

DOCUMENTS OF THE GENERAL FACULTY

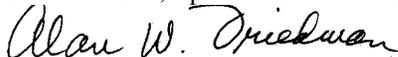
PROPOSED CHANGES TO THE ADVERTISING DEGREE PROGRAM IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020*

Dean Jay M. Bernhardt in the Moody College of Communication has filed with the Secretary of the Faculty Council the following proposal to change the Advertising degree program in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. On September 8, 2017, Stan Richards School Faculty; it was approved by the Moody College Administrative Committee on September 5, 2017; and by Dean Bernhardt on September 11, 2017. The Secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 16, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 23, 2018.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

PROPOSED CHANGES TO THE ADVERTISING DEGREE PROGRAM IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020*

TYPE OF CHANGE: Academic Change
 Degree Program Change (THECB form required)

PROPOSED CLASSIFICATION: Exclusive General Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED.

- | | |
|--|---|
| • Is this a new degree program? | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
| • Is this program being deleted? | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
| • Does the program offer courses that will be taught off campus? | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
| • Will courses in this program be delivered electronically? | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |

DR. DICKENS DETERMINED SACSCOC APPROVAL IS NOT REQUIRED

2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR EACH INDIVIDUAL CHANGE:

- A. Policies regarding minimum amount of upper division coursework, maximum amount of transfer credit counted toward the degree, and maximum amount of hours in a single field of study are Moody College-wide policies and have been moved to Academic Policies and Procedures.
- B. The item under Major Requirements regarding taking courses on the pass/fail basis has been moved to Academic Policies and Procedures.
- C. The paragraph under Special Requirements of the Major referring to earning a C in coursework has been moved to Academic Policies and Procedures with some minor changes indicated there.
- D. The already-existing policy that students must take six hours of coursework in Moody but outside of their major coursework has been moved from Major Requirements to Prescribed Work.
- E. The entire Special Requirements of the Major section has been moved to appear below the Major Requirements section to improve flow and clarity.
- F. Rules regarding which advertising courses must be taken in residence and the minimum grade a student must earn in 318J have been moved from Major Requirements to Special Requirements of the Major.
- G. The Moody College is revising its foreign language requirement to give students an option to complete this requirement with a mix of language and culture courses (in addition to the already existing option for intermediate proficiency) in order to broaden the concept of foreign language study to better meet the needs of students in our communication fields of study.
- H. Replacing the required course SDS 306 with our own in-house statistics course, ADV 309R (already added to the course inventory). Students have long complained that the SDS course was not applied enough to the careers they are pursuing. Our in-house course will be tailored to the specific needs of students in the Stan Richards School. The SDS 306 requirement is being struck from Prescribed Work. ADV 309R is being added under Major Requirements.
- I. Adding Marketing 320F as a required course. This change will only put into policy what has always been in practice since MKT 320F has long been a prerequisite for required advertising courses.
- J. To make room for the new statistics course, we are raising the minimum number of hours students must take in advertising from thirty-six to thirty-nine, and the maximum from forty-two to forty-five.
- K. The paragraph under Special Requirements of the Major referring to a 2.25/2.0 GPA is no longer a policy in the Moody College and has been struck.
- L. Because the Moody College is changing the number of internship hours that a student may count toward the degree, the Stan Richards School is adding two additional policies under Special Requirements of the Major that will ensure that students continue to use their advertising electives to take classroom courses.
- M. Made text edits in introductory paragraph to provide more clarity.
- N. Made text edits in Core Curriculum paragraph for clarity.

- O. Updated the paragraph regarding the Communication and Culture requirement for clarity and to more accurately reflect our current practices.
- P. Removing the suggestions regarding what courses in business students should take in number 6 under Prescribed Work. This should be handled in advising, not the in catalog.
- Q. The elective sequences (e.g., Programs and Areas of Study) are being struck since they are not listed on a student's degree plan or diploma and are, therefore, not appropriate for the catalog. They are now briefly referenced under The Consent Procedure.
- R. The current rule that students may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations is being added to the Advertising section under Special Requirements of the Major. It is also listed on the "Degrees and Programs" page.
- S. The paragraph regarding The Consent Procedure has been edited for clarity.
- T. We have removed references to "department" as we are now the "Stan Richards School of Advertising and Public Relations."
- U. Order and Choice of Work has been updated for accuracy.
- V. In Order and Choice of Work, we have removed the rules stating that first-year students may not take two beginning foreign language courses in the same semester and they may not take more than eight semester hours in one department. These polices are obsolete.
- W. The text has been edited for typos, unclear wording, and inaccuracies.

3. THIS PROPOSAL INVOLVES: (Please check all that apply)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Courses in other colleges | <input type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input checked="" type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input checked="" type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

4. SCOPE OF PROPOSED CHANGE:

- a. Does this proposal impact other colleges/schools? Yes No
If yes, then how would you do so?
- We are no longer requiring SDS 306, which will lead to a reduction of students in that class.
 - Allowing culture courses to count toward foreign language requirement.
- b. Do you anticipate a net change in the number of students in your college? Yes No
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No
If yes, please indicate the number of students and/or class seats involved.
We are no longer requiring SDS 306, which will lead to a reduction of students in that class

If 4 a, b, c, or d was answered with yes, please answer the following questions:

If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

1. How many students do you expect to be impacted? *Removing SDS 306 requirement: 250 each semester (including both Adv and PR majors)*

Impacted schools must be contacted and their response(s) included:

Person communicated with: Michael Daniels, Chair, Department of Statistics & Data Science

- Date of communication: July 7, 2017
Response: No objection
2. How many students do you expect to be impacted? *Adding Marketing 320F requirement: None* (all ADV and PR students have already been taking this course.)
Impacted schools must be contacted and their response(s) included:
Person communicated with: David Platt, Associate Dean for Undergraduate Programs in the McCombs School of Business
Date of communication: August 28, 2017
Response: No objection
3. How many students do you expect to be impacted? *Allowing culture courses to count toward foreign language requirement.* Minimal change expected. Students may take fewer language courses in College of Liberal Arts (COLA), but they may pick those up in COLA's culture courses
Impacted schools must be contacted and their response(s) included:
Person communicated with: Richard Flores
Date of communication: August 29, 2017
Response: "we could absorb your students in our culture courses. That will not be a problem."
- e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain: No
If yes, Undergraduate Studies must be informed of the proposed changes and their response included:
Person communicated with:
Date of communication:
Response:
- f. Will this proposal change the number of hours required for degree completion? No
Note: THECB Semester Credit Hour Change Form required, download from URL: <http://www.thecb.state.tx.us/reports/DocFetch.cfm?DocID=2419&format=doc>
If yes, explain:

5. COLLEGE/SCHOOL APPROVAL PROCESS

Department approval date:	September 8, 2017	Stan Richards School Faculty
College approval date:	September 5, 2017	Moody College Administrative Committee.
Dean approval date:	September 11, 2017	Jay Bernhardt, Dean

PROPOSED NEW CATALOG TEXT:

BACHELOR OF SCIENCE IN ADVERTISING

To be awarded the degree of Bachelor of Science in Advertising, the candidate must complete 120 semester hours of coursework and must fulfill the University's General Requirements for graduation, ~~[and] the Core Curriculum requirements, the college graduation requirements [given in Special Requirements of the College], [and] the requirements and policies listed [given] in Academic Policies and Procedures, and the requirements given in [Special Requirements of the Major,] Prescribed Work, [and] Major Requirements [below], and Special Requirements of the Major, below.~~

Core Curriculum

All students must complete the University's Core Curriculum, ~~[,as well as the requirements for the Bachelor of Science in Advertising listed below under Prescribed Work.]~~ In some cases, a course required for the [BSADV] Bachelor of Science in Advertising may also be counted toward the core curriculum, ~~[; these courses are identified below.]~~

Prescribed Work

1. Three semester hours in English or rhetoric and writing in addition to the courses required by the core curriculum.

2. Three courses with a writing flag; one course with a quantitative reasoning flag; one course with a global cultures flag; one course with a cultural diversity in the United States flag; one course with an ethics and leadership flag; and one course with an independent inquiry flag. The same course cannot be used to satisfy the global cultures and cultural diversity flags even if the course carries both flags. Courses that fulfill flag requirements are identified in the Course Schedule. They may also be used to fulfill other degree requirements.
 3. Three semester hours of coursework in the Moody College of Communication dealing with the study of communication issues concerning at least one minority or ~~non-dominant~~ non-dominant group within the United States. Courses that fulfill this requirement may also be used to fulfill other degree requirements. A ~~partial list of these communication and culture courses is given in the Communication and Culture Requirement section under the Moody College of Communication's Degrees and Programs section; a~~ complete list is available ~~in~~ on the college's Student Advising ~~Office~~ website before registration for each semester and summer session. ~~The courses are also identified in the Course Schedule.~~
 4. ~~Students must demonstrate intermediate proficiency in a single foreign language.~~ Students must satisfy a foreign language and culture requirement in one of the following ways: (a) Demonstrating intermediate proficiency in a single foreign language; (b) Taking two consecutive courses in one language and one approved culture course in a culture that is relevant to the language. A list of approved culture and language courses and combinations will be posted on the Student Advising website before registration for each semester and summer session. [Courses taken to meet this requirement may not be taken on a pass/fail basis. Credit may be earned by examination for any part of the foreign language requirement.] An extensive foreign language testing program is available at the University. Students with knowledge of a language are encouraged to take appropriate tests both to earn as much credit as possible and to be placed at the proper level for further study. Students should consult with an academic adviser for information on testing.
 5. ~~[Statistics and Data Sciences 306, completed in residence. This course also meets the core curriculum mathematics requirement.]~~ At least six semester hours of coursework must be taken in the Moody College of Communication but outside the Stan Richards School of Advertising & Public Relations.
 6. ~~[12] Twelve~~ Twelve ~~[semester]~~ hours of coursework in ~~[the McCombs School of B]~~ business, including Marketing 320F (Marketing 337 for students pursuing an additional major in business). ~~[preferably three hours in marketing, three hours in accounting, three hours in either legal environment of business or finance, and three hours in management.]~~ At least six of the twelve ~~[12]~~ hours must be ~~in~~ upper-division ~~[coursework. Marketing 338 may not be used to fulfill this requirement].~~
 7. ~~[At least 36 semester hours of upper-division coursework.]~~ At least thirty-nine, but no more than forty-five semester hours of advertising, as described in Major Requirements, below.
- ~~[8- No more than 12 semester hours of transfer credit in advertising may be counted toward the degree.]~~
~~[9-] 8.~~ Enough additional coursework to make a total of 120 semester hours. [No more than 42 hours in advertising and no more than 36 hours in any other single field may be counted toward the degree.]

[Special Requirements of the Major]

~~[To enroll in upper-division advertising courses, a student must have completed Advertising 318J in residence with a grade of at least B, and must have a University grade point average of at least 2.25 and a grade point average in courses in the Moody College of Communication of at least 2.00. Students who do not fulfill these requirements will be dropped from upper-division advertising courses, normally before the twelfth class day. The grade point average requirement is waived for the transfer student during the first semester of coursework, while he or she is establishing a University grade point average. Students may enroll in Advertising 318J no more than twice.]~~

~~[In addition, advertising majors must have a grade of at least C in each course taken in the Moody College of Communication that is counted toward the degree and a grade of at least C in each course counted toward the major requirements; if the course is offered on the pass/fail basis only, the student must have the symbol CR. Advertising majors must take Advertising 370J and 373 or 373H in residence.]~~

[Areas of Study]

~~[Students majoring in advertising specialize in one of four programs: Texas Advertising Management, Texas Creative, Texas Media, or Texas Sports and Entertainment. Admission to the Texas Creative and Texas Media~~

programs is by an application process; students who are not interested in or accepted into either of these programs will complete either the Texas Advertising Management or the Texas Sports and Entertainment program. All advertising majors must complete the requirements of their specialization, as well as the requirements listed in the preceding paragraph.]

[Texas Advertising Management Program]

[This program is designed for students interested in a variety of professional careers, including account planning and advertising management positions in a wide range of advertising, sales promotion, direct response, promotional products, and related agencies. Students planning to work for advertisers, such as manufacturing or service companies, rather than for agencies, may also meet their goals through the Texas Advertising Management program. The program focuses on an integrated approach in which communication problems are addressed with a variety of tools, including advertising, public relations, sales promotion, and direct response. Students must complete:]

- [1. Advertising 378 (Topic 20: Account Planning)]
- [2. Three hours chosen from:]
 - [a. Advertising 378 (Topic 4: Direct Marketing)]
 - [b. Advertising 378 (Topic 11: Leadership and Ethics)]
 - [c. Advertising 378 (Topic 17: Integrated Communication for Nonprofit Organizations)]
 - [d. Advertising 378 (Topic 19: Online Consumer Research)]
- [3. Three hours chosen from:]
 - [e. Advertising 377M (Topic 1: Advanced Media Research)]
 - [f. Advertising 377M (Topic 2: Advanced Studies in Media Sales)]
 - [g. Advertising 377M (Topic 3: Digital Metrics)]
 - [h. Advertising 377M (Topic 4: Nontraditional New Media Concepts)]
 - [i. Advertising 377M (Topic 8: Digital Insights)]
 - [j. Advertising 377M (Topic 9: Media Investments)]
 - [k. Advertising 377M (Topic 10: Media Showcase)]

[Texas Creative Program]

[This program is designed to mold talented students into skilled advertising copywriters and art directors. To achieve that goal, it focuses on the creative and strategic thinking required to make the highest quality advertising messages. The program consists of Advertising 343K, Portfolio I; Advertising 468K, Portfolio II; and Advertising 468L, Portfolio III. In these three courses, students are expected to learn conceptual and critical thinking skills, computer design and page layout skills, and copywriting. The sequence also helps students develop the portfolio of creative work that is required of those seeking jobs in advertising.]

[Students who complete Advertising 325 with a grade of at least B may apply for admission to the Texas Creative program. Applications are generally distributed during the last week of class, and decisions are posted the following week. Students who are accepted into the program may enroll in Advertising 343K the following semester; those who are not accepted may apply again the following semester, but students may apply only twice. Student work is reviewed each semester, and advancement through the program is contingent upon the quality of portfolio development.]

[Texas Media Program]

[This program is designed to help students develop the characteristics that define success in advertising media planning, buying, sales, new media development, and metrics. Because advertising media is a broad and quickly evolving industry, the program offers a variety of courses, allowing students to focus their training and allowing the program itself to adapt to industry developments.]

[Students who complete Advertising 345J with a grade of at least B may apply for admission to the Texas Media program. Applications are distributed during the last week of classes. Admission decisions are made at the end of the semester and students admitted to the program are notified by a Secure Academic Note prior to

the next add/drop registration period. Those who are not admitted may apply again the following semester, but students may apply only twice.]

[All Texas Media students must complete Advertising 377 (Topic 1: Advanced Media Strategies), 377 (Topic 3: Digital Media), and 377M (Topic 7: Media Negotiation). In addition, Texas Media students may choose to take at least one additional media upper-division course, which can be counted as an advertising elective. Advertising 377 or 377M may be taken concurrently if all prerequisites are met. Most students complete the program in two semesters.]

[Texas Sports and Entertainment Program]

[This program is designed to give students the knowledge to develop decisions in sports communication. The program complements the student's education by developing their proficiency and knowledge in this area of specialization. Students must complete Advertising 305S, 348S, and at least one other 378S topic.]

[The Consent Procedure]

[Part of the prerequisite for some advertising courses is consent of the instructor received prior to registering. To be able to register for such a course, a student must first ask for and receive the instructor's consent. The student may be invited to an interview with the instructor or may be asked to provide supporting materials, such as an application or an essay. The student is responsible for knowing the deadline to apply. Consent forms are available from the student's adviser and in the Department of Advertising.]

Major Requirements

- [1.] At least [36] thirty-nine, but no more than [42] forty-five semester hours of advertising, of which at least [24] twenty-four hours must be upper-division. The following courses are required: Advertising 309R, 318J, 325, 344K, 345J, 350 or 468L, 370J, 353, [and 373, and twelve additional hours of advertising, nine of which must be upper-division. [The student must complete Advertising 318J, 370J, and 373 or 373H in residence; 318J must be completed with a grade of at least B.]
- [2.] At least six semester hours of coursework must be taken in the Moody College of Communication but outside the department.
- [3.] No Moody College of Communication course to be counted toward the degree and no course to be counted toward major requirement 1 above may be taken on the pass/fail basis, unless the course is offered only on that basis.]

[In addition, the following coursework is required to complete the following programs:]

[Texas Advertising Management: Advertising 378 (Topic 20); 378 (Topic 4, 11, 17, or 19); and 377M (Topic 1, 2, 3, 4, 8, 9, or 10)]

[Texas Creative: Advertising 343K, 468K, and 468L (note: Advertising 468L is part of the 24 required advertising hours for Creative students).]

[Texas Media: Advertising 377 (Topics 1 and 3), and 377M (Topic 7).]

[Texas Sports and Entertainment: Advertising 305S, 348S, and any 378S topic.]

[1. At least 30 but no more than 36 semester hours of communication studies. At least 15 hours must be in upper-division coursework. Each student must complete one of the following tracks:

[a. Corporate Communications

[i. Communication Studies 306M, 313M, and 332K.

[ii. Six semester hours chosen from the following courses: Communication Studies 310K, 316L, 320, 335, 336D, 337, 338, 339L, 341, 346, 350M, 353S, 370K, and 372T.

[iii. 15 additional semester hours of communication studies.

[b. Human Relations

~~[i. Communication Studies 306M and 332K~~

~~[ii. Nine semester hours chosen from the following courses: Communication Studies 314L, 315M, 330, 334K, 344K, 354, 355K, 357, 358, 370K, and 371K~~

~~[iii. 15 additional semester hours of communication studies.~~

~~[e. Political Communication~~

~~[i. Communication Studies 306M, 317C, and 332K~~

~~[ii. Nine semester hours chosen from the following courses: Communication Studies 320, 331K, 332, 333, 340K, 342C, 342K, 345, and 370K.~~

~~[iii. 12 additional semester hours of communication studies.~~

~~[2. At least six semester hours of coursework must be taken in the Moody College of Communication but outside communication studies.]~~

~~[3. No Moody College of Communication course to be counted toward the degree may be taken on the pass/fail basis, unless the course is offered only on that basis.]~~

Special Requirements of the Major

To enroll in upper-division courses in the Stan Richards School, a student must have completed Advertising 318J with a grade of at least *B*. Students may enroll in Advertising 318J no more than twice.

Students who wish to count more than four hours of internship credit toward their degree must obtain approval from the Stan Richards School in advance if these additional hours will cause the student to exceed the maximum of forty-five hours that a student may take in the Stan Richards School.

Any internship hours beyond four may not be counted toward the thirty-nine required hours in the Stan Richards School.

A student may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations.

Advertising majors must complete Advertising 309R, 318J, 370J and 373 or 373H in residence.

The Consent Procedure

Some courses in the Stan Richards School of Advertising and Public Relations require that consent of the instructor must be received prior to registering. To be able to register for such a course, a student must first ask for and receive the instructor's consent. The student may be invited to an interview with the instructor or may be asked to provide supporting materials, such as an application or an essay. The student is responsible for knowing the deadline to apply. Consent forms are available from the student's adviser and in the Stan Richards School of Advertising and Public Relations.

Some students may wish to apply to one of two competitive elective sequences; these are the *creative* or *media* sequences. These sequences require consent to enroll.

Order and Choice of Work

First Year

1. The student must take three courses from the following group each semester:
 - a. Rhetoric and Writing 306.
 - b. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, visual and performing arts, and science and technology requirements of the core curriculum.
 - c. Courses in a foreign language.
 - d. Courses that meet flag requirements.
2. Enough additional coursework to raise the student's course load to fifteen [15] or sixteen [16] hours each semester. Courses should be chosen with the guidance of a college adviser.

[First-year students may not take two beginning foreign language courses in the same semester. First-year students may not take more than eight semester hours in one department.]

Second Year

1. The student must take three courses from the following group each semester; four are recommended:
 - a. English 316L, 316M, 316N, or 316P, and any three-semester-hour course in English, creative writing, or rhetoric and writing.
 - b. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, visual and performing arts, and science and technology requirements of the core curriculum.
 - c. Courses in the foreign language, unless the language requirement has been fulfilled.
 - d. ~~[e]~~ Courses that meet flag requirements.
2. Advertising 318J.
3. ~~[Statistics and Data Sciences 306.]~~ Advertising 309R
4. Enough additional coursework, if needed, to raise the student's course load to fifteen [~~15~~] or sixteen [~~16~~] hours each semester. Basic courses in business, studio art, and computer sciences are especially recommended.

Third and Fourth Years

1. Any remaining courses in the core curriculum and the prescribed work.
2. The remaining courses listed as major requirements, including advertising electives.
3. Additional [~~U~~] upper-division electives chosen to support the major. Advertising majors normally emphasize economics, government, history, English, sociology, psychology, marketing, or management.