

Special Consideration Items

Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
♦ Proposal Checklist ♦

Requested by the Department or Unit of : Marketing

Program Type, Level, Designation, Title, Description, Hours

Program Type Certificate Program Degree Program
 Program Level Undergrad Certificate Grad Certificate Bachelor Master Doctoral
 Degree Designation (i.e., BS, BA, MA, MS, MAgr, Med, PhD, EdD, etc.) _____
 Title of proposed program: Certificate in Advertising
 Proposed CIP Code (if known): _____
 Brief program description (provide a catalog description for undergraduate and graduate certificates):

The Certificate in Advertising complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in advertising, media, public relations, or a related field. This certificate provides an educational curriculum that develops the skill sets of the whole person, a necessity for students planning to become leaders in a fast-paced and dynamic industry. The curriculum emphasizes principles of integrated marketing communications, campaign development, advertising research, planning, digital and social media, and campaign evaluation and also has a significant hands-on component. The internship provides opportunities for students to gain real-world experience in the various functions of advertising and teaches the importance of organizational communication, and critical thinking skills. In the Aggie Advertising Club, students refine professional skills through networking, leadership, and participation in regional and national advertising competitions.

Minimum program semester credit hours (SCH) Certificates - 12 hours* Bachelors - 120 hours Masters - 30 hours
 Proposed program hours: 12 _____ _____
 *12 hours minimum to appear on transcript

Off-Campus or Distance Delivery

% of Program a student can take off-campus or through Distance Education	<u>Program Start Date</u>	<u>SACS Approval**</u>	<u>When Provost needs to inform SACS</u>
<input type="checkbox"/> 25%	_____	Notification Only	-----
<input type="checkbox"/> 50%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 80%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 100%	_____	Approval Required	6 months before first day of program

**Notification letter arranged through the Assistant Provost and sent by TAMU President.

Program Delivery Mode

<input checked="" type="checkbox"/> On-campus	Location <u>Mays Business School</u>
<input type="checkbox"/> Broadcast / TTVN	_____
<input type="checkbox"/> Specific off-campus location***	_____
<input type="checkbox"/> Distance Education / Internet	In-State <input type="checkbox"/> Out-of-State <input type="checkbox"/> Start Date _____
<input type="checkbox"/> Out-of-Country	Will this program be offered with another institution? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, contact Assistant Provost for additional reporting requirements.

***Is this an approved SACS location? Yes No If no, a program prospectus must be sent to SACS.
 Approved locations as of September 2009: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, Dubai (EMBA)

Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
♦ Proposal Checklist ♦

Program Funding

Has program funding been finalized at the department or college level? Yes No
 If no, explain or attach budget: _____

Will new costs for the first five years of the program be under \$2 million? Yes No
 If new costs exceed \$2 million, coordinating board approval is required.

Submitted by (Contact Person):

Janet T. Parish	<u>iparish@mays.tamu.edu</u>
Name	Email
Assistant Department Head	979-845-1067
Title	Phone

Certification Statement

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

Use additional signature lines if program is between three or more departments or colleges.

Signature, Department Head or Interdisciplinary Program Chair	Date
P. Varadarajan	
<i>Typed or Printed Name</i>	

Signature, Department Head or Interdisciplinary Program Chair (if joint program)	Date
<i>Typed or Printed Name</i>	

Chair, College Review Committee	Date
---------------------------------	------

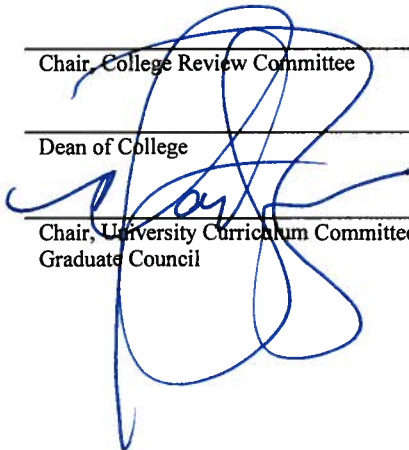
Chair, College Review Committee	Date
---------------------------------	------

Dean of College	Date
-----------------	------

Dean of College	Date
-----------------	------

Chair, University Curriculum Committee or Graduate Council	Date
---	------

Chair, University Curriculum Committee or Graduate Council	Date
---	------



5-15-12

Additional Approvals Required: Faculty Senate and President.

New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. Institution:

Texas A&M University – College Station

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

Certificate in Advertising

3. Proposed CIP Code:

4. Brief Program Description – Describe the program and the educational objectives:

Number of Semester Credit Hours Required: 12

The Certificate in Advertising complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in advertising, media, public relations, or a related field. This certificate provides an educational curriculum that develops the skill sets of the whole person, a necessity for students planning to become leaders in a fast-paced and dynamic industry. The curriculum emphasizes principles of integrated marketing communications, campaign development, advertising research, planning, digital and social media, and campaign evaluation and also has a significant hands-on component. The internship provides opportunities for students to gain real-world experience in the various functions of advertising and teaches the importance of organizational communication, and critical thinking skills. In the Aggie Advertising Club, students refine professional skills through networking, leadership, and participation in regional and national advertising competitions.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The Department of Marketing within Mays Business School

6. Proposed Implementation Date – Report the first semester and year that students would enter the program:

Fall 2012

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Janet T. Parish

Title: Assistant Department Head, Department of Marketing

E-mail: jparish@mays.tamu.edu

Phone: 979-845-1067

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.
- B. Student Demand – Provide short- and long-term evidence of demand for the program.
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. (*Include majors only and consider attrition and graduation.*)

YEAR	1	2	3	4	5
Headcount	20	40	60	80	100
FTSE	240	480	720	960	1200

II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses (choose 2): MKTG 345 MKTG 347 MKTG 489/445 MKTG 447	6
Prescribed Electives (choose 2): MKTG 335 MKTG 425 MKTG 438 MKTG 440 MKTG 442 MKTG 489/426 MGMT 440 MKTG 656 (Graduate students only)	6
Free Electives	
Other <i>(Specify, e.g., internships, clinical work)</i> Internship Participation in Student Organization	(if not included above)
TOTAL	12

The certificate is open to all majors in Mays Business School. Students will submit a declaration of intent form to the marketing department and their progress through program requirements will be monitored by the advising staff.

B. **Curriculum** – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

Prefix and Number	Required Courses (choose 2)	SCH
MKTG 345	Alternative Media, Public Relations, and Sales Promotions	3
MKTG 347	Advertising and Creative Marketing Communications	3
MKTG 489/445	Advertising Account Planning	3
MKTG 447	Advertising Procedures	3

Prefix and Number	Prescribed Elective Courses (choose 2)	SCH
MKTG 335	Personal Selling	3
MKTG 425	Retail Merchandising	3
MKTG 438	Strategic Internet Marketing	3
MKTG 440	Services Marketing	3
MKTG 442	Innovation and Product Management	3
MKTG 489/426	Advanced Retail Case Competition	3
MGMT 440	Creativity and Innovation in Business	3
MKTG 656	Marketing Communications Management (Graduate Students Only)	3

	TOTAL SCH	12
--	-----------	----

An internship in the advertising industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

- Apply academic knowledge in a supervised work environment
- Build contacts
- Develop professional competencies
- Increase understanding of career paths in marketing

Active participation in the associated student organization, Aggie Advertising Club, is required. Participation points are earned through various programs and are verified by the organization advisor. Financial aid is available by application through the Department of Marketing.

Students must complete 12 hours of coursework, six hours of required courses and six hours of prescribed elective courses, and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. *(Add and delete rows as needed.)*

All courses for the new certificate program are currently offered and taught by existing faculty in the Department of Marketing.

Fall 2011 faculty currently include:

24 Tenured/Tenure-track Faculty

- 10 Professors
- 3 Associate Professors
- 4 Assistant Professors
- 3 Clinical Associate Professors
- 1 Professor of Practice
- 1 Senior Lecturers
- 2 Lecturers

Note: 21 members of the total faculty have Ph.D. degrees

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	Ph.D. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Busch, Paul Professor of Marketing	Ph.D. in Marketing The Pennsylvania State University	MKTG 345 MKTG 347	80%
Troy, Lisa Clinical Associate Professor of Marketing	Ph.D. in Marketing Texas A&M University	MKTG 347 MKTG 489/445 MKTG 447	80%
Zimmer, Mary Clinical Associate Professor of Marketing	Ph.D. in Marketing The University of Texas at Austin	MKTG 347	20%

- D. Students – Describe general recruitment efforts and admission requirements. In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Students are recruited for the Certificate in Advertising in classes at the beginning of each semester; at Mays and TAMU open houses; at the Aggie Advertising Club meetings; one-on-one meetings with the student and sometimes with parents on campus. Some strategies to retain students in the program are to offer counseling by appointment and on request, and by involving all students in relevant advertising such as local and national professional and student conferences, guest lecturer visits, and field trips.

- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

The Texas A&M University Libraries, and its West Campus Library business facility, is well positioned to support a certification in Advertising. The Libraries hold over 3,000 titles in the library catalog relating to advertising. The Libraries have holdings of over 100 electronic and print periodicals that address various forms and aspects of both traditional and online advertising. Additionally, the West Campus Library provides access to 10 key marketing and advertising databases in the R.C. Barclay Reference and Retailing Resources Center, including the Advertising Red Books and AdSpender.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

Existing Wehner classrooms and administrative offices will be used to support this program.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Not Applicable for this Certificate

- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

Evaluations are done in the classroom based on assessment tools and out of the classroom by companies and supervisors for whom the students work during internships. Participation in the Aggie Advertising Club is evaluated based on points they earn for involvement in the organization's activities.

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

No additional costs will be incurred for this certificate program.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$0	Total Funding	\$0

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner
Approval – For a program to be approved by the Commissioner or
the Assistant Commissioner for Academic Affairs and Research, the Board of
Regents or designee must certify that the new program meets the eight criteria under
TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)

Date