Program Change Request

Program Inactivation Proposal

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


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

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Changes proposed by: michellediaz

Catalog Pages Using this Program

Advertising Strategy - Certificate

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.

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

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

05/2019

Rationale for inactivation/deletion

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<thead>
<tr>
<th>Contact(s)</th>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Michelle Diaz</td>
<td><a href="mailto:mdiaz@mays.tamu.edu">mdiaz@mays.tamu.edu</a></td>
<td>979-595-6458</td>
</tr>
</tbody>
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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.
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.

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.