

## PROPOSAL SUMMARY AND ROUTING FORM

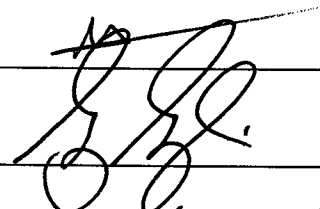
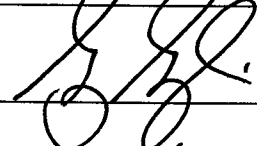

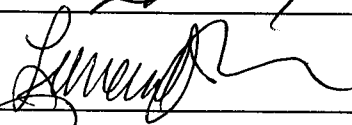
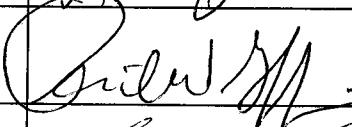

**Proposal Title:** Minor Clean-up – Advertising Certificate

**Initiating Unit or Individual:** Marketing Department/Advertising Program

**Contact Person's Name:** Tom Mehl/Kay Anderson e-mail: andersok@ferris.edu phone: 2426

**Date or Semester of Proposal Implementation:** W2007

- 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 type="checkbox"/> 3 Support <input type="checkbox"/> 0 Support with Concerns <input type="checkbox"/> 0 Not Support
Department Faculty			<input type="checkbox"/> 18 Support <input type="checkbox"/> 0 Support with Concerns <input type="checkbox"/> 0 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"/> 8 Support <input type="checkbox"/> 0 Support with Concerns <input type="checkbox"/> 0 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.

<b>To be completed by Academic Affairs</b>		
President (Date Approved) _____	Board of Trustees (Date Approved) _____	President's Council (Date Approved) _____

REC'D JAN 18 2007

## 1. Proposal Summary

Years ago, the advertising certificate was set up with five courses instead of the traditional COB four-class, 12-credit certificate format. What's more, the fifth class, Advertising Campaigns, has a media prerequisite that effectively lengthens the certificate to 18 credits. To make the advertising certificate more competitive with other available certificates while still providing students with a good overview of the field, this new four-course sequence is proposed. GRDE 118 will be part of the certificate instead of ADVG 312 because ADVG 312 will soon have GRDE 118 as a prerequisite. The omission of ADVG 312 is acceptable because one of the certificate classes, ADVG 324, will adequately supplement students' basic learning about layout and graphic design. Advertising Campaigns is suggested for elimination for two reasons. First, its elimination effectively shaves six credits off the certificate since the second media course will no longer be necessary as a campaigns prerequisite. Second, its elimination ensures that students from outside the advertising curriculum will not be invited to take one of the "plum" higher level classes without matriculating as an advertising major, and without other appropriate lead-up classes taken by advertising majors.

## 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
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### d. Addition of existing FSU courses to program

Prefix	Number	Title
GRDE	118	Desktop Publishing

### s. Removal of existing FSU courses from program

Prefix	Number	Title
ADVG	488	Advertising Campaigns
ADVG	312	Advertising Layout and Production

\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

**PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)**

**Ferris State University – College of Business  
MARKETING DEPARTMENT  
ADVERTISING CERTIFICATE – 15 Credits**

**NAME:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
ADVG	222	Principles of Advertising – (None)	3		
ADVG	312	Advertising Layout and Production – (ADVG 222)	3		
ADVG	324	Advertising Copy – (ADVG 222, ENGL 250)	3		
ADVG	334	Fundamentals of Media – (ADVG 222)	3		
ADVG	488	Advertising Campaigns – (ADVG 312, 324, and 376)	3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

**PROCEDURE:**

1. To pursue a certificate, the student, in consultation with the certificate advisor, Tom Mehl, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Tom Mehl** at (231) 591-2414, BUS 124C or the **Marketing Department** at (231) 591-2426, BUS 212

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion of the Advertising certificate.**

Student: \_\_\_\_\_

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

Advertising Advisor: \_\_\_\_\_

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

Marketing Dept. Head: \_\_\_\_\_

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

**Ferris State University – College of Business  
MARKETING DEPARTMENT**

**ADVERTISING CERTIFICATE – 12 Credits**

**NAME:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
ADVG	222	Principles of Advertising – (None)	3		
ADVG	324	Advertising Copy – (ADVG 222, ENGL 250)	3		
ADVG	334	Fundamentals of Media – (ADVG 222)	3		
GRDE	118	Desktop Publishing – (None)	3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

**PROCEDURE:**

1. To pursue a certificate, the student, in consultation with the certificate advisor, Tom Mehl, completes the checksheet and signature section of this form.
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of the Advertising certificate.**

Student: \_\_\_\_\_

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

Advertising  
Advisor: \_\_\_\_\_

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

Marketing Dept. Head: \_\_\_\_\_

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

EFFECTIVE: Fall Semester 2007

**PROPOSED CHECKSHEET**