MEMORANDUM

TO: Undergraduate Council
FROM: Lynne Mims, Academic Chair for Marketing, COB
Through Theodore Richardson, Dean COB
DATE: October 9, 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 Advertising, Promotion & Marketing Communications

Studies the development and execution of the marketing communications process. 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 development of a communications plan.
Florida Institute of Technology
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

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Course Title</th>
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<tr>
<td>E M K</td>
<td>3 6 0 7</td>
<td>Advertising Management</td>
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TO BE INCLUDED IN 2019/2020 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 (See comments below)

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 Prefix Number

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite Prefix Number

☐ Add ☐ Remove ☐ Other Restrictions* ☐ Yes ☐ No If yes, please use box below:

*Other restrictions may include changing the grade mode (F, S, I, A-E, CEU), deactivating 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:

Proposed new name:
Integrated Advertising, Promotion & Marketing Communications

☐ 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) Originator: ___________________________ Date: 10/12/18

2) Department Chair/Program Chair: ___________________________ Date: 10/18/18

3) Dean or Associate Dean: ___________________________ Date: 10/19/18

4) Chair, Graduate Council: ___________________________ Date: ___________________________

Chair, Undergraduate Curriculum Committee: ___________________________ Date: ___________________________

CATALOG & CURRICULUM MANAGER’S USE ONLY

SCACRISE ___________ SCADETL ___________ SCAPREQ ___________

SCABASE ___________ SCARRES ___________ ACATALOG ___________ Operator Initials ___________ Date ___________

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RGR-254-1015