**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

**REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE**

Date: February 26, 2015

The Potter College of Arts & Letters submits the following items for consideration:

|  |  |
| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Consent | **Proposal to Revise Course Prerequisites**  AD 300 Research in Advertising and Public Relations  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Revise Course Prerequisites**  AD 349 Advertising Media  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Revise Course Prerequisites**  BCOM 301 Mass Communication Law and Ethics  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Consent | **Proposal to Revise Course Prerequisites**  BCOM 325 Survey of Electronic Media Writing  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Consent | **Proposal to Revise Course Prerequisites**  SJB 102 Media Content, Collaboration and Community  Contact: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu), 5-2840 |
| Consent | **Proposal to Revise Course Catalog Listing**  JOUR 481 Problems in Mass Communication  Contact: Mac McKeral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu), 5-5882 |
| Consent | **Proposal to Suspend a Course**  AD 340 Creative Strategy and Copywriting  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 341 Principles of Advertising  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 343 Print Advertising Design  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 345 Advertising Copy and Layout  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 346 Account Planning  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 348 Introduction to Interactive Ad Design  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 443 Interactive Ad Design  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 444 Advanced Interactive Ad Design  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 445 Advanced Copy and Layout  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Suspend a Course**  AD 446 Advertising Campaigns  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |
| Consent | **Proposal to Create an Equivalent Course**  IXD 410 Portfolio  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-991-6966 |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Course prefix AD 300
  2. Course title: Research in Advertising and Public Relations

**2. Current prerequisites:** JOUR 201 and JOUR 202 and MKT 220 and either JOUR 341 for ad majors or JOUR 355 for PR majors; and a statistics course: ECON 206 or SOC 300 or MATH 183, or PSY 313/PSYS 313, or AMS 271.

**3. Proposed prerequisites:** Either AD 240 for majors in advertising or PR 355 for majors in public relations and a statistics course: ECON 206 or SOC 300 or MATH 183 or PSY 313/PSYS 313 or AMS 271.

**4. Rationale for the revision of prerequisites:**

Changes in the prerequisites for AD 300 are required due to present and proposed changes in the advertising major. JOUR 201 and JOUR 202 are no longer required for majors in advertising as a result of changes in the SJB curriculum last year. AD 341 Principles of Advertising will be suspended. The major in advertising will move to 45 hours, with the basics of Advertising and Public Relations strategy being covered in the proposed AD 240 Advertising in a Digital World or PR 355 Fundamentals of Public Relations.

**5. Effect on completion of major/minor sequence:**

iCAP exceptions will be filed to substitute AD 240 Advertising in a Digital World for AD 341 Principles of Advertising for advertising majors/minors affected by this proposed revision.

**6. Proposed term for implementation:** 2015(30)

**7. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Course prefix AD 349
  2. Course title: Advertising Media

**2. Current prerequisites:** AD 300. Advertising minors may substitute MKT 220 for JOUR/AD 300.

**3. Proposed prerequisites:** AD 300 or permission of instructor

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

A change in the prerequisite for AD 349 is required due to the proposed changes in the Advertising major. Program changes will make AD 349 a required course in the revised Digital Ad Minor.

**5. Effect on completion of major/minor sequence:** None

**6. Proposed term for implementation:** 2015(30)

**7. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: 12/2/2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 270 745-3828

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 301
  2. Course title: MASS COMMUNICATION LAW AND ETHICS

**2. Current prerequisites/corequisites/special requirements:**

Prerequisites: PS110 and BCOM 201

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisites: PS 110 and BCOM 201; or permission of instructor for students outside the School of Journalism & Broadcasting

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

To allow instructor discretion to accept other relevant pre-requisite course work, especially for non-majors.

**5. Effect on completion of major/minor sequence:**  none

**6. Proposed term for implementation:** 2015(30)

**7. Dates of prior committee approvals:**

SJ&B Curriculum Committee: 12/9/2014

School of Journalism & Broadcasting 12/12/2014

Potter College Curriculum Committee 2/5/2015

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: 12/2/2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 270 745-3828

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 325
  2. Course title: SURVEY OF ELECTRONIC MEDIA WRITING

**2. Current prerequisites/corequisites/special requirements:**

Prerequisite:SJB 103

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisite: SJB 103; or permission of instructor for students outside the School of Journalism & Broadcasting

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

To allow instructor discretion to accept other relevant pre-requisite course work, especially for non-majors.

**5. Effect on completion of major/minor sequence:** none

**6. Proposed term for implementation:** 2015(30)

**7. Dates of prior committee approvals:**

SJ&B Curriculum Committee: 12/9/2014

School of Journalism & Broadcasting 12/12/2014

Potter College Curriculum Committee 2/5/2015

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: 11/11/2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Loup Langton, loup.langton@wku.edu, 270-745-2840

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: SJB 102
  2. Course title: Media Content, Collaboration and Community

**2. Current prerequisites/corequisites/special requirements:**

None

**3. Proposed prerequisites/corequisites/special requirements:**

Restricted to majors in the School of Journalism & Broadcasting.

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Students declaring a major in advertising, broadcasting, journalism, photojournalism and public relations are required to take this course during their first semester. The School does not have enough resources to accommodate all of its freshmen and non-majors.

**5. Effect on completion of major/minor sequence:**

None

**6. Proposed term for implementation:** 2015(30)

**7. Dates of prior committee approvals:**

SJ&B Curriculum Committee: 12/9/2014

School of Journalism & Broadcasting 12/12/2014

Potter College Curriculum Committee 2/5/2015

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: Dec. 2, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu) , 745-5882

1. **Identification of course:**
   1. Course prefix (subject area) and number: JOUR 481
   2. Course title: Problems in Mass Communication
2. **Current course catalog listing:** Study of contrived and real problems involving research, planning and implementation.
3. **Proposed course catalog listing:** In-depth study of challenges in journalism and mass communication. Involves research, planning, execution, and implementation of a project, or projects, guided by the instructor.
4. **Rationale for revision of the course catalog listing:** Current catalog listing is too vague and abstract. Proposed course listing more concretely defines the course.
5. **Proposed term for implementation:** 2015(30)
6. **Dates of prior committee approvals:**

SJ&B Curriculum Committee: 12/9/2014

School of Journalism & Broadcasting 12/12/2014

Potter College Curriculum Committee 2/5/2015

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 340
  2. Course title: Creative Strategy and Copywriting

**2. Rationale for the course suspension:**

AD 340 Creative Strategy and Copywriting was originally created as a course in the Creative Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 340 will be duplicative.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 340) will be permitted to take IXD 320 Creative Strategy & Design in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/15 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 341
  2. Course title: Principles of Advertising

**2. Rationale for the course suspension:**

AD 341 Principles of Advertising was originally created as an introductory course in the major in advertising. The proposed curriculum changes will make AD 240 Advertising in a Digital World the introductory course for the major. AD 341 will be unnecessary.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 341) will be permitted to take AD 240 Advertising in a Digital World in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. Other majors who now use AD 341 as an elective will be notified of this change.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 343
  2. Course title: Print Advertising Design

**2. Rationale for the course suspension:**

AD 343 Print Advertising Design was originally created as a course in the Creative Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 343 is unnecessary.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 343) will be permitted to take SJB 330 Interactive Design. in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. Other majors who now use AD 343 as an elective will be notified of this change.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 345
  2. Course title: Advertising Copy and Layout

**2. Rationale for the course suspension:**

AD 345 Copy and Layout was originally created as an upper-division course in the Creative Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design Concentration into one track called Interactive Experience Design (IXD). AD 345 will be duplicative.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 345) will be permitted to take IXD 400 Interactive Design II. in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 346
  2. Course title: Account Planning

**2. Rationale for the course suspension:**

AD 346 Account Planning was originally created as an upper-division course in the Branding concentration of the advertising program. The proposed curriculum changes will update the Branding track to include new courses from a variety of subject areas. AD 346 will be replaced with AD 330 Branding.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 346) will be permitted to take AD 330 Branding in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 348
  2. Course title: Introduction to Interactive Ad Design

**2. Rationale for the course suspension:**

AD 348 Introduction to Interactive Ad Design was originally a course in the Interactive Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 348 will be replaced by SJB 330 Interactive Design.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 348) will be permitted to take SJB 330 Interactive Design. in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 443
  2. Course title: Interactive Ad Design

**2. Rationale for the course suspension:**

AD 443 Interactive Ad Design was originally created as an upper-division course in the Interactive Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 443 will be replaced by IXD 400 Advanced Interactive Design.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 443) will be permitted to take IXD 400 Interactive Design II. and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 444
  2. Course title: Advanced Interactive Ad Design

**2. Rationale for the course suspension:**

AD 444 Advanced Interactive Ad Design was originally created as the capstone course in the Interactive Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 444 will be replaced by IXD 410 Portfolio.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 444) will be permitted to take IXD 410 Portfolio in its place. iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 445
  2. Course title: Advanced Copy and Layout

**2. Rationale for the course suspension:**

AD 445 Advanced Copy and Layout was originally created as an upper-division course in the Creative Advertising Design concentration of the advertising program. The course served as a capstone in advertising copywriting and design. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design Concentration into one track called Interactive Experience Design (IXD). AD 445 will be replaced by IXD 410 Portfolio.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 445) will be permitted to take IXD 410 Portfolio in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: AD 446
  2. Course title: Advertising Campaigns

**2. Rationale for the course suspension:**

AD 446 Advertising Campaigns was originally created as a capstone course in the Branding concentration of the advertising program. The proposed curriculum changes will update the Branding track to include new courses from a variety of subject areas. AD 446 will be replaced with a cross-listed version of IXD 410 entitled AD 410 Portfolio.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 446) will be permitted to take AD 410 Portfolio in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Create an Equivalent Course**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of existing course:**

* 1. **Current course prefix (subject area) and number:** IXD 410
  2. **Course title:** Portfolio

**2. Identification of proposed equivalent course prefix(es) and numbers:** AD 410

**3. Rationale for each equivalent course:**

IXD 410 Portfolio is being proposed as a new capstone course for majors in advertising choosing the Interactive Experience Design (IXD) track. The course, as planned, will be a collaborative effort by designers and students on the Branding (strategy) track to research, build, and promote project websites and mobile applications. AD 410 will be cross-listed with IXD 410 as the equivalent portfolio course for majors in advertising on the Branding track.

**4. Proposed term for implementation:** 2015(30)

**5. Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Ad Program Committee | 11/10/2014 |
| SJ&B Curriculum Committee | 1/20/2015 |
| School of Journalism & Broadcasting | 1/23/2015 |
| PCAL Curriculum Committee | 2/5/2015 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |