

UNIVERSITY OF ILLINOIS  
AT URBANA - CHAMPAIGN

EP.11.01

Office of the Provost and Vice Chancellor  
for Academic Affairs

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



RECEIVED

AUG 18 2010

OFFICE OF THE SENATE

August 16, 2010

Abbas Aminmansour, Chair  
Senate Committee on Educational Policy  
Office of the Senate  
228 English Building, MC-461

Dear Professor Aminmansour:

Enclosed is a copy of a proposal from the Graduate College and College of Media to revise the M.S. in Advertising.

This proposal has been approved by the College of Media Curriculum Committee and the Graduate College Executive Committee. It now requires Senate review.

Sincerely,

A handwritten signature in cursive script that reads "Kristi A. Kuntz".

Kristi A. Kuntz  
Assistant Provost

KAK/njh

Enclosures

c: J. Keller  
J. Slater

UNIVERSITY OF ILLINOIS  
AT URBANA - CHAMPAIGN

RECEIVED  
MAY 17 2010  
OFFICE of the PROVOST



Graduate College  
204 Coble Hall, MC-322  
801 South Wright Street  
Champaign, IL 61820-6210  
[www.grad.illinois.edu](http://www.grad.illinois.edu)

May 4, 2010

Kristi Kuntz  
Assistant Provost  
Office of the Provost  
207 Swanlund, MC-304

Dear Kristi:

Enclosed is the proposal entitled "Proposed Revisions to the Master of Science Degree in the Department of Advertising, College of Media." The Graduate College Executive Committee did vote unanimously to approve it.

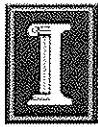
I send it to you now for further review.

Sincerely,

Janet Dixon Keller  
Associate Dean, Graduate College

Enclosure

cc: Walt Harrington  
Jan S. Slater



ILLINOIS

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## Proposal to the Senate Educational Policy Committee

**PROPOSAL TITLE:** Proposed Revisions to the Master of Science Degree in the Department of Advertising, College of Media

**SPONSOR:** Jan S. Slater, Ph.D. Professor and Department Head, Department of Advertising, 333-1602, [slaterj@illinois.edu](mailto:slaterj@illinois.edu)

**COLLEGE CONTACT:** Walt Harrington, Interim Dean, College of Media, 333-2350, [wharring@illinois.edu](mailto:wharring@illinois.edu)

### BRIEF DESCRIPTION:

Revise required courses for a Master of Science Degree in Advertising and add a project/thesis requirement. In addition to current requirements (ADV 550: Foundations of Advertising, ADV 582: Qualitative Research in Advertising and one session of ADV 587: Advertising Graduate Seminar), four new requirements would replace the current requirement "at least two of ADV 583, 584 and 585." The additions are ADV 580: Advertising Theory, ADV 581: Quantitative Research Methods in Advertising, ADV 588: Graduate Seminar II (this replaces the second session of ADV 587), and ADV 598: Professional Project. Or ADV 599 Thesis. Similar to current requirements, electives are required, at least one elective within the Department or College and at least one elective from outside the College.

**JUSTIFICATION:** When the Master of Science Degree in Advertising was established at Illinois in 1947, it was the first such degree in the country. At the time, it was expected that a M.S. in Advertising would serve a dual purpose: prepare for a professional career or prepare for an advanced degree. In the fall semester of '08, the faculty undertook an extensive review of the current curriculum. This review included program evaluations of our peer institutions, focus groups and one-on-one interviews with current students and recent graduates, a review of job placements of our graduates, an alumni survey, and several meetings with advertising professionals. The information from these sources was analyzed and reviewed by all faculty and to that end, they agreed that in order to better serve the varied interests of our Master's students, more theory was necessary, exposure to both quantitative and qualitative research methods was a must, the addition of a professional project or thesis is critical.

For those students wishing to enter the advertising profession, three basic changes needed to occur: 1) a stronger foundation in the theories and methodologies of the business (the

addition of ADV 581: Quantitative Research in Advertising and ADV 580: Advertising Theory); 2) the experience of developing a research proposal in which the students select a problem related to their area of interest and identify appropriate methods and design a solution in the project (the addition of ADV 588: Graduate Seminar II wherein proposals would be developed; and 3) addition of a professional project or thesis (ADV 599) that would provide tangible evidence of the applications of theory and research to solving an advertising business problem (the addition of ADV 598). These courses will enhance the educational opportunities for the students who wish to pursue advertising careers.

Many of our students consider pursuing a Ph.D. and request to write a thesis as preparation for the advanced degree. Faculty have observed that with today's requirements for admission to the most desirable Ph.D.-granting institutions, a higher level of preparation is needed than in the past. Students often lacked the theoretical grounding and research methodologies to execute a quality study. Thus, the additions of ADV 580: Advertising Theory, ADV 581: Quantitative Research in Advertising, ADV 588: Graduate Seminar II (proposal writing) would provide the additional knowledge necessary to complete a comprehensive thesis of high quality. If a thesis proposal was approved by the department, the student would enroll in ADV 599: Thesis Research instead of ADV 598: Professional Project. See Appendix A for curriculum requirements and changes.

All new courses have been developed and approved, except for ADV 598: Professional Project (which is currently in process) and ADV 599: Thesis Research is in process for a course revision.

Students admitted fall 2010 would enroll under the current curriculum. Due to the change of hours (4 to 3) for ADV 550: Foundations of Advertising and ADV 582: Qualitative Methods and ADV 587: Graduate Seminar (2 hours to 3), students will need to take one additional three hour advertising course. We will be offering Global Advertising, Multicultural Advertising, Digital Advertising and the Psychology of Advertising next year, so there will be plenty of options. We anticipate the majority of fall 2010 admits will complete the degree by May 2011. However, those students that require an extra semester(s) will be grandfathered and will be able to select courses from the new curriculum to complete their requirements.

Advising will remain paramount in that every graduate student receives individual advising and is guided towards completing the degree on time.

#### **BUDGETARY AND STAFF IMPLICATIONS:**

- a. Additional staff and dollars needed: No additional staff is required. Because we do have a small faculty, the revision includes a professional project requirement that will be taught as a class and departmental approval is required for the thesis option, both of which will prevent heavy advising loads for faculty.
- b. Internal reallocations: NONE
- c. Effect on course enrollment in other units and explanations of discussions with representatives of those departments: There should be no effect on courses in other departments as our students are already taking electives in other departments.
- d. Impact on the University Library: NONE – A letter from the library is forthcoming
- e. Impact on computer use, laboratory use, equipment, etc. NONE

**DESIRED EFFECTIVE DATE:** Fall 2011.

**STATEMENT FOR PROGRAMS OF STUDY CATALOG:** The Master of Science degree in Advertising is designed to prepare leaders in the industry or for an advanced degree in advertising education. The preparatory nature of the curriculum provides the theoretical foundations, methodological tools, and practical applications to prepare students for an advertising career or for an advanced degree program. The Department of Advertising at the University of Illinois is the oldest such program in the country. We are grounded in the principles of our founder and “father of advertising education” Charles H. Sandage, that students must understand the *theory* of advertising as well as the *practice*. His goal was to enable students to become leaders and problem solvers. We honor that vision by creating a comprehensive, cohesive curriculum that provides foundational courses but also allows for flexibility of interest through electives within and outside the college.

Students are required to complete 36 hours towards the degree, including a professional project or thesis requirement. Full-time status requires 12 hours per semester, making it possible to complete the degree in three semesters. Admission is only granted for fall semester.

**APPENDIX A**

Current Curriculum	Proposed Curriculum
ADV 550 - Foundations of Advertising (4 hours) ADV 582 - Research Methods in Adv and Comm (4 hours) ADV 587 - Graduate Seminar (2 hours) must be repeated for 4 hours	ADV 550 - Foundations of Advertising (3 hours)
At least two of ADV 583 - Advertising in Communication (4 hours) ADV 584 - Advertising Consumer Behavior (4 hours) ADV 585 - Adv Plan and Decision Making (4 hours)	ADV 580 - Advertising Theory (3 hours) ADV 581 - Quantitative Research Methods (3 hours) ADV 582 - Qualitative Research Methods (3 hours)
!2 - 16 hours of electives	ADV 587 -Graduate Seminar I (3 hours)
<b>TOTAL: 36 hours</b>	ADV 588 - Graduate Seminar II (3 hours) 12 hours of electives (at least 1 from College/Dept and 1 outside ADV 598 -Professional Project ( 6 hours) OR ADV 599 - Thesis Research (6 hours )
<b>TOTAL: 36 hours</b>	<b>TOTAL: 36 hours</b>

**CLEARANCES:** (Clearances should include signatures and dates of approval) - - These signatures must appear on a separate sheet. If multiple departments or colleges, add lines.)

Signatures:

Jean Slater  
Unit Representative:

4-2-10  
Date:

Quinn SA  
College Representative:

4-8-10  
Date:

P. W. Kelly  
Graduate College Representative:

5/4/10  
Date:

\_\_\_\_\_  
Provost Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Educational Policy Committee Representative:

\_\_\_\_\_  
Date:

## **Appendix A:**

### **(Notes on Budgetary and Staff Implications)**

*(Replace following material with your appendix, if any.)*

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*In the past, many of the proposals for revised curricula and programs submitted to the Senate Educational Policy Committee have carried the claim, "Budgetary and Staff Implications: None." Yet some of these proposals have called for increases in required courses or hours of faculty-supervised experience; some have projected that more students would enroll in the program when the proposed change was put into effect; some programs even increased the total number of hours or courses required for a degree. Presumably, the words "Budgetary and Staff Implications: None" meant that the unit proposing the change was not requesting new dollars or faculty lines to implement the change. However, it is difficult to see how there can be increases in the number of required courses or students served without entailing budgeting implications. If new dollars are not allocated to meet these increases, the increases may be covered by offering current classes less frequently, by increasing class size, or by increasing faculty workloads.*

*The Committee is concerned that in many cases the faculty of a unit may agree to accept increased class size or larger workloads because they perceive that changes requiring additional dollars will be difficult or impossible to achieve. While such a decision may indeed be defensible, a pattern of such decisions represents an erosion in faculty compensation and may, if class size is increased, lead to an erosion in educational quality. Less frequent scheduling of present courses may also have broad educational policy implications.*

*When courses outside the sponsoring unit are required, the units offering those courses may say routinely that yes, they can accommodate the additional students, when in fact the sections presently offered may already be full or even be overenrolled. If this is the case, the new or revised program obviously has budgetary implications for the campus even if the sponsoring department requests no additional funds. EPC requires written concurrence from the executive officer of any unit offering courses outside the unit sponsoring the proposal. Finally, new or revised programs may well require additional library acquisitions, allocations of computer time, access to laboratories, or other support services, all of which have budgetary implications.*

*Providing information about internal reallocations, the effect of the change on enrollments in other departments, and the impact in auxiliary units will help the Educational Policy Committee make better decisions and help the college and campus incorporate the budgetary implications of new and revised programs in a more timely and deliberative manner.*

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

University Library  
Office of University Librarian  
and Dean of Libraries  
230 Main Library, MC-522  
1408 West Gregory Drive  
Urbana, IL 61801



March 26, 2010

Dr. Jan Slater  
Department of Advertising  
810 South Wright Street  
MC-462

Dear Dr. Slater:

Thank you for giving the University Library the opportunity to review your proposal to revise the Master of Science Degree in the Department of Advertising, College of Media. Based upon the proposal we reviewed and the input received from members of the Library's faculty, it is our understanding that this degree will build largely upon existing course offerings. While this helps mitigate the need for most additional resources, the new courses included in your proposal do touch on the weaker elements within our collections—namely the availability of qualitative research tools in communications.

To get a better feel for the actual demands of the discipline, we reviewed our own holdings, looked at the holdings of several other institutions, and discussed the issue with several of our librarians. In general, we believe that our resources to support the College of Media are quite good. The weakness really develops in the intersection of communications and the business resources that help serve the quantitative needs that we are discussing. There have been funds identified to provide for access to Mediamark Research & Intelligence. However, repeated efforts to license the resource have met with failure due to the restrictive nature of the State's procurement system.

The challenges that we face are, however, largely related to the University's procurement system. I believe that we should be able to resolve them in time for the fall 2010 effective date identified in your proposal.

Sincerely,

A handwritten signature in cursive script that reads "Paula Kaufman".

Paula Kaufman  
Juanita J. and Robert E. Simpson  
Dean of Libraries and University Librarian

c: Thomas Teper  
Lisa Romero  
Becky Smith