

Request for Undergraduate Addition, Deletion, or Change of a Minor

1. Prepare one paper copy and obtain signatures from the Department Chair/Head, Librarian, and College Dean. 2. Submit the form to your College Curriculum Committee. 3. After attaining the signature of the College Curriculum Chair, send the paper copy to Bernice Bullock in the Faculty Senate office. 4. Send an identical (sans signatures) ELECTRONIC COPY and all supporting documentation in PDF format by email to bullock@marshall.edu.

College: Journalism and Mass Comr Department/Division: Mass Communications

Contact Person: Janet Dooley Phone: 696-2734

ACTION REQUESTED:

Check action requested: <input checked="" type="radio"/> Addition <input type="radio"/> Deletion <input type="radio"/> Change
Name of Minor: <u>Advertising</u>
Within which Major is/will this minor be listed (please provide code as well): <u>Advertising JJ20</u>

RATIONALE:

The SOJMC has been receiving increased requests for an advertising minor from students in other academic units. Art, Psychology, English and Marketing majors in particular find advertising a practical complement to their fields of study. Bringing other majors into the classroom enriches the experience for advertising students who are exposed to viewpoints from other disciplines. The minor also reflects a real world trend toward greater integration of the disciplines.

CURRICULUM: (If addition or change, number of hours and courses; indicate if required or optional) May be submitted as separate document.

18 hours total JMC 221—Advertising and Continuity Writing JMC 245—Fundamentals of Advertising JMC 415—Advertising Strategy JMC 425—Advertising Campaigns	choose 2 courses (6 hours) from the following JMC 241—Graphics of Communication JMC 383—Advertising Layout and Design JMC 385—Advertising Media Planning JMC 408—Advertising Research JMC 445—Advertising and Modern Society
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NOTIFICATION REQUIREMENTS:

- Attach a copy of written notification regarding this curriculum request to the following:
1. **Statement of Non-Duplication:** If this minor will be similar in title or content to an existing minor at the university, please send a memo to the affected department and include it with this packet, as well as, the response received from the affected department.
 2. If your department/division requires additional faculty, equipment, or specialized materials, attach an estimation of money and time required to secure these items.
 3. Send a copy of this completed form to the Marshall University Catalog Editor.

SIGNATURES: (If disapproved at any level, do not sign. Return to previous signer.)

Department Chair/Division Head: _____	Date: _____
Librarian: _____	Date: _____
College Dean: _____	Date: _____
College Curriculum Chair: _____	Date: _____
University Curriculum Committee Chair: _____	Date: _____
Faculty Senate Chair: _____	Date: _____
VP Academic Affairs/VP Health Science _____	Date: _____

Request for Undergraduate Addition, Deletion or Change of a Minor

Journalism and Mass Communications

Advertising Minor

NOTIFICATION REQUIREMENTS:

1. No other department offers advertising courses, therefore duplication will not be an issue.
2. The division and the school should not require additional faculty, equipment or resources to support the proposed minor.