

# 1PKS5420MSU: STRATEGIC BRAND COMMUNICATION, MS – ONLINE

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## Completed Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1646 Committee Chair (lchaid2@illinois.edu; keclark@illinois.edu)
3. Registrar (fms-catalog@illinois.edu)

## Approval Path

1. Mon, 06 Jan 2020 19:52:32 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Fri, 17 Jan 2020 16:22:28 GMT  
Katie Clark (keclark): Approved for 1646 Committee Chair
3. Thu, 30 Jan 2020 22:08:32 GMT  
Deb Forgacs (dforgacs): Approved for Registrar

## History

1. Jan 30, 2020 by Mary Lowry (lowry)

Date Submitted: Wed, 26 Feb 2020 23:53:02 GMT

## Viewing: 1PKS5420MSU : Strategic Brand Communication, MS – Online

Changes proposed by: Mary Lowry

## 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***

Change in ownership of program.

### EP Control Number

EP.20.166

### Official Program Name

Strategic Brand Communication, MS – Online

**Effective Catalog Term**

Fall 2020

**Sponsor College**

College of Media

**Sponsor Department**

Advertising

**Sponsor Name**

Mike Yao

**Sponsor Email**

mzyao@illinois.edu

**College Contact**

Katie Clark

**College Contact Email**

keclark@illinois.edu

**Program Description and Justification****Justification for proposal change:**

Sandage Department of Advertising and Gies College of Business have both gained from the successful launching of the MS SBC program. Looking to the future, Sandage believes that it is in their best interest to take full ownership of the program. See below for letter of support from Gies.

**Corresponding Degree**

MS Master of Science

**Is this program interdisciplinary?**

No

**Academic Level**

Graduate

**CIP Code**

521401 - Marketing/Marketing Management, General.

**Is This a Teacher Certification Program?**

No

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

No

## **Admission Requirements**

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

No

## **Enrollment**

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

There is no change anticipated in enrollment numbers. Going forward, Sandage will clarify to students that the degree is no longer being jointly issued by both colleges. However, during the two-year transition period, if Sandage wishes to market SBC as a Sandage program in collaboration with Gies, it is legitimate to do so as long as a similar number of Gies faculty are still involved.

**Estimated Annual Number of Degrees Awarded**

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

Fall

## **Delivery Method**

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

No

**This program is available:**

Online Only

**Describe the use of this delivery method:**

The courses are all already being taught in an online-only format. This is an intentional choice to allow working professionals from across the country to earn their MS in Strategic Brand Communication without interrupting their career trajectory.

## **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 program coordinator has historically been housed in Gies but is currently transitioning to Sandage. The academic director of the program is a faculty member in Sandage so no changes will need to be made.

## **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**

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.**

To support the transition, at the request of Sandage, for the next two years Gies faculty will continue teaching SBC classes as they have been doing. If a teaching need opens up in a class that has been taught by a Gies faculty member during this two year period (e.g., due to a shift in SBC needs, due to a faculty transition of some kind, or for any other reason) and Sandage wishes to identify another Gies faculty member to participate, Gies and Sandage will work together to identify a person who meets the program's needs. After two years, Sandage can still make requests of Gies faculty to teach in the program if they wish but should do so by directly contacting faculty, as at that point it will be a matter of individual faculty choice, subject to typical college approvals of all off-load teaching.

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.**

No additional library resources will be required.

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 this new program/proposed change result in the replacement of another program?**

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?**

In the current financial model, all costs and income are split evenly between Gies and Sandage (within the College of Media). This proposal would keep all costs and income with Sandage Department of Advertising and the College of Media.

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

No

**Attach letters of support**

Gies Support - SBC to Media.pdf

**Will an existing tuition rate be used or continue to be used for this program?**

Yes

**Is this program requesting self-supporting status?**

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).

SBC program learning objectives:

Critical Thinking and Problem Solving: Students will apply theory-based and real-world knowledge of consumer behavior and research methods to identify key audiences, shape branding strategy, and evaluate campaign effectiveness.

Disciplinary Competence: Students will demonstrate a basic understanding of key functional areas of strategic brand communications, including cultural relevance and strategy development in a diverse and global context.

Leadership and Teamwork: Students will demonstrate effective management of teams and projects, integrating different functional areas to position and promote brands.

Communication Skills: Students will develop persuasive and creative brand messages across communication channels and platforms.

The SBC program has mapped how each of the courses in the curriculum relates to the above learning objectives. The program administrators will continue to regularly review the courses to ensure these learning objectives are being met. Prior to a new cohort starting the program, administrators will make any necessary changes to courses and/or curriculum based on student success in courses as well as feedback from students, faculty and staff within the program.

**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.**

**Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chosed-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

Code	Title	Hours
<b>Core Courses</b>		
SBC 500	Strategic Brand Communication Essentials	2
SBC 501	Strategic Branding: Global Perspectives	2
SBC 502	Essentials of Business Management	3
SBC 503	Consumer Insights I	3

SBC 504	Managing Projects & Teams	3
SBC 505	Consumer Insights II	3
SBC 506	Measurement and Evaluation	3
SBC 507	Promotional Strategy	3
SBC 508	Messaging Strategy	3
SBC 509	Strategic Media Management	3
SBC 511	Strategic Analytics & Data Visual	2
<b>Project</b>		
SBC 512	Professional SBC Capstone Project	2
Total Hours		32

Code	Title	Hours
<b>Other Requirements</b>		
Minimum 500-level Hours Required Overall		32
Minimum GPA		2.75

## EP Documentation

## DMI Documentation

### Banner/Codebook Name

MS: Strat Brand Comm Onl -UIUC

### Program Code:

1PKS5420MSU

### Major Code

5420

### Program Reviewer Comments

Deb Forgacs (dforgacs) (Mon, 17 Feb 2020 19:44:45 GMT):Rollback: requested.

Key: 445

February 14, 2020

Tracy Sulkin  
Dean  
College of Media

Dear Dean Sulkin,

I am writing in support of the proposal to transfer the Master's in Strategic Brand Communication program fully to the College of Media and its Sandage Department of Advertising.

Sandage and Gies have both gained from the successful launching of the MS SBC program. Our experience working together to run the program has been positive. Now, as a result of learning about the program, having a better understanding of its future, and wanting to align with the changes our colleges have undergone since launching the program, we believe this change in program governance is most likely to enable the program's continued success.

Specifically, having one group own the program so it can be run efficiently is of obvious benefit. The coordination costs are likely to outweigh the benefits of collaborating and sharing program revenues. In reviewing how to localize it, we believe the positive spillovers of the program appear to be more heavily within Sandage than Gies. More Sandage than Gies faculty are already involved in the program. Sandage faculty appear to be more invested in the distance learning model proving to be successful for this program than are Gies faculty. Consequently, it seems best for the program to shift fully to Sandage.

Gies wishes to support the transition. At the request of Sandage, for the next two years Gies faculty will continue teaching SBC classes as they have been doing. If a teaching need opens up in a class that has been taught by a Gies faculty member during this two year period (e.g., due to a shift in SBC needs, due to a faculty transition of some kind, or for any other reason) and Sandage wishes to identify another Gies faculty member to participate, Gies and Sandage will work together to identify a person who meets the program's needs. After two years, Sandage can still make requests of Gies faculty to teach in the program if they wish, but should do so by directly contacting faculty, as at that point it will be a matter of individual faculty choice, subject to typical college approvals of all off-load teaching.

A further part of the relationship has been marketing the SBC program as a joint effort by Sandage and Gies. Moving forward, Sandage will need to take care to be clear that the degree will no longer be jointly issued by both colleges. That said, during this two-year



transition period, if Sandage wishes to market SBC as a “Sandage program in collaboration with Gies,” it is legitimate to do so as long as a similar number of Gies faculty are still be involved.

Gies has reviewed the program and this proposal to change the program’s governance. The two college committees responsible for providing faculty oversight, the Graduate Program Advisory Committee and the College Educational Policy Committee, discussed this change and unanimously supported it.

We are happy to have worked together to launch this program. We think the program has a bright future ahead of it and that the relationship between our colleges will continue to grow and develop over time.

Sincerely,



Jeffrey R. Brown  
Josef and Margot Lakonishok Endowed Professor and Dean  
Gies College of Business

Cc: Mike Yao, Jeff Loewenstein