

**Commssion on Undergraduate Studies and Policies
Resolution 2020-2021H**

Resolution to Approve New Major, Advertising, in Bachelor of Arts in Communication

Approved by the Commission on Undergraduate Studies and Policies:	March 22, 2021
Faculty Senate waived right to comment:	March 12, 2021
Staff Senate review:	April 8, 2021
Graduate Student Assembly waives right to comment:	April 1, 2021
Student Government Association review:	March 5, 2021
First Reading by University Council:	April 5, 2021
Approved by University Council:	April 19, 2021
Approved by the President:	April 19, 2021
First Effective Date to Declare Major:	Summer 2021
First Effective Date to Graduate:	Winter 2023

WHEREAS, advertising is a recognized and significant discipline in communication in higher education; and

WHEREAS, nearly 250,000 individuals work at more than 13,700 advertising agencies across the United States; and

WHEREAS, spending on advertising in the United States is projected to reach \$290 billion by 2022; and

WHEREAS, Virginia Tech has no current degree program that prepares students for careers in the advertising industry and that lack of training puts Virginia Tech graduates at a disadvantage when applying for advertising jobs; and

WHEREAS, many of Virginia Tech's peer institutions offer undergraduate programs in advertising; and

WHEREAS, Virginia Tech could draw on resources from the Colleges of Architecture and Urban Studies, Business, and Liberal Arts and Human Science to teach advertising courses; and

WHEREAS, the Marketing Department in Pamplin College of Business and School of Visual Arts in College of Architecture and Urban Studies have agreed to join the School of Communication in preparing students for work in advertising; and

WHEREAS, a Major in Advertising under the current Bachelor of Arts in Communication would fill a gap in Virginia Tech's communication curriculum, enhance Virginia Tech's growing reputation as a leader in mass communication education, and attract more undergraduate applicants to the School of Communication.

THEREFORE, LET IT BE RESOLVED that the Major in Advertising be approved for addition to the Bachelor of Arts in Communication effective Summer 2021 and the proposal be forwarded through University governance to the President for approval.

JUSTIFICATION FOR NEW ADVERTISING MAJOR

Need for the program

The new Advertising major will fill a gap in Virginia Tech's communication curriculum. Most peer institutions offer formal degree programs in Advertising. Virginia Tech students lack the opportunity to select an organized and formalized education in the discipline. As a result, many Virginia Tech graduates cannot compete effectively for jobs in advertising.

Virginia Tech spreads instruction related to advertising across three colleges: Architecture and Urban Studies, Business, and Liberal Arts and Human Sciences. The School of Visual Arts teaches graphic design. The Marketing Department in Pamplin College of Business offers one basic advertising and one marketing communication course as elements in the broader marketing curriculum. The School of Communication addresses paid media messages in various Communication Studies, Communication, and Public Relations courses. But advertising is a distinct, recognized, and longstanding academic discipline. No Virginia Tech unit brings together the elements of that discipline (theory, research, planning, design, implantation, and evaluation) into a unified curriculum. Specifically, no unit teaches account planning, media buying, ad copywriting, brand storytelling, or the social/cultural influence of commercial speech.

Furthermore, public relations graduates leave Virginia Tech at a particular disadvantage. They go into a job market that increasingly expects candidates to integrate advertising and public relations skills. Nevertheless, Virginia Tech students can't use fully integrated advertising and public relations tactics in either Public Relations Campaigns (PR 4304) or Marketing Communication (MKTG 4304). Students in those courses are not required to take previous coursework in both advertising and public relations. The new major would address that challenge by feeding students with advertising and public relations backgrounds into PR 4304.

Whom the program will serve

The Advertising major will serve students who want to seek careers in advertising, particularly in advertising and creative agencies. Many current Public Relations majors want to work in integrated communication agencies. Much account work in those agencies focuses more on advertising than public relations. Graduates with agency ambitions would benefit from formalized advertising education with some public relations coursework mixed in. Other Public Relations majors would continue to seek employment in corporations, nonprofit organizations, and government agencies. Those students would benefit from the opportunity to include advertising coursework in their public relations curriculum.

Resources

The School of Communication will need no additional resources to launch the Advertising major. The curriculum design efficiently draws on courses already available in the School of Visual Arts and the Pamplin College of Business to augment instruction offered by the School of Communication. Current Communication faculty members can staff the three new courses required to complete and launch the major.

Administration

The School of Communication will administer and assess the Advertising curriculum. Advertising is a recognized mass communication academic discipline. The first term to enroll in the Advertising major is Summer 2021. The first term to graduate is Winter 2023. The school will communicate information about the new major through a Canvas site for students in the school; email messages to academic advisers in the Pamplin College of Business, College of Architecture and Urban Studies, and other units in the College of Liberal Arts and Human Sciences; and advertising through online social networks.

CHECKSHEET FOR STUDENT DATE OF ENTRY UNDER UNDERGRADUATE CATALOG 2021-2022

MAJOR REQUIREMENTS (I-III)

I. CORE DEGREE REQUIREMENTS (22 credits)—Required across all majors in School of Communication:

- ## **II. MAJOR REQUIREMENTS (27 credits)—9 required courses for ADV Majors:**

- III. MAJOR ELECTIVES (6 credits)**—Choose 2 course from the list below:

- Total major credits: 55**

Prerequisites: Some courses listed on this checksheet have prerequisites that are not part of the major requirements. Be sure to consult the University Catalog and/or check with your adviser.

IV. PATHWAYS TO GENERAL EDUCATION (45 credits)

Advertising Majors are encouraged to broaden their education by sampling courses from many disciplines. Courses taken to meet Core Degree Requirements (see reverse) cannot double-count in Pathways.

Pathways Core 1 Discourse	(9 credits)	(3)1f_____	(3)1f_____	(3)1a_____
Select 3 courses				
Pathways Core 2 Critical Thinking in the Humanities	(6 credits)	(3)_____	(3)_____	
Select 2 courses				
Pathways Core 3 Reasoning in the Social Sciences	(6 credits)	(3)_____	(3)_____	
Select 2 courses				
Pathways Core 4 Reasoning in the Natural Sciences	(6 credits)	(3)_____	(3)_____	
Select 2 courses				
Pathways Core 5 Quantitative & Computational Thinking	(9 credits)	(3)5f_____	(3)5f_____	(3)5a_____
Select 3 courses				
Pathways Core 6 Critique & Practice in Design & Art	(6 credits)	(3)6a_____	(3)6d_____	
Select 2 courses				
Pathways Core 7 Critical Analysis of Identity & Equity in U.S.	(3 credits)	(3)_____		
Select 1 course				

Pathways credits: 45

V. MINOR + ELECTIVES (17 credits)

In addition to Major and Pathways requirements, students must complete the following to reach 120 credits for graduation:

1. **Minor, cognate, or double major**—*Beyond* studies in Communication, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major). Students **should NOT take ADV, COMM, JMC, or PR courses** as part of this requirement.
2. **Electives**—Once students complete a minor or cognate, they still need hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required Pathways or foreign language courses. Students **should NOT include ADV, COMM, JMC, or PR courses** among these electives.

Minor and elective credits: 20

Total credits for graduation: 120

GRADUATION REQUIREMENTS

1. Minimum of 120 semester credit hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.
2. Minimum of 40 credits in ADV, COMM, JMC or PR; maximum 48 credits in ADV, COMM, JMC or PR. **Note:** Accreditation standards require Advertising Majors to complete at least 72 hours outside ADV, COMM, JMC or PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, JMC and PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. ADV, COMM, JMC and PR courses taken for a minor may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
 - 3 years of single foreign language in high school OR
 - 2 years of a single language in high school plus 1106 or equivalent in college OR
 - 1105-1106 or equivalent in college (This credit must be in addition to the 120 credits required for graduation.)

PROGRESS TOWARD DEGREE

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 1014 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All ADV, COMM, JMC and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in ADV or another School of Communication major.



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October 9, 2020

TO: Undergraduate Curriculum Committee

FROM: Douglas Cannon, Associate Director

SUBJECT: Advertising major

The creation and operation of an Advertising major will require no additional School of Communication or university resources.

From: "Bagchi, Rajesh" <rbagchi@vt.edu>
Date: Monday, October 26, 2020 at 9:25 AM
To: "Cannon, Douglas" <dfcannon@vt.edu>
Cc: "Denton, Robert" <rdenton@vt.edu>
Subject: RE: Background information for Friday meeting about Advertising major/minor

Dear Doug:

We support the inclusion of the Marketing Courses on the Checksheet.

Best regards,
Rajesh

From: Meaghan Dee <meaghand@vt.edu>
Date: Monday, October 26, 2020 at 8:09 AM
To: Douglas Cannon <dfcannon@vt.edu>
Cc: Jeff Joiner <jjoiner@vt.edu>, Amy Kirschke <kirschke@vt.edu>
Subject: Re: Support for ART 1234 on Advertising major checksheet

Dear Doug,

The Graphic Design Program supports the inclusion of ART 1234, 3574, and 4504 as electives on the proposed Advertising major checksheet. Teaching these courses will require no additional resources. We would give priority registration in ART 3574 and ART 4504 to Graphic Design majors.

Note: ART 3574 and ART 4504 are rotating Topics in Graphic Design courses. We most highly recommend Art Direction to your students, but other topics might be of interest as well (e.g. Packaging, Web Design, Interaction Design, Experimental Typography, Correspondence Design, Motion Graphics).

Many Thanks,
Meaghan

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Meaghan A. Dee

Associate Professor,
Chair of the Graphic Design Program,
Virginia Tech
meaghand.com

From: "Gnyawali, Devi" <devi@vt.edu>
Date: Tuesday, October 13, 2020 at 6:34 PM
To: "Cannon, Douglas" <dfcannon@vt.edu>
Subject: RE: Support for elective on Advertising major checksheet

I support inclusion of MGT 3304 on the proposed checksheet. Department of Management will not need additional resource for annual enrollment of 25 or fewer students from the major.

Thank you

Devi R. Gnyawali, Ph.D.

Department Head and R. B. Pamplin Professor

Department of Management (mail code 0233), 2007 Pamplin Hall

880 West Campus Drive, Blacksburg, VA 24061

Email: devi@vt.edu

Phone: 540-231-6353

<https://management.pamplin.vt.edu/directory/gnyawali-devi.html>

Resolution 2020-2021H

Resolution to Approve New Major, Advertising, in Bachelor of Arts in Communication

In regard to the new major option that will be available for students beginning Summer 2021, it is the opinion of the Undergraduate students that this option would be beneficial to a large portion of the incoming and current student body.

In a time where the trend is pushing towards a more technologically advanced society, this major option would prepare students upon graduation for the changed and ever expanding job market as well as boost the reputation of Virginia Tech and the School of Communication.





Staff Senate

<http://www.staffsenate.vt.edu/>

2020-2021

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Strategic Planning

LaTawnya Burleson, Chair

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April 8, 2021

To: Vice President of Policy and Governance

The Staff Senate Committee on Policy and Issues has reviewed and approves CUSP Resolution 2020-2021H and Resolution 2020-2021I. The Staff Senate is in support of these resolutions.

Thank you,

LaTawnya Burleson, Chair Staff Senate Policies and Issues Committee