> College of Media elective courses offered by or cross-listed with Advertising (ADV), Journalism (JOUR), Media and Cinema Studies (MACS), or the College of Media (MDIA) count toward this number.

<sup>2</sup> Which may be credited toward the College requirement of advanced hours outside the College.

<sup>3</sup> Or another approved basic course or course sequence in statistical methods, which currently includes ECON 202, EPSY 280, PSYC 235, SOC 280, SOCW 225. Such courses may, if they qualify, also be credited toward the requirement of advanced ours and General Education courses outside the College.

## EP Documentation

#### Attach Rollback/Approval Notices

Summary of EP21064 from the Committee on Educational Policy.pdf

SupportLetter\_Journalism\_EP21064.pdf

SupportLetter\_MACS\_EP21064.pdf

## DMI Documentation

#### Banner/Codebook Name

BS:Advertising -UIUC

#### Program Code:

10KT0277BS

#### Degree Code

BS

#### Major Code

0277

#### **Program Reviewer Comments**

**Deb Forgacs (dforgacs) (Thu, 28 Jan 2021 19:20:27 GMT):**Rollback: request.

**Kathy Martensen (kmartens) (Mon, 01 Feb 2021 14:59:07 GMT):**Rollback: Rollback per email request 2/1/21.

**Kathy Martensen (kmartens) (Fri, 05 Mar 2021 21:54:33 GMT):**Uploaded letters of support from Journalism and MACS per request of L. Moorhouse, Senate Ed Pol Chair, to whom letters were sent by J. Chambers, Advertising.

Key: 476



**Charles H. Sandage Department of Advertising  
Current Program (24 Hours in Major)**

Required Major Courses		24 Hours
Courses	Title	Hours
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3
ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
ADV 390	Content Creation	3
ADV 460	Innovation in Advertising	3
ADV 483	Audience Analysis	3
ADV 498	The Sandage Project	3

**Charles H. Sandage Department of Advertising  
Revised Program (36 Hours in Major)**

Required Major Courses		24 Hours
Courses	Title	Hours
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3
ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
ADV 390	Content Creation	3
ADV 460	Innovation in Advertising	3
ADV 483	Audience Analysis	3
ADV 498	The Sandage Project	3

Major Elective Courses 12 Hours

Any ADV course not already required  
above

College of Media Electives\* 8-16 Hours

Hours outside the College of Media (72 hours minimum) 72

Other Required Supporting Coursework:

BADM 320	Principles of Marketing**	3
ECON 102	Microeconomic Principles	3
ECON 103	Macroeconomic Principles	3
STAT 100	Statistics***	3

Select two of the following:

ANTH 103	Anthro in a Changing World	3
PSYC 100	Intro Psych	4
SOC 100	Introduction to Sociology	4

## Advanced Hours Requirement

At least 20 hours in courses numbered at the 200-level or above. These courses must be outside and not cross-listed with the College of Media. At least 9 of the 20 hours must be in courses numbered 300-level or above.

Please note: Courses used to fulfill University General Education requirements or to fulfill requirements for a minor may count toward these requirements. Courses used to fulfill the College of Media's advanced outside hours requirement may also count toward these requirements.

124 total hours are required for graduation

### Additional Notes:

\*College of Media elective courses are those offered by or cross-listed with Advertising (ADV), Journalism (JOUR), Media and Cinema Studies (MACS), or the College of Media (MDIA).

\*\*Which may be credited toward the College requirement of advanced hours outside the College.

\*\*\*Or another approved basic course or course sequence in statistical methods, which currently includes ECON 202, EPSY 280, PSYC 235, SOC 280, SOCW 225. Such courses may, if they qualify, also be credited toward the requirement of advanced ours and General Education courses outside the College.



## COLLEGE OF MEDIA

Department of Journalism  
119 Gregory Hall, MC-462  
810 S. Wright St.  
Urbana, IL 61801

March 3, 2021

To: University Senate

Re: Charles H. Sandage Department of Advertising curriculum revision proposal

This letter is offered in support of the Department of Advertising's proposal to change the required hours in its major – a change that potentially affects the elective course hours Advertising majors take in other departments in the College of Media, including Journalism.

While it is possible that the proposed change will reduce the number of elective hours Advertising students take in Journalism courses, proposed changes in Journalism are likely to mitigate any negative impact. Specifically, the Journalism department offers courses in the Public Relations minor administered by the Advertising department and plans to expand those offerings. The bulk of credit hours Advertising students take in Journalism is related to this minor, so the additional offerings are likely to cancel out (potential) losses elsewhere. Journalism also is lifting current restrictions on Journalism majors minoring in Public Relations, which also will result in additional credit hours.

Please do not hesitate to reach out with any questions.

Sincerely,

A handwritten signature in black ink that reads 'Stephanie Craft'.

Stephanie Craft  
Professor and Head



**COLLEGE OF MEDIA**

Department of Media & Cinema Studies  
119 Gregory Hall, MC-462  
810 S. Wright St.  
Urbana, IL 61801

March 4, 2021

To: Faculty Senate

Dear Members of the Faculty Senate:

I'm aware that the Department of Advertising is revising its advertising major requirement from 24 to 36 hours within the major. I believe that the Advertising faculty's curricular revisions serve the best interests of their majors, and, by extension, those of the College of Media.

Sincerely,

A handwritten signature in black ink, appearing to read 'CL Cole'.

CL Cole  
Professor and Head, MACS