TO: The Academic Senate
FROM: Committee on Instruction and Curriculum (CIC)
SUBJECT: 16-17 CIC 72: Revision request for Minor in Advertising
PURPOSE: Information to the Academic Senate
ACTION REQUESTED: That the Senate accept the information that the revision request for the minor in Advertising has been approved by CIC.

BACKGROUND INFORMATION:
The Senate process for approving transformed degree programs for the semester calendar is defined by 14-15 CIC 36. The Committee discussed the minor in Advertising at its February 27, 2017 meeting, which was attended by Joanna Lee, Chair of the Department of Marketing. This program is considered interdisciplinary and BS Business Administration and/or BA Communication majors may take the minor, provided that they have enough units outside the courses counted for their major. This was approved by CIC unanimously with the acknowledgement that some non-substantive changes may occur in the Catalog copy.

The proposals may be viewed within Curriculog; the summaries are attached as a PDF document per ExCom’s request.
Advertising Minor (24 units)

4. Semester Conversion Request for Approval of New or Modified Minor

General Catalog Information

***READ BEFORE YOU BEGIN***

Use this form to request a new minor for the semester-system, or to directly convert, or transform, your existing quarter-system minor to a semester-system minor.

*Please turn on Help Text for this form by selecting the Show Help Text icon above this section of the form.*

Effective Term: Fall 2018  Effective Catalog: 2018-2019

Select Program unless otherwise instructed by APGS

Select PROGRAM*

- Program
- Shared Core

Action Requested*

- New Minor
- Revision of Minor (Direct Conversion)
- Revision of Minor (Transformation)

Department:*  Department of Marketing and Entrepreneurship

Full and exact title of Minor:*  Advertising Minor (24 units)

Has your program received transformation funding?*

- Yes
- No

If the program received transformation funding, please summarize the transformative change made:

The structure of the minor has been completely revised and streamlined within the guideline of the Senate-approved policy on minor requirements under semesters (15-16 CIC revised). As the interdisciplinary minor, offered by the
department of marketing and the department of communication, the program requires a total of 24 units with 12 from marketing and 12, communication. The revised program has incorporated new and transformed courses covering the important topics associated with the emerging digital technologies, and its relevance to advertising, the ways advertisers can integrate digital marketing tools (e.g., search engine marketing, social media, mobile media) into their advertising activities. The revised program can benefit students in a variety of academic disciplines, including graphic design, communications, marketing, business administration, psychology, and marketing research.

Please read before completing Minor Requirements Section

Instructions:

Start with the View Curriculum Courses icon directly beneath the Minor Requirements field. Select the Add Courses button to enter each individual course that will be used in your Minor. (Note: Include the Course Units in the Course Title (name) field for ease of review by campus committees).

Next select the View Curriculum Schema icon (to the left of the Curriculum Courses icon). Select Add Core to build the headers and requirements for your catalog page (i.e. add headers for Core Requirements, Electives, or subject areas.) Please include total units in core headers.

Preview your catalog chapter by selecting the Preview Curriculum icon.

The Advertising minor allows students to integrate an interdisciplinary set of advertising-related courses, which are offered by the department of Marketing and the department of Communication. It prepares students for a variety of careers in the fast-growing field of advertising. Typical job areas include advertising sales, graphic design, creative services, copywriting, media buying, account planning, digital marketing, and social media advertising. The minor program is designed to complement your primary field of study.

Note:

No more than 9 units used to fulfill other requirements (e.g., for general education, a major, concentrations, or other minors) can be
counted toward the requirements for the Advertising minor. Courses taken for CR/NC (credit/no credit) will not be counted toward the requirements for the Bachelor of Science in Business Administration (BSBA) program because courses for BSBA must be completed with a letter grade of "C-" or better ("C" or better for BUS 499).

**Required Courses (6 units)**

- BUS 325 Marketing Principles (3)
  - BUS 325 is a prerequisite for all MKTG courses listed in the Advertising minor.
- MKTG 426 Advertising and Promotion Management (3)

**Elective Courses (18 units)**

Select two courses (6 units) from the following list:
- MKTG 310 Marketing Research (3)
- MKTG 314 Consumer Behavior (3)
- MKTG 415 Corporate Communications (3)
- MKTG 427 Digital Marketing and Social Media (3)

Select three courses (12 units) from the following list:
- COMM 326 Social Media and Social Change Literacies (4)
- COMM 357 Principles of Advertising (4)
  - COMM 357 is a prerequisite for COMM 387 and COMM 453.
- COMM 387 Advertising Design and Production (4)
- COMM 420 Organizational Transformation & the Future of Work (4)
- COMM 453 Communication Campaigns (4)
  - COMM 453 requires COMM 357 and COMM 358 as its prerequisites. COMM 358 is not an elective course for the Advertising minor. Taking COMM 453 may lead to a total of more than 24 units to complete the Advertising minor.
<table>
<thead>
<tr>
<th>Total Units Required</th>
<th>24</th>
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### Additional Notes/Information

- Please indicate which (if any) Minors have been discontinued:
- Resource implications of the proposed revision, if any:

### Relationship of Revised Program to requirements for teaching credentials, accreditation, and/or licensing, if any:

### Consultation with other affected departments and programs:

- The following department(s) has (have) been consulted and raised no objections:
- The following department(s) has (have) been consulted and raised concerns:
**Catalog Item Types**

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Non-Degree</th>
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<tbody>
<tr>
<td>Program Type*</td>
<td>Minor</td>
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**APGS USE ONLY**
### Steps for Advertising Minor (24 units)

<table>
<thead>
<tr>
<th>Step</th>
<th>Participants</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>Originator</strong></td>
<td><a href="mailto:xinjian.lu@csueastbay.edu">Xinjian Lu</a> 7/25/2016 4:09 PM</td>
<td>Status: Approved</td>
</tr>
<tr>
<td><strong>Department Chair</strong></td>
<td><a href="mailto:joanna.lee@csueastbay.edu">Joanna Lee</a> 7/27/2016 1:38 PM</td>
<td>Required for Approval: 100% required&lt;br&gt;Date Completed: 7/25/2016 4:09 PM&lt;br&gt;Changes: No&lt;br&gt;Comments: No</td>
</tr>
<tr>
<td><strong>Dean's Office Review</strong></td>
<td><a href="mailto:xinjian.lu@csueastbay.edu">Xinjian Lu</a> 7/27/2016 2:31 PM</td>
<td>Required for Approval: 100% required&lt;br&gt;Date Completed: 7/27/2016 1:38 PM&lt;br&gt;Changes: No&lt;br&gt;Comments: No</td>
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<tr>
<td><strong>College Curriculum Committee Approval</strong></td>
<td></td>
<td>Status: Approved</td>
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### Participants

**College of Business and Economics Curriculum Committee**

**CBE Minor Programs**

- **Eric Fricke**  
  10/19/2016 5:14 PM

### Activity

- **Required for Approval:** 100% required
- **Date Completed:** 10/19/2016 5:14 PM
- **Changes:** No
- **Comments:** No
- **Agenda:** Yes
  
  * Agenda Administrator

### Dean's Office Approval

**Participants**

- **Jagdish Agrawal**  
  11/11/2016 1:01 PM

### Activity

- **Required for Approval:** 100% required
- **Date Completed:** 11/11/2016 1:01 PM
- **Changes:** No
- **Comments:** No

### APGS (Technical Review)

**Participants**

- **Sarah Aubert**  
  11/30/2016 4:06 PM

### Activity

- **Required for Approval:** 100% required
- **Date Completed:** 11/30/2016 4:06 PM
- **Changes:** No
- **Comments:** No

### APGS (Dean, Undergraduate Studies Review/AVP Review)

**Participants**

- **Maureen Scharberg**  
  12/15/2016 8:39 AM
- **Donna Wiley**  
  12/2/2016 1:42 PM

### Activity

- **Required for Approval:** 50% required
- **Date Completed:** 12/15/2016 8:39 AM
- **Changes:** No
- **Comments:** No
### Committee on Instruction and Curriculum

**Participants**
- **Academic Senate**
  - Sophie Rollins *
- **CIC**
  - [CIC Feb. 27](#)
  - Sophie Rollins *
  - Mitch Watnik *

**Activity**
- **Required for Approval:** 100% required
- **Time Spent:** 74 days
- **Changes:** No
- **Comments:** No
- **Agenda:** Yes

* Agenda Administrator

### Executive Committee

**Participants**
- **Academic Senate**
  - Sophie Rollins *
- **ExCom**
  - Mark Karplus *
  - Sophie Rollins *

**Step Details**
- **Required for Approval:** 100% required
- **Work:** comment
- **Agenda:** Yes

* Agenda Administrator

### Academic Senate

**Participants**
- **Academic Senate**
  - Sophie Rollins *

**Step Details**
- **Required for Approval:** 100% required
- **Work:** comment
- **Agenda:** Yes

* Agenda Administrator

### President's Office

**Status:** Incomplete
**Participants**

<table>
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<td>Sophie Rollins *</td>
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**Step Details**

Required for Approval:
100% required
Work: comment
Agenda: Yes

* Agenda Administrator

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**APGS (Final Review & Export)**

**Participants**

| Sarah Aubert |

**Step Details**

Required for Approval:
100% required
Work: *edit, comment*
Attachments for Advertising Minor (24 units)

This proposal does not have any attachments.
Comments for Advertising Minor (24 units)

There are no comments available for this proposal.

Crosslistings for Advertising Minor (24 units)

Advertising Minor (24 units) (parent proposal)
This proposal does not have any active crosslisted proposals.
## Decision Summary for Advertising Minor (24 units)

### Committee on Instruction and Curriculum

**Status:** Working

### Step Summary

This step requires 100% approval from all participants to move forward.

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<td>Sophie Rollins *</td>
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<td>**O Mitch Watnik ***</td>
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Users Approved: 0
Users Rejected: 0