Document N: Course and Program Development:

IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL:  
- LAW  
- MSB  
- CAS  
- CPA

CONTACT NAME: Cheryl Wilson  
PHONE: 5203

DEPARTMENT/DIVISION: School of Communications Design  
DATE PREPARED: 9/1/13

PROPOSED SEMESTER OF IMPLEMENTATION:  
- fall  
- spring  
YEAR: 2014

TYPE OF ACTION:  
- add (new)  
- deactivate  
- modify  
- other

LEVEL OF ACTION:  
- noncredit  
- undergraduate  
- graduate  
- other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

Original Subject Code/Course Number:  
WRIT371/ADVT371

Original Course Title:  
Advertising: Writing and Design

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

- COURSE ACTIONS
  - 1. Experimental Course
  - 2. Course Title
  - 3. Course Credits
  - 4. Course Number
  - 5. Course Level
  - 6. Pre- and Co-Requisite
  - ✓ 7. Course Description
  - 8. New Course
  - 9. Deactivate Course
  - 22. Other

- PROGRAM ACTIONS
  - 10. Program Requirements
  - 11a. Undergraduate Specialization (24 credits or fewer)
  - 11b. Master's Specialization (12 credits or fewer)
  - 11c. Doctoral Specialization (18 credits or fewer)
  - 12. Minor (add or delete)
  - 13. Closed Site Program
  - 14. Program Suspension
  - 15. Program Reactivation
  - 16a. Certificate Program (UG/G) exclusively within existing degree program
  - 16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
  - 17. Off-Campus Delivery of Existing Programs
  - 18a. Undergraduate Concentration (exceeds 24 credits)
  - 18b. Master's Concentration (exceeds 12 credits)
  - 18c. Doctoral Concentration (exceeds 18 credits)
  - 19. Program Title Change
  - 20. Program Termination
  - 21. New Degree Program
  - 22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

- summary proposal (O)  
- course definition document (P)  
- full five-page MHEC proposal (Q)

- financial tables (MHEC) (R)  
- other documents as may be required by MHEC/USM (S)  
- other (T)

Summer 2010
**IMPACT REVIEW** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. OTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. University Relations</td>
<td></td>
<td></td>
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<tr>
<td>d. Admissions</td>
<td></td>
<td></td>
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<tr>
<td>e. Records</td>
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**APPROVAL SEQUENCE** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td>[Signature]</td>
<td>9/1/13</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td>[Signature]</td>
<td>1/22/14</td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td>[Signature]</td>
<td>1/22/14</td>
</tr>
<tr>
<td>D. Dean</td>
<td>[Signature]</td>
<td>1/22/14</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td>[Signature]</td>
<td>2/16/14</td>
</tr>
<tr>
<td>F. University Council (Chair)</td>
<td>[Signature]</td>
<td>2/16/14</td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td>[Signature]</td>
<td>2/16/14</td>
</tr>
<tr>
<td>H. President</td>
<td>[Signature]</td>
<td>2/16/14</td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University's mission is changed by the action</td>
<td></td>
</tr>
</tbody>
</table>

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
Document O: Course and Program Development: SUMMARY PROPOSAL
See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: □ LAW □ MSB □ CAS □ CPA

CONTACT NAME: Cheryl Wilson PHONE: x5203

DEPARTMENT/DIVISION: School of Communications Design DATE PREPARED: 9/1/13

PROPOSED SEMESTER OF IMPLEMENTATION: □ fall □ spring YEAR: 2014

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

☐ COURSE ACTIONS

Original Subject Code/Course Number:
WRIT371/ADVT371

Original Course Title:
Advertising: Writing and Design

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
22. Other

For changes to existing courses:

OLD TITLE
Advertising: Writing and Design

NEW TITLE
Topics in Advertising

SUBJECT CODE/COURSE NO. WRIT371/ADVT371 CREDITS 3
SUBJECT CODE/COURSE NO. WRIT371 CREDITS 3
**DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION** (additional pages may be attached if necessary):

<table>
<thead>
<tr>
<th>Course title change from WRIT 371/ADVT 371: Advertising: Writing and Design to WRIT 371: Topics in Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Description Change:</strong></td>
</tr>
<tr>
<td><strong>Original:</strong> Principles of verbal and visual communication in creating and executing advertising ideas. Evaluation of the strengths and limitations of the many forms available in persuasive communication. Advertising copy and design, with particular emphasis on writing.</td>
</tr>
<tr>
<td><strong>New:</strong> Principles of verbal and visual communication in creating and executing advertising ideas. Evaluation of the strengths and limitations of the many forms available in persuasive communication. May be repeated for credit when the topic changes.</td>
</tr>
</tbody>
</table>

**SET FORTH THE RATIONALE FOR THIS PROPOSAL:**

This course was part of a track in advertising that was deleted some time ago. Although the track is gone, retaining one course from the original track and transforming it into a Topics course allows us to acknowledge that advertising is an important component of Professional Writing and offer a course for students interested in this field.