THE FACULTY SENATE

June 27, 2012

MEMORANDUM

TO: Dr. R. Bowen Loftin, President

FROM: John N. Stallone, Speaker

SUBJECT: Approval of Graduate Council Item (FS.30.004)

At its regular meeting on June 11, 2012, the Faculty Senate approved the following item from the Graduate Council. The Faculty Senate submits for your approval. Attached is a copy of the material sent to our Senators.

Graduate Council
Special Consideration
Graduate Council approved the Mays Business School: Proposed Certificate in Advertising.

Thank you for your time and consideration. Please inform me of your action on this matter.

Attachment

cc: Karan Watson
    Pamela Matthews
    Antonio Cepeda-Benito
    Sandra Williams
    Jerry Strawser

Approved:    Reviewed:

R. Bowen Loftin, President

7/3/12

Date
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, MAg, 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 Program Start Date SACS Approval** When Provost needs to inform SACS
☐ 25% — Notification Only 6 months before first day of program
☐ 50% — Approval Required 6 months before first day of program
☐ 80% — Approval Required 6 months before first day of program
☐ 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
✓ On-campus
☐ Broadcast / TTVN
☐ Specific off-campus location***
☐ Distance Education / Internet In-State □ Out-of-State □ Start Date □
☐ Out-of-Country Will this program be offered with another institution? Yes □ No ✓
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)
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
Name
Assistant Department Head
Department of Marketing
Title
jparish@mays.tamu.edu
Email
979-845-1067
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
P. Varadarajan
Typed or Printed Name

Date

Signature, Department Head or Interdisciplinary Program Chair (if joint program)
Typed or Printed Name

Date

Chair, College Review Committee
Date

Dean of College
Date

Chair, University Curriculum Committee or Graduate Council
Date

Dean of College
Date

Additional Approvals Required: Faculty Senate and President.
New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

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.

*Updated 06.07.2010*
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

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**Program Information**

I. **Need**

*Note: Complete IA and IB 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.*)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>20</td>
<td>40</td>
<td>60</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>FTSE</td>
<td>240</td>
<td>480</td>
<td>720</td>
<td>960</td>
<td>1200</td>
</tr>
</tbody>
</table>

*Updated 06.07.2010*
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.)

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

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.)*

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

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

**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

*Updated 06.07.2010*
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

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

*Updated 06.07.2010*
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.

<table>
<thead>
<tr>
<th>Five-Year Costs</th>
<th>Five-Year Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel(^1)</td>
<td>$0</td>
</tr>
<tr>
<td>Facilities and Equipment</td>
<td>$0</td>
</tr>
<tr>
<td>Library, Supplies, and Materials</td>
<td>$0</td>
</tr>
<tr>
<td>Other(^2)</td>
<td>$0</td>
</tr>
<tr>
<td>Total Costs</td>
<td>$0</td>
</tr>
</tbody>
</table>

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-kind 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

*Updated 06.07.2010*