

# FLORIDA ATLANTIC UNIVERSITY™

UUPC APPROVAL 4/29/16  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

## Undergraduate Programs—COURSE CHANGE REQUEST<sup>1</sup>

DEPARTMENT MARKETING	COLLEGE BUSINESS
COURSE PREFIX AND NUMBER MAR 4334	CURRENT COURSE TITLE CREATIVE ADVERTISING STRATEGY: CONCEPTS AND DESIGN
CHANGE(S) ARE TO BE EFFECTIVE (LIST TERM) FALL 2016	___ TERMINATE COURSE (LIST FINAL ACTIVE TERM)
CHANGE TITLE TO: RI ADVANCED ADVERTISING: RESEARCH, PERSUASION, AND CREATIVITY  CHANGE PREFIX FROM: _____ TO: _____ CHANGE COURSE No. FROM: _____ TO: _____ CHANGE CREDITS <sup>2</sup> FROM: _____ TO: _____ CHANGE GRADING FROM: _____ TO: _____ CHANGE WAC/GORDON RULE STATUS <sup>3</sup> ADD* _____ REMOVE _____ CHANGE GENERAL EDUCATION REQUIREMENTS <sup>4</sup> ADD* _____ REMOVE _____  <small>*WAC and General Education criteria must be indicated in syllabus and approval attached to proposals. For WAC Guidelines: <a href="http://www.fau.edu/WAC">www.fau.edu/WAC</a>. For General Education Guidelines:</small>	CHANGE DESCRIPTION TO: LEARN HOW TO CONDUCT SYSTEMATIC ADVERTISING RESEARCH AND TO INTEGRATE RESEARCH FINDINGS WITH PERSUASION CONCEPTS TO SET CREATIVE MESSAGE STRATEGY. APPLY CREATIVE THINKING TECHNIQUES, ADVANCED COPYWRITING SKILLS, AND STANDARD TECHNICAL GUIDELINES TO CREATE ADVERTISEMENTS AND PROMOTIONAL MESSAGES FOR ADVERTISING CAMPAIGNS IN THE CONTEXT OF BUSINESS.  CHANGE PREREQUISITES/MINIMUM GRADES TO*: MAR 3326: PRINCIPLES OF ADVERTISING WITH FINAL GRADE OF C OR BETTER; STA 2023 WITH FINAL GRADE OF C OR BETTER  CHANGE COREQUISITES TO*:
Faculty contact, email and complete phone number: Dr. Allen Smith, <a href="mailto:aesmith@fau.edu">aesmith@fau.edu</a> , (561) 297-2386	Attach syllabus for ANY changes to current course information.
Should the requested change(s) cause this course to overlap any other FAU courses, please list them here:	Please consult and list departments that might be affected by the change(s) and attach comments: <sup>5</sup> Information Technology and Operations Management; Dr. Tamara Dinev (See notice of Dr. Dinev's approval.)

<b>Approved by:</b> Department Chair: _____ College Curriculum Chair: _____ College Assoc. Dean: _____ UUPC Chair: _____ Undergraduate Studies Dean: _____ UFS President: _____ Provost: _____	<b>Date:</b> <u>03/22/2016</u> <u>3/23/16</u> <u>22 March 2016</u> <u>4/24/16</u> <u>5/10/16</u>	1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist: <a href="http://www.fau.edu/academic/registrar/UUPC/info">www.fau.edu/academic/registrar/UUPC/info</a> 2. Review Provost Memorandum: <b>Definition of a Credit Hour</b> <a href="http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf">www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf</a> 3. WAC approval (attach if applicable) 4. Gen. Ed. approval (attach if applicable) 5. Consent from affected departments (attach if applicable)
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Email this form and syllabus to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.