



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE:

Revise the Advertising Concentration requirements for the degree of Bachelor of Science in Agricultural Communications in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.

SPONSOR:

Lulu Rodriguez, Associate Professor and Director, Agricultural Communications Program, (217) 300-1045, lulurod@illinois.edu

COLLEGE CONTACT:

Jacqueline Hitchon, Professor and Head, Department of Advertising, (217) 333-1602, hitchon@illinois.edu

Julian Parrott, Associate Dean for Student Services and Academic Affairs, College of Media, (217) 244-4329, jparrott@illinois.edu

Laurie Kramer, Associate Dean of Academic Programs, College of ACES, (217) 333-3380, lfkramer@illinois.edu

BRIEF DESCRIPTION:

Currently the Advertising concentration allows students to take several advertising courses of their own choosing. We seek instead to require students to complete four foundation courses and select three advertising electives from a list of key courses.

Changes to the current Journalism concentrations are addressed in a separate, related proposal.

See Appendix A.

JUSTIFICATION:

Agricultural Communications students who choose to concentrate in Advertising need to have a strong foundation in the discipline, similar to Advertising majors. The original concentration allows students to choose advertising classes based on their availability, a

practice that creates gaps in the students' knowledge base. We propose the following to be the core courses for the Advertising concentration: ADV 150 (Intro to Advertising – 3 hours), ADV 281 (Research Methods – 3 hours), ADV 283 (Content, Contact, Connection – 3 hours), and ADV 284 (Consumer Insights – 3 hours). Students will also choose three electives from a list of four courses, for 9 hours. Therefore, the new concentration will total 21 hours, which constitutes no change from the current concentration.

The required coursework and limited electives ensure that students acquire what is considered essential knowledge in the discipline and practice of Advertising. These changes also reflect approved changes to the Bachelor of Science in Advertising curriculum offered through the College of Media.

The Agricultural Communications Program Committee, which oversees the Agricultural Communications curriculum and program of study, has reviewed and approved these proposed changes. This Committee includes the department of heads of Journalism and Advertising.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

- a. How does the unit intend to financially support this proposal?

These changes will not create additional financial need. The proposed courses are already offered as part of the Advertising major and have capacity to accommodate AGCM students. By specifying the required courses, we are able to project and plan for enrollment.

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

This change will not increase overall enrollment. The proposed courses are already being offered and have the capacity to serve AGCM students. No other unit is impacted by these proposed changes.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

No. We do not anticipate this proposal to increase the number of students in the AGCM major, currently about 45.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

We do not seek additional funding from either college for this proposal and do not expect to do so in the future.

2) Resource Implications

- a. Please address the impact on faculty resources, including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

The proposed changes in the AGCM – Advertising concentration will not change the number of faculty, class size, teaching loads, student-faculty ratios, or other faculty resources.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

This change will not impact other units because all proposed courses are offered and administered by only one Department, Advertising. We do not anticipate an increase in enrollment.

- c. Please address the impact on the University Library.

Please see the attached letter of support from the University Library confirming that the Communications and ACES Libraries see no appreciable impact on their capacities to meet student demand. .

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

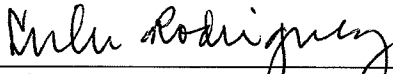
AGCM students in the proposed courses are not expected to have an impact on technology and space requirements. We have capacity for current students and do not anticipate an overall increase in enrollments as a result of this proposal.

DESIRED EFFECTIVE DATE: Fall 2015

STATEMENT FOR PROGRAMS OF STUDY CATALOG: See Appendix A

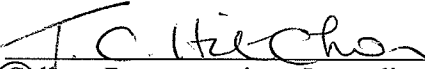
CLEARANCES: *College of Media*

Signatures:



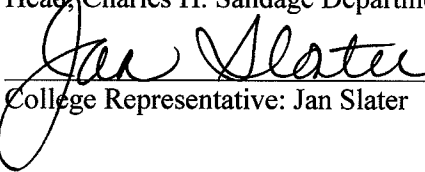
Unit Representative: Lulu Rodriguez
Agricultural Communications Program

9 March 2015
Date:



College Representative: Jacqueline Hitchon
Head, Charles H. Sandage Department of Advertising

03.09.15.
Date:



College Representative: Jan Slater

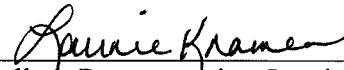
3-12-15
Date:

CLEARANCES: *College of ACES*

Signatures:



Unit Representative: Lulu Rodriguez
Agricultural Communications Program



College Representative: Laurie Kramer

9 March 2015

Date:

3-11-15

Date:

**Appendix A:
(Proposed Curriculum Revisions)**

Current		Proposed	
<u>Media Concentration</u> Students must choose one of three concentrations: Advertising, Broadcast Journalism, or News Editorial Journalism	21	<u>Advertising Concentration</u> Required Courses: ADV 150 – Intro to Advertising, 3 hrs ADV 281 – Research Methods, 3 hrs ADV 283 – Content, Contact, Connection, 3 hrs ADV 284 – Consumer Insights, 3 hrs Choose 3 of the following: ADV 390 – Content Creation, 3 hrs ADV 409 – Media Entrepreneurship, 3 hrs ADV 460 – Innovation in Advertising, 3 hrs ADV 483 – Audience Analysis, 3 hrs	21

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

University Library

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



March 10, 2015

Lulu Rodriguez
Associate Professor and Director, Agricultural Communications Program
Professor and Director of Graduate Studies
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M/C 182

Dear Dr. Rodriguez:

Thank you for providing the University Library with the opportunity to review the proposed changes to the Agricultural Communications Program. The packet forwarded to the Library included three proposals. This letter covers the Library's response to the three proposals:

- Revise courses specified for the General Education requirements for the undergraduate major in Agricultural Communications, Colleges of Media and Agricultural, Consumer and Environmental Sciences.
- Create a Journalism Concentration and terminate the News Editorial and Broadcast Journalism Concentrations in the Department of Journalism for the undergraduate major in Agricultural Communications in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.
- Revise the Advertising Concentration requirements for the Agricultural Communications major in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.

Based upon the proposals submitted to the Library on March 3, 2015, we do not believe that there will be any substantive impact on existing library offerings. Feedback from the subject specialists located in our Communications and ACES Libraries indicated great appreciation for seeing the proposals but confirmed that there would be no appreciable impact.

If additional services or materials are required as the program evolves, I have every confidence that we will be able to work together to meet the needs of the students.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Wilkin', written over a circular stamp or mark.

John Wilkin
Juanita J. and Robert E. Simpson
Dean of Libraries and University Librarian

c: Robert Allen
Lisa Romero
Thomas Teper