**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>COURSE PREFIX AND NUMBER MAR 4334</td>
<td>CURRENT COURSE TITLE: CREATIVE ADVERTISING STRATEGY: CONCEPTS AND DESIGN</td>
</tr>
<tr>
<td>CHANGE(s) ARE TO BE EFFECTIVE [LIST TERM] FALL 2016</td>
<td>TERMINATE COURSE [LIST FINAL ACTIVE TERM]</td>
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<tr>
<td>CHANGE TITLE TO: RI ADVANCED ADVERTISING: RESEARCH, PERSUASION, AND CREATIVITY</td>
<td>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.</td>
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<tr>
<td>CHANGE PREFIX FROM:</td>
<td>TO:</td>
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<td>CHANGE COURSE NO. FROM:</td>
<td>TO:</td>
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<tr>
<td>CHANGE CREDITS FROM:</td>
<td>TO:</td>
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<td>CHANGE GRADING FROM:</td>
<td>TO:</td>
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<tr>
<td>CHANGE WAC/GORDON RULE STATUS</td>
<td>ADD* REMOVE</td>
</tr>
<tr>
<td>CHANGE GENERAL EDUCATION REQUIREMENTS</td>
<td>ADD* REMOVE</td>
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</tbody>
</table>

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: [www.fau.edu/WAC](http://www.fau.edu/WAC).

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

**Faculty contact, email and complete phone number:** Dr. Allen Smith, asmith@fau.edu, (561) 297-2386

**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:

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

**Approved by:**

Department Chair: [Signature]

College Curriculum Chair: [Signature]

College Dean: [Signature]

UUPC Chair: [Signature]

Undergraduate Studies Dean: [Signature]

UFS President: [Signature]

Provost: [Signature]

**Date:**

03/22/2016

3/23/16

22 March 2016

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

2. Review Provost Memorandum:
   - Definition of Credit Hour: [www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2016.pdf](http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2016.pdf)

3. WAC approval (attach if applicable)

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

5. Consent from affected departments (attach if applicable)

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

**FAUchange—Revised July 2015**