**Florida Atlantic University**

**Undergraduate Programs—COURSE CHANGE REQUEST**

<table>
<thead>
<tr>
<th>Department Marketing</th>
<th>College Business</th>
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<tbody>
<tr>
<td><strong>COURSE PREFIX AND NUMBER:</strong> MAR 4334</td>
<td><strong>CURRENT COURSE TITLE:</strong> CREATIVE ADVERTISING STRATEGY: CONCEPTS AND DESIGN</td>
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<tr>
<td><strong>CHANGE TITLE TO:</strong> RI ADVANCED ADVERTISING: RESEARCH, PERSUASION, AND CREATIVITY</td>
<td><strong>CHANGE DESCRIPTION TO:</strong> 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.</td>
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<th><strong>CHANGE PREFIX FROM:</strong></th>
<th><strong>ADD</strong></th>
<th><strong>REMOVE</strong></th>
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<td><strong>CHANGE COURSE NO. FROM:</strong></td>
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<td><strong>CHANGE CREDITS</strong></td>
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**Change WAC/Gordon Rule status:**

- **ADD**
- **REMOVE**

**Change General Education Requirements**

- **ADD**
- **REMOVE**

**WAC and General Education criteria must be indicated in syllabus and approval attached to proposals.** For WAC Guidelines: [www.fau.edu/WAC](http://www.fau.edu/WAC). For General Education Guidelines:

**Faculty contact, email and complete phone number:**

Dr. Allen Smith, aesmith@fau.edu, (561) 297-2386

Should the requested change(s) cause this course to overlap any other FAU courses, please list them here:

**Approved by:**

Department Chair: [Signature]

College Curriculum Chair: [Signature]

College Dean: [Signature]

U UPC Chair: [Signature]

Undergraduate Studies Dean: [Signature]

UFS President: [Signature]

Provost: [Signature]

**Date:**

- 03/22/2016
- 03/23/16
- 03/22/16
- 03/24/16
- 04/10/16

1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist: [www.fau.edu/academic-register/UUPC_info](http://www.fau.edu/academic-register/UUPC_info)


3. WAC approval (attach if applicable)

4. Gen. Ed. approval (attach if applicable)

5. Consent from affected departments (attach if applicable)

**Attach syllabus for ANY changes to current course information.**

Please consult and list departments that might be affected by the change(s) and attach comments:

- Information Technology and Operations Management; Dr. Tamara Dinev (See notice of Dr. Dinev’s approval)

Email this form and syllabus to mjennings@fau.edu seven business days before the UUPC meeting.

*PAUchange—Revised July 2015*