

New Proposal

Date Submitted: 08/02/23 8:47 am

Viewing: : **Advertising Minor**

Last edit: 10/19/23 3:21 pm

Changes proposed by: Katie Clark

In Workflow

1. **U Program Review**
2. **1408 Committee Chair**
3. **1408 Head**
4. **KT Committee Chair**
5. **KT Dean**
6. **University Librarian**
7. **COTE Programs**
8. **Provost**
9. **Senate EPC**
10. Senate
11. U Senate Conf
12. Board of Trustees
13. IBHE
14. HLC
15. DMI

Approval Path

1. 08/02/23 11:00 am
Donna Butler (dbutler):
Approved for U Program Review
2. 08/02/23 11:03 am
Michelle Nelson (nelsonmr):
Approved for 1408 Committee Chair
3. 08/02/23 11:03 am
Michelle Nelson (nelsonmr):
Approved for 1408 Head
4. 09/22/23 4:19 pm
Jenny Oyallon Koloski (joyallon):

- Approved for KT
Committee Chair
- 5. 09/25/23 10:52
am
Katie Clark
(keclark):
Approved for KT
Dean
- 6. 10/02/23 11:05
am
Claire Stewart
(clairest):
Approved for
University
Librarian
- 7. 10/05/23 1:16 pm
Suzanne Lee
(suzannel):
Approved for
COTE Programs
- 8. 10/12/23 10:15
am
Brooke Newell
(bsnewell):
Approved for
Provost

Proposal Type

Proposal Type:
Minor (ex. European Union Studies)

Administration Details

Official Program Name	Advertising Minor
Diploma Title	Advertising Minor
Sponsor College	Media, College of
Sponsor Department	Advertising
Sponsor Name	Michelle Nelson
Sponsor Email	nelsonmr@illinois.edu
College Contact	Katie Clark
	keclark@illinois.edu

College Contact
Email

College Budget Officer Dinah Stillwell

College Budget Officer Email ddanielk@illinois.edu

List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders. Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.

Does this program have inter-departmental administration?
No

Proposal Title

Effective Catalog Term Spring 2024

Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberals Art and Sciences, include the Graduate College for Grad Programs)

Establish the Undergraduate Minor in Advertising in the College of Media

Does this proposal have any related proposals that will also be revised during the next 6 weeks? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently. Example: If you are revising the BS proposal and one related concentration within the next 6 weeks, "This BS proposal (key 567) is related to the Concentration A proposal (key 145)."

no

Program Justification

Provide a brief justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

The Advertising Minor is designed to provide undergraduate students with knowledge and experiences with advertising and brand communication. We offer foundational courses in advertising and then let students pick and choose courses that are of interest to them. Courses within the Advertising minor will help students develop understanding of the “big picture” of advertising as well as the role of advertising in society and then choose electives that fit within their career goals. Students who plan to pursue careers in brand /marketing communications across nonprofit agencies, governmental positions, tech companies or communication agencies will find that the Advertising minor serves as a valuable complement to the courses in their major. Students from other majors who wish to have a better understanding of the role advertising plays in organizations and who wish to sharpen skills in advertising, persuasion, strategy, and marketing communication will also benefit from the minor.

The minor requires a minimum of 18 credit hours (6 courses).

The minor list includes all special topics courses, but students must earn a minimum of 18 hours to complete the minor.

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

The proposed minor provides foundational courses in the Introduction to Advertising and the Advertising and Society course. Then, students are allowed to select four additional courses that complement their existing major. These courses may be drawn from a wide variety of elective courses in our department to provide a specialty in a certain area (e.g., social media, research). Thus, the proposed minor provides some depth through elective courses but is not as extensive as our Advertising Major.

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 outside of the sponsoring department impacted by the creation/revision of this program?

No

Program Regulation and Assessment

Plan to Assess and Improve Student Learning

Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.

List the program's student learning outcomes. Each outcome should identify what students are expected to know and/or be able to do upon completing this program.

The Advertising Minor will contribute to the student learning objectives of (1) Intellectual Reasoning and Knowledge by providing students with a breadth and depth of knowledge related to the overall field of advertising (foundation) and allowing them to select courses so they can specialize in a particular area of advertising; (2) Social Awareness and Cultural Understanding through understanding the role of advertising effects and effectiveness with target marketing and audiences. Students will gain a deeper understanding of how people (as audiences) may differ along characteristics, values, and lifestyles; and (3) Creative Inquiry and Discovery as students learn how to solve advertising problems with creativity and communication.

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

Successful completion of the minor will be used to signify achievement of these learning outcomes. Direct assessment will include course assessments such as the development and analysis of advertising. Indirect assessment will include alumni surveys and job placement, to be conducted every 5 years.

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

The learning objectives related to social and cultural understanding and creativity are at the core of advertising and understanding, with materials throughout the curriculum. Faculty will expect that students are able to demonstrate their knowledge and skills in these areas at a level that is adequate for their respective classes. We will assess learning outcomes for all classes in the curriculum on a regular basis (every 5 years) to ensure that assessment and student learning are being addressed with course improvements.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

We will assess learning outcomes for all classes in the curriculum on a regular basis (every 5 years) to ensure that assessment and student learning are being addressed with course improvements.

Program

Description and

Requirements

Attach Documents

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/PublicAdminRules2017.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.

An undergraduate minor should consist of at least 16 - and no more than 21 hours - of course work, with at least 6 hours of 300- or 400- level courses. Except for clearly remedial offerings, prerequisite courses within the sponsoring unit count towards the total; prerequisite courses outside the sponsoring unit do not count toward this total. The unit sponsoring the minor and that unit's college may set educationally necessary prerequisites for eligibility for the minor within these constraints. Does this proposal meet these criteria?

Yes

Attach Program of Study-related information such as sample sequences (for undergraduate programs) or college-level forms.

Catalog Page Text - Overview Tab

Description of program for the catalog page. This is not official content, it is used to help build the new catalog page for the program. Can be edited in the catalog by the college or department.

The Advertising Minor is designed to provide undergraduate students with knowledge and experiences with advertising and brand communication. We offer foundational courses in advertising and then let students pick and choose courses that are of interest to them. Courses within the Advertising minor will help students develop understanding of the "big picture" of advertising as well as the role of advertising in society and then choose electives that fit within their career goals.

The minor requires a minimum of 18 hours.

Students pursuing a major in Advertising or CS+Advertising are not eligible for a minor in Advertising.

Statement for Programs of Study Catalog

Course List

Code	Title	Hours
	Foundations of Advertising	6
ADV 150	Introduction to Advertising	3
ADV 393	Advertising and Society	3
	Exploring Advertising Topics	3
	Choose 1 course from the following list:	
ADV 175	Diversity in Advertising	3
ADV 200	Data Literacy	3
ADV 201	Social Media and Personal Branding	3
ADV 212	Advertising History	3
ADV 290	Special Topics in Advertising	1 to 3
	Advanced Advertising Topics	9
	Select at least 3 courses at the 300- or 400-level from the list below.	

Code	Title	Hours
ADV 301	Becoming an Influencer	3
ADV 305	Advertising Technology and the Digital World	3
ADV 311	Classic Campaigns	3
ADV 392	Advertising Immersion	0 to 6
ADV 396	Research Experience in Advertising	1 to 3
ADV 399	Advertising Study Abroad	1 to 5
ADV 400	Special Problems	0 to 3
ADV 409	Media Entrepreneurship	3
ADV 475	Multicultural Advertising	3
ADV 476	Global Advertising	3
ADV 478	Psychology of Advertising	3
ADV 480	Social Media Analytics	3
ADV 490	Advanced Special Topics in Advertising	1 to 3
ADV 491	Digital Content and Social Media Management	3
ADV 494	Persuasion Consumer Response	3
Total Minimum Hours Required		18

Program Features

Academic Level Undergraduate

Is this minor?

A Comprehensive study in a single discipline

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Other than certification via the students' degree audits, is there any additional planned mechanism to award/honor successful completion of the minor?

No

Delivery Method

This program is available:

On Campus - Students are required to be on campus, they may take some online courses.

Enrollment

Will the department limit enrollment to the minor?

No

Describe how the department will monitor the admission to/enrollment in the minor.
students can elect to enroll in the Advertising Minor by completing the Declaration Form /information. Enrollment of the minor will be administered through the College of Media.

Are there any prerequisites for the proposed minor?
No

Number of Students in Program (estimate)

Year One Estimate	20	5th Year Estimate (or when fully implemented)	75
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Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?
No

Additional Budget Information

There are no additional courses to be offered with this Minor. These are elective courses. There are no additional expenses anticipated for this Minor.

Attach File(s)

Financial Resources

How does the unit intend to financially support this proposal?
We have strategic funding if necessary to pursue this Advertising Minor. We do not anticipate any additional expenses as a result of this program.

Will the unit need to seek campus or other external resources?
No

Attach letters of support

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.

Library collections, resources and services are sufficient to support this minor.

EP Documentation

EP Control Number

EP.24.039

Attach [ep24039_email to and correspondence from](#)

Rollback/Approval Notices [sponsor_20231019.pdf](#)

This proposal requires HLC inquiry No

DMI Documentation

Attach Final Approval Notices

Banner/Codebook Name

Program Code:

Minor Code	Conc Code	Degree Code	Major Code
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Senate Approval Date

Senate Conference Approval Date

BOT Approval Date

IBHE Approval Date

HLC Approval Date

DOE Approval Date

Effective Date:

Attached Document Justification for this request

Program Reviewer Comments **Brooke Newell (bsnewell) (07/21/23 12:40 pm):** Rollback: Proposal title, program of study, library statement. Detailed email sent to Michelle and Katie.
Brooke Newell (bsnewell) (08/01/23 8:26 pm): Rollback: Program of Study table requested revisions. Email sent to Michelle and Katie.

From: [Lehman, Barbara J](#)
To: [Lehman, Barbara J](#)
Subject: FW: Advertising Minor
Date: Thursday, October 19, 2023 3:20:52 PM
Attachments: [image001.png](#)
[image002.png](#)

From: Miller, Nolan H
Sent: Thursday, October 19, 2023 11:35 AM
To: Clark, Katie <keclark@illinois.edu>; Nelson, Michelle Renee <nelsonmr@illinois.edu>
Cc: Newell, Brooke <bsnewell@illinois.edu>
Subject: RE: Advertising Minor

Thanks, Katie. I'll let you know if anything else comes up.

Nm

Barb – please attach this email exchange to the CIM-P record for Advertising Minor, key 1212.



NOLAN H MILLER

Daniel and Cynthia Mah Helle Professor in Finance | Department of Finance
Director, Center for Business and Public Policy
Chair, Senate Committee on Education Policy
Gies College of Business | University of Illinois at Urbana-Champaign
217.244.2847 | nmiller@illinois.edu | <http://www.business.illinois.edu/nmiller>

From: Clark, Katie <keclark@illinois.edu>
Sent: Tuesday, October 17, 2023 5:07 PM
To: Miller, Nolan H <nmiller@illinois.edu>; Nelson, Michelle Renee <nelsonmr@illinois.edu>
Cc: Newell, Brooke <bsnewell@illinois.edu>
Subject: RE: Advertising Minor

Hi Nolan,

This is all great news!

I connected with Michelle, so I'm responding to your questions on behalf of both of us.

1. We would like the degree requirements to be "at least 3 courses and 9 hours from the list."
We're okay with adding that into the table or in the notes above the table to clarify.
2. The idea with the Advertising minor is to offer students access to the discipline, but in a way that makes sense with their declared major and that works for the department. Over the past

few years, the department has increased and diversified the courses available to students. The minor students are still getting a foundation in the area of Advertising through the two required courses, but they are able to choose courses that will best complement their major. In that way, we are hoping the flexibility of the minor will allow it to be more beneficial to students than if we were to include strict/specific course requirements like we have in the major.

Let me know if you have other questions or if the committee needs more clarification.

All the best,
Katie

KATIE CLARK

Associate Dean for Student Services

College of Media
18 Gregory Hall
810 S. Wright St. | M/C 477
Urbana, IL 61801
217.244.4329 | keclark@illinois.edu
media.illinois.edu



Under the Illinois Freedom of Information Act any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.

From: Miller, Nolan H <nmiller@illinois.edu>
Sent: Tuesday, October 17, 2023 1:08 PM
To: Nelson, Michelle Renee <nelsonmr@illinois.edu>; Clark, Katie <keclark@illinois.edu>
Cc: Newell, Brooke <bsnewell@illinois.edu>
Subject: Advertising Minor

Dear Michelle and Katie,

I am handling the proposal to establish an Advertising Minor at the Senate Education Policy Committee. I have reviewed the proposal and it seems to be in good shape to me. I think we should be able to pass it along to the Senate for their next meeting.

I have received a couple of questions from subcommittee members that I was hoping you could clarify. I think these are mostly expositional in nature.

1. The Advanced Advertising Topics section of the degree requirements says 9 hours, but the text says “at least 3 courses”. Should this be interpreted as “and,” i.e., “at least 3 courses and 9 credit hours from the list”. Given that some of the courses have flexible hours, it is possible to get 9 hours of classes with only two courses. Once we get your reply we can think about whether the table language needs to be clarified.
2. One subcommittee member noted that the core coursework for the minor is completely different from the core coursework for the advertising major. This is somewhat unusual. Generally, the core coursework for the minor is a subset of the major. Could you give a little more background on this choice? Note: interpret this more as satisfying our curiosity. We are not in the business of telling people how to run their educational programs. If you think these are the right classes we respect your expertise.

Thanks,

Nolan



NOLAN H MILLER

Daniel and Cynthia Mah Helle Professor in Finance | Department of Finance

Director, Center for Business and Public Policy

Chair, Senate Committee on Education Policy

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