MEMORANDUM

TO: Undergraduate Council
FROM: Lynne Mims, Academic Chair for Marketing, COB
Through Theodore Richardson, Dean COB
DATE: November 26, 2018
SUBJECT: Change of catalog title/description for EMK 3607

The College of Business is requesting approval to change the course title and catalog description for EMK 3607 Advertising Management.

Rationale

Current trends in the area of marketing communications have forced a shift in the approach to this discipline by marketing professionals. The integration of digital and social media components are now vital elements to success. Multiple types of outreach tactics are now a requirement to reach brand audiences. Advertising campaign management is one part of this. However, the discipline encompasses a much wider approach today and in order to prepare our students for a career in marketing, the content of this course should reflect that.

Existing Title and Description
EMK 3607: Advertising Management

Studies the advertising process and the available techniques to plan, implement, and monitor an advertising campaign. Focuses on the application of these techniques to a full-service advertising agency.

Proposed Title and Description
EMK 3607: Integrated Marketing Communication Management

Studies the development and execution of a marketing communication campaign. Includes coverage of a variety of available media channels, including both traditional and online sources. Emphasis is on the importance of utilizing a fully integrated approach in the formulation and management of a media marketing plan.
REQUEST TO CHANGE THE REQUIREMENTS FOR A COURSE

Any change, addition or removal of any restriction, or change in credit hours or availability for a course requires this form, accompanied by any supporting documentation, be completed and approved as indicated below.

COLLEGE Business

REQUEST IS FOR CHANGE IN COURSE E M K 3 6 0 7 Advertising Management

TO BE INCLUDED IN 20_19_ /20_20_ CATALOG
Course changes are effective beginning with the fall term in which they appear in the University Catalog.

IS REQUEST FOR A CHANGE IN THE NAME LISTED ABOVE? □ Yes ☐ No If yes, requested name Integrated Marketing Communication Management

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? ☐ Yes □ No If yes, current credits requested credits

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? ☐ Yes □ No If yes, please check all that apply:
☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite
☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite
☐ Add ☐ Remove ☐ Other Restrictions* ☐ Yes ☐ No If yes, please use box below:

*Other restrictions may include changing the grade mode (YES, SCR, A-CCE) doing a course already in the system, majors or class levels restricted from registration, or other restrictions.
Please enter the complete prerequisite/restriction list as it should appear if this change is approved.

☐ Yes ☐ No Is this request for the course to be used to measure program-level student learning outcomes?
☐ Yes ☐ No Is this request for the course to satisfy the scholarly inquiry requirement? If yes, attach "Q" materials for review.
☐ Yes ☐ No Will this change impact any existing programs? If yes, attach "Changing Graduation Requirements" form for each program that is impacted.

APPROVALS: Once appropriate department approvals are completed, submit to the Office of Graduate Programs, or Undergraduate Curriculum Committee Chair for placement on agenda.

1) ___________________________________________ Date 11/27/18
Originator

2) ___________________________________________ Date 11/27/18
Department Head/Program Chair

3) ___________________________________________ Date 11/29/18
Dean or Associate Dean

4) ___________________________________________ Date
Chair, Graduate Council

OR

Chair, Undergraduate Curriculum Committee

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RGR-254-1015
From: Christian Sonnenberg <csonnenb@fit.edu>
Date: Thursday, November 29, 2018 at 4:54 PM
To: Liz Fox <lfox@fit.edu>
Cc: Mark Archambault <marchamb@fit.edu>
Subject: Re: Request to change course title: EMK 3607

I'll revise the memo and send the full packet combined to reflect the changes.

From: Liz Fox
Sent: Thursday, November 29, 2018 3:23 PM
To: Christian Sonnenberg
Cc: Mark Archambault
Subject: Re: Request to change course title: EMK 3607

Thanks for sending. The description needs to be changed to:

Studies the development and execution of a marketing communication campaign. Covers a variety of available media channels including both traditional and online sources. Emphasizes the importance of using a fully integrated approach in the formulation and management of a media marketing plan.

We don't ever use the word utilize instead of just using use.