

PROPOSAL SUMMARY AND ROUTING FORM

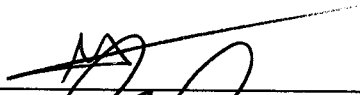


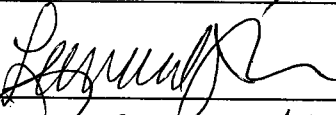
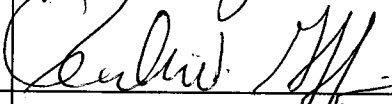

Proposal Title: ADVG 312 and 486 - Prerequisite Changes

Initiating Unit or Individual: Marketing Department/Advertising Program

Contact Person's Name: Tom Mehl/Kay Anderson e-mail: andersok@ferris.edu phone: x2426

Date or Semester of Proposal Implementation: Fall 2007

- Group I - A – New degree/major or major, or redirection of a current offering
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head		11/22/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee		12/5/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean		1/9/07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee		1/11/07	<input checked="" type="checkbox"/> Support 9-0 <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate		1/17/07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of concerns.

To be completed by Academic Affairs		
President (Date Approved)	Board of Trustees (Date Approved)	President's Council (Date Approved)

REC'D JAN 18 2007

1. Proposal Summary

In recent years, the essential nature of computers and software in graphic design has required extensive updates to ADVG 312, which used to be a largely non-computer class. Depending on the semester, the teacher, and the student's background, students have provided feedback that ADVG 312 and GRDE 118 have covered similar ground, and/or that it was difficult to succeed in one without the other. ADVG and GRDE faculty have met in the recent past to clarify expectations for what each of these classes covers. There also seems to be agreement among ADVG and GRDE faculty that a specific progression from one class to another will make it easier for both students and faculty to achieve appropriate outcomes. Thus, this proposal calls for GRDE 118 to be put in place as a prerequisite for ADVG 312.

ADVG 486 is a high-level class that teaches advertising majors the skills needed to function as an account executive or advertising MANAGER. It is a challenging class that requires students to synthesize their learning in a number of earlier ADVG/MKTG classes. It is best taken in the student's last fall at FSU before graduation. The class is writing-intensive and also requires students to be able to present mature thoughts orally, and to respectfully debate with their classmates. In the past, I believe the class had both ADVG 222 and MKTG 321 as prerequisites, but its current write-up has just ADVG 222 as a prerequisite. As a result, all sorts of students, who have very little chance of succeeding, have tried to sign up for the class. These would include sophomores and just-turned-juniors who are advertising majors, marketing majors who are looking for an elective, and people from all over campus who think this class sounds "interesting." Like Advertising Campaigns, this class should be reserved for advertising majors and for a few very motivated, highly qualified others who are admitted with the instructor's expressed permission. We need a new prerequisite statement that avoids student disappointment and misunderstanding.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
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b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
ADVG	312	Advertising Layout and Production
ADVG	486	Advertising Management

d. Addition of existing FSU courses to program

Prefix	Number	Title
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e. Removal of existing FSU courses from program

Prefix	Number	Title
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*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:

1. If this course is a prerequisite for other university courses, Form Fs for those courses must also be submitted.
2. If either prefix or number are being changed, use 'Delete Course' and 'New Course' forms rather than this form.

List the changes to be made: Prerequisite change only

Term Effective: Semester Fall Year 2007 See instructions.

II. CURRENT: Include information that is in the current course database.

Course Prefix ADVG Number 312 Enter Contact Hours per week in boxes.
 LECture 2 LAB 2 INDEpendent Study – Check (x)
 Practicum: Seminar:

Full Course Title: Advertising Layout and Production

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes in the course. Leave all other spaces blank.

Course Prefix Number Enter Contact Hours per week in boxes.
 LECture LAB INDEpendent Study – Check (x)
 Practicum: Seminar:

Full Course Title:

Abbreviated Course Title:

(Abbreviate only if necessary. Use Arabic numerals. Limit to 26 characters and spaces.)

Semester(s) Offered: (See instructions for listing.) Max. Section Enrollment :

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

Type: Variable Fixed Maximum Credit Hours Minimum Credit Hours

Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

May Be Repeated for Added Credit: Check (x) Yes No

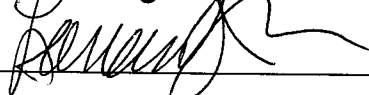

Levels: Check (x) Undergraduate Graduate Professional

CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Prerequisites: (if no prerequisites, write "None") Limited to 60 spaces. ADVG 222 and GRDE 118.

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

 1/11/07  1/11

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Received: _____ Date Completed: _____ Entered: SIS [125 ____, 1D4 ____]

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:

- 3. If this course is a prerequisite for other university courses, Form Fs for those courses must also be submitted.
- 4. If either prefix or number are being changed, use 'Delete Course' and 'New Course' forms rather than this form.

List the changes to be made: Course prerequisite changes

Term Effective: Semester Fall Year 2007 See instructions.

II. CURRENT: Include information that is in the current course database.

Course Prefix ADVG Number 486 Enter Contact Hours per week in boxes.
 LECture 3 LAB 0 INDEpendent Study – Check (x)
 Practicum: Seminar:

Full Course Title: Advertising Management

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes in the course. Leave all other spaces blank.

Course Prefix Number Enter Contact Hours per week in boxes.
 LECture LAB INDEpendent Study – Check (x)
 Practicum: Seminar:

Full Course Title:

Abbreviated Course Title:

(Abbreviate only if necessary. Use Arabic numerals. Limit to 26 characters and spaces.)

Semester(s) Offered: (See instructions for listing.) Max. Section Enrollment:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

Type: Variable Fixed Maximum Credit Hours Minimum Credit Hours .

Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

May Be Repeated for Added Credit: Check (x) Yes No

Levels: Check (x) Undergraduate Graduate Professional

CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Prerequisites: (if no prerequisites, write "None") Limited to 60 spaces. Advertising majors with senior status, or instructor permission.

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

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To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Received: _____ Date Completed: _____ Entered: SIS [125 ____, 1D4 ____]