

# Program Change Request

A deleted record cannot be edited

## Program Inactivation Proposal

Date Submitted: 05/04/17 2:09 pm

Viewing: **CERT-CU2 : Advertising Strategy - Certificate**

Last approved: 04/18/17 2:00 pm

Last edit: 05/04/17 2:09 pm

Changes proposed by: michellediaz

[Advertising Strategy - Certificate](#)

Catalog Pages Using  
this Program

Explain how affected parties (students, faculty, staff) will be informed of the impending closure.

**All majors will be notified by email of the impending change for the 2018-2019 catalog. For faculty and staff, notification will occur at departmental meetings and by email.**

Explain how students will be helped to complete their programs of study with minimal disruption or additional expense.

**The courses for the certificate are always offered, since they are regular major courses. The remaining students will easily be able to register for them in any given semester. The courses are part of faculty members' regular course loads. Current students in the certificate will be able to complete the remaining requirements without disruption. Future students will not be able to since it will not be offered in their respective catalog.**

Upload teach-out agreements with other institutions.

Explain how faculty and staff will be redeployed or helped to find new employment.

**Not applicable as faculty and staff will remain as they are currently employed and used, with the same effort.**

How many students are currently enrolled in the program? **17**

Projected graduation date for the last student(s) in the program? **05/2019**

Rationale for inactivation/deletion

**The department now offers transcriptable tracks that match our certificates, making the certificates redundant. The faculty would prefer to use other methods besides a certificate to encourage student engagement.**

Explain how affected parties (students,

### In Workflow

1. MKTG Department Head
2. Curricular Services Review
3. BA Committee Preparer UG
4. BA Committee Chair UG
5. BA College Dean UG
6. Provost
7. UCC Preparer
8. UCC Chair
9. Faculty Senate Preparer
10. Faculty Senate
11. Provost II
12. President
13. External Approval
14. Curricular Services

### Approval Path

1. 05/04/17 4:09 pm  
Janet Parish (jparish):  
Approved for MKTG  
Department Head
2. 05/19/17 8:43 am  
Angel Mario Carrizales  
(carr1214): Approved  
for Curricular Services  
Review
3. 05/19/17 10:03 am  
Michelle Diaz  
(michellediaz):  
Approved for BA  
Committee Preparer UG
4. 05/19/17 10:15 am  
Michelle Diaz  
(michellediaz):  
Approved for BA  
Committee Chair UG
5. 05/19/17 10:58 am  
Martha Loudder (m-  
loudder): Approved for  
BA College Dean UG
6. 05/24/17 3:46 pm  
Mike Stephenson  
(mstephenson):  
Approved for Provost
7. 06/07/17 2:08 pm  
Sandra Williams  
(sandra-williams):  
Approved for UCC  
Preparer
8. 08/10/17 9:01 am  
Sandra Williams  
(sandra-williams):  
Approved for UCC Chair

faculty, staff) will be informed of the impending closure.

**All majors will be notified by email of the impending change for the 2018-2019 catalog. For faculty and staff, notification will occur at departmental meetings and by email.**

Explain how students will be helped to complete their programs of study with minimal disruption or additional expense.

**The courses for the certificate are always offered, since they are regular major courses. The remaining students will easily be able to register for them in any given semester. The courses are part of faculty members' regular course loads. Current students in the certificate will be able to complete the remaining requirements without disruption. Future students will not be able to since it will not be offered in their respective catalog.**

Upload teach-out agreements with other institutions.

Explain how faculty and staff will be redeployed or helped to find new employment.

**Not applicable as faculty and staff will remain as they are currently employed and used, with the same effort.**

How many students are currently enrolled in the program?

**17**

Projected graduation date for the last student(s) in the program?

**05/2019**

Rationale for inactivation/deletion

**History**

1. Apr 18, 2017 by  
Michelle Diaz  
(michellediaz)

Contact(s)

Name	E-mail	Phone
Michelle Diaz	mdiaz@mays.tamu.edu	979-595-6458

Academic level

Undergraduate

Effective Term

2017-2018

Department

Marketing

College

Mays Business School

Program type

Certificate

With a certificate in

Advertising Strategy

Catalog Program Title

Advertising Strategy - Certificate

CIP and Fund code

5218010016

Rationale for Proposal

The certificate is being updated to add requirements that are now captured as zero-credit-hour courses.

Program hours

12

Is this program eligible for financial aid?

No

Certificate type

Degree-dependent

Program delivery mode

On-campus

### Catalog Program Requirements

Requirements include 12 hours of specific coursework, with a grade of 'B' or better required in each certificate course.

Course List		
Code	Title	Semester Credit Hours
<a href="#">MKTG 299</a>	Marketing Professional Organization Involvement 1	0
Select one of the following:		
<a href="#">MKTG 298</a>	Marketing Internship Experience 2	
<a href="#">MKTG 484</a>	Marketing Internship	
Select four of the following:		
<a href="#">MKTG 345</a>	Social Media and Public Relations	12
<a href="#">MKTG 347</a>	Advertising and Creative Marketing Communications	
<a href="#">MKTG 442</a>	Innovation and Product Management	
<a href="#">MKTG 445</a>	Account Planning and Research	
<a href="#">MKTG 447</a>	Advanced Advertising: Case Competition	
Total Semester Credit Hours		12

1MKTG 299 should be registered for when there is active participation in Aggie Advertising Club. This is required for a minimum of 2 semesters. Therefore, MKTG 299 must be taken a minimum of two times to receive the certificate.

2An internship in the advertising industry is required. The internship must be for a minimum of 300 hours over 15 weeks or fewer. 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 student must comply with all company regulations, health and safety conditions, and legal requirements.

**Additional information** Required program hours are still 12. However, the certificate will also allow students to count an internship that they took for academic credit, so some students may have 15 hours. However, the increase is not a requirement and the certificate can be earned with 12 hours.

**Required Proposal Forms**

**Reviewer Comments** **Mike Stephenson (mstephenson) (05/24/17 3:45 pm):** SACSCOC notification/approval required.  
**Sandra Williams (sandra-williams) (08/10/17 9:01 am):** Approved by UCC (August).

**Course Reviewer Comments** **Mike Stephenson (mstephenson) (05/24/17 3:45 pm):** SACSCOC notification/approval required.  
**Sandra Williams (sandra-williams) (08/10/17 9:01 am):** Approved by UCC (August).

Key: 138