## PROPOSAL SUMMARY AND ROUTING FORM

**Proposal Title:** Minor Cleanup – AIMC Courses – Prerequisite Fix

**Initiating Unit or Individual:** Marketing Department

**Contact Person’s Name:** Kay Anderson  
**E-mail:** andersok@ferris.edu  
**Phone:** x2426

**Date or Term of Proposal Implementation:** Spring 2010

- [ ] Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- [ ] Group I - B – New minors or concentrations
- [X] Group II - A – Minor curriculum clean-up and course changes
- [ ] Group II - B – New Course
- [ ] Group III - Certificates
- [ ] Group IV – Off-Campus Programs

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<tr>
<th>Group/Individual</th>
<th>Signature</th>
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<th>Vote/Action *</th>
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<tr>
<td>Program Faculty</td>
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<td>Academic Affairs</td>
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<td>11/2/2009</td>
<td>Support</td>
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</tbody>
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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved)   Board of Trustees (Date Approved)   President’s Council (Date Approved)
1. **Proposal Summary**

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Minor cleanup of AIMC course prerequisite so that the system will recognize ADVG courses as direct equivalents to their AIMC counterparts. Old courses are being added to the prerequisite in order for the system to allow Advertising majors to take the AIMC courses required to complete their degrees without having to have permission to enter each course for which the prerequisite is not being recognized.

2. **Summary of All Course Action Required***

   a. **Newly Created Courses to FSU:**
      
      | Prefix | Number | Title                        |
      |--------|--------|------------------------------|
      | AIMC   | 312    | Layout and Production        |
      | AIMC   | 324    | Promotional Writing          |
      | AIMC   | 334    | Fundamentals of Media        |
      | AIMC   | 375    | Business-to-Business Advertising/IMC |
      | AIMC   | 376    | Media Strategy and Tactics  |
      | AIMC   | 486    | Advertising/IMC Management   |
      | AIMC   | 488    | Advertising/IMC Campaigns    |

   b. **Courses to be Deleted From FSU Catalog:**

   Prefix | Number | Title                        |
   --------|--------|------------------------------|

   c. **Existing Course(s) to be Modified:**

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<thead>
<tr>
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<td>Fundamentals of Media</td>
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<tr>
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<td>375</td>
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<tr>
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</tr>
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   d. **Addition of existing FSU courses to program**

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   e. **Removal of existing FSU courses from program**

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</tr>
</tbody>
</table>

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.*
I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE
   Notes:
   1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
   2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.
    a. List the changes to be made (See Proposed Changes a through p below): **Prequisite correction**
      20005
    b. Term Effective (6 digit code only): **200905** Examples: 200801(Spring), 200805(Summer), 200808(Fall)
       Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.
   a. Course Prefix  
   b. Number  
   c. Enter Contact Hours per week in boxes.
       AICM 312
       LECure [ ] LAB [ ] INDependent Study – Check [x] [ ]
       Practicum: [ ] Seminar: [ ]
    d. Course Title: **Layout and Production**

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.
   a. Course Prefix  
   b. Number  
   c. Enter Contact Hours per week in boxes.
   d. Course Title: (Limit to 30 characters/spaces.)
   e. College Code: [ ] f. Department Code: [ ]
    Credit Hours: Check [x] type and enter maximum and minimum hours in boxes.
    g. Type: [ ] Variable [ ] Fixed h. Maximum Credit Hours [ ] i. Minimum Credit Hours [ ]
   J. May Be Repeated for Added Credit: Check [x] Yes [ ] No [ ]
    k. Levels: Check [x] [ ] Undergraduate [ ] Graduate [ ] Professional
   l. Grade Method: Check [x] [ ] Normal Grading [ ] Credit/No Credit only (Pass/Fail)
   m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
   n. Term(s) Offered: (See instructions for listing.) o. Max. Section Enrollment: [ ]
   p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. **AICM 222 or ADVG 222**

UCC Chair Signature/Date: ___________  1/1/05  Academic Affairs Approval Signature/Date: ___________________  1/1/05

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
   [ ] Basic Skill (BS) [ ] General Education (GE) [ ] Occupational Education (OC) [ ] G.E. Codes

Office of the Registrar use ONLY

Date Rec’d: _____ Date Completed: _____ Entered: SCACRSE _ SCADETL _ SCARRES _ SCAPREQ _
MODIFY COURSE
Course Data Entry Form

FORM F

Modify Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE
Notes:
3. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
4. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through f below): Prerequisite correction

b. Term Effective (6 digit code only): 200805 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix: Aimc
b. Number: 324

c. Enter Contact Hours per week in boxes.

LEcTure 3 LAB INDependent Study — Check (x) □
Practicum: □ Seminar: □

d. Course Title: Promotional Writing

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix: □
b. Number: □
c. Enter Contact Hours per week in boxes.

LEcTure □ LAB □ INDependent Study — Check (x) □
Practicum: □ Seminar: □

 d. Course Title: □ (Limit to 30 characters/spaces.)

e. College Code □
f. Department Code □

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

 g. Type: □ Variable □ Fixed h. Maximum Credit Hours □ I. Minimum Credit Hours □

j. May Be Repeated for Added Credit: Check (x) □ Yes □ No

k. Levels: Check (x) □ Undergraduate □ Graduate □ Professional

l. Grade Method: Check (x) □ Normal Grading □ Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION — Limit to 75 words — PLEASE BE CONCISE.

n. Term(s) Offered: □ (See instructions for listing.)
o. Max. Section Enrollment: □

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. Aimc 222 or AdvG 222 and EnGl 250

UCC Chair Signature/Date: __1/1__

Academic Affairs Approval Signature/Date: __tor__

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) □ General Education (GE) □ Occupational Education (OC) □ G.E. Codes

Office of the Registrar use ONLY

Date Rec’d: ____ Date Completed: ____ Entered: SCACRSE □ SCADTL □ SCARRES □ SCAPREQ □
I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:
5. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
6. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

   a. List the changes to be made (See Proposed Changes a through p below): Prerequisite correction

   b. Term Effective (6 digit code only): 201005 Example: 200801(Spring), 200805(Summer), 200808(Fall)
   Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

   a. Course Prefix
   b. Number
   c. Enter Contact Hours per week in boxes.
   
   AIMC 334  LECTure 3  LAB  INDependent Study – Check (x)  Practicum:  Seminar:  

   d. Course Title: Fundamentals of Media

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

   a. Course Prefix
   b. Number
   c. Enter Contact Hours per week in boxes.

   d. Course Title: (Limit to 30 characters/spaces.)

   e. College Code:  f. Department Code:

   Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

   g. Type:  Variable  Fixed  h. Maximum Credit Hours  i. Minimum Credit Hours .

   J. May Be Repeated for Added Credit: Check (x) Yes  No

   k. Levels: Check (x) Undergraduate  Graduate  Professional

   l. Grade Method: Check (x) Normal Grading  Credit/No Credit only (Pass/Fail)

   m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

   n. Term(s) Offered:  (See instructions for listing.)

   o. Max. Section Enrollment:

   p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. AIMC 222 or ADVG 222

UCC Chair Signature/Date:  Academic Affairs Approval Signature/Date:

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

Office of the Registrar use ONLY

Date Rec'd:  Date Completed:  Entered: SCACRSE  SCACETL  SCARRES  SCAPREQ
I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:
7. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
8. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): Prerequisite correction 201004
b. Term Effective (6 digit code only): 200805 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
   Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.
   a. Course Prefix     b. Number     c. Enter Contact Hours per week in boxes.
      AIMC 375
   d. Course Title: Bus-to-Bus Advertising/IMC

   Practicum:     Seminar:     INDependent Study – Check (x) □

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.
   a. Course Prefix b. Number c. Enter Contact Hours per week in boxes.
      □ □ □
   d. Course Title: (Limit to 30 characters/spaces.)
   e. College Code: f. Department Code:

   Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

   g. Type: □ Variable □ Fixed h. Maximum Credit Hours □ I. Minimum Credit Hours □
   j. May Be Repeated for Added Credit: Check (x) □ Yes □ No
   k. Levels: Check (x) □ Undergraduate □ Graduate □ Professional
   l. Grade Method: Check (x) □ Normal Grading □ Credit/No Credit only (Pass/Fail)
   m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
   n. Term(s) Offered: (See instructions for listing.) o. Max. Section Enrollment:
   p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. AIMC 222 or ADVG 222, Junior status

UCC Chair Signature/Date:   Academic Affairs Approval Signature/Date: 1/1/07

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
   □ Basic Skill (BS) □ General Education (GE) □ Occupational Education (OC) □ G.E. Codes

Office of the Registrar use ONLY
Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE _ SCADETL _ SCARRES _ SCAPREQ _
I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:
9. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
10. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): Prerequisite correction

b. Term Effective (6 digit code only): 200805
Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.
a. Course Prefix
b. Number

AIMC 376

376

LECture 3

LAB

INDependent Study – Check (x) □

Practicum: □

Seminar: □

d. Course Title: Media Strategy and Tactics

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.
a. Course Prefix
b. Number
c. Enter Contact Hours per week in boxes.

LECture 3

LAB

INDependent Study – Check (x) □

Practicum: □

Seminar: □

d. Course Title: (Limit to 30 characters/spaces.)

e. College Code □
f. Department Code □

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: □ Variable □ Fixed h. Maximum Credit Hours

I. Minimum Credit Hours

J. May Be Repeated for Added Credit: Check (x) □ Yes □ No

k. Levels: Check (x) □ Undergraduate □ Graduate □ Professional

l. Grade Method: Check (x) □ Normal Grading □ Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered: (See instructions for listing.)
o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. [AIMC 334 or ADVG 334]

UCC Chair Signature/Date: 1/1

Academic Affairs Approval Signature/Date: 7/15/10

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) □ General Education (GE) □ Occupational Education (OC) □ G.E. Codes

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MODIFY COURSE
Course Data Entry Form

FORM F

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:
11. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
12. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): Prerequisite correction

b. Term Effective (6 digit code only): 202005 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix
b. Number

AIMC 496

Lecture ☑ LAB ☐ INDependent Study – Check (x) ☐
Practicum: ☐ Seminar: ☐

c. Enter Contact Hours per week in boxes.

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in
Section I. Leave all other spaces blank.

a. Course Prefix
b. Number

Lecture ☑ LAB ☐ INDependent Study – Check (x) ☐
Practicum: ☐ Seminar: ☐

c. Enter Contact Hours per week in boxes.

d. Course Title: Advertising/IMC Management (Limit to 30 characters/spaces.)

e. College Code: ☐ f. Department Code: ☐

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: ☐ Variable ☐ Fixed h. Maximum Credit Hours ☐ i. Minimum Credit Hours ☐

j. May Be Repeated for Added Credit: Check (x) ☐ Yes ☐ No
k. Levels: Check (x) ☐ Undergraduate ☐ Graduate ☐ Professional

l. Grade Method: Check (x) ☐ Normal Grading ☐ Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered: (See instructions for listing.) o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. AIMC or ADVG Majors with senior
status, or instructor permission

UCC Chair Signature/Date: ____________________
Academic Affairs Approval Signature/Date: ____________________

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
☐ Basic Skill (BS) ☐ General Education (GE) ☐ Occupational Education (OC) ☐ G.E. Codes

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Rev. 07/23/07

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a. List the changes to be made (See Proposed Changes a through p below): Prerequisite correction

b. Term Effective (6 digit code only): 200808 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix
b. Number
   AIMC
   488

   LECTure x LAB □ INDependent Study – Check (x) □
   Practicum: □ Seminar: □

d. Course Title: Advertising/IMC Campaign

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix
b. Number
   LECTure □ LAB □ INDependent Study – Check (x) □
   Practicum: □ Seminar: □

d. Course Title: □ (Limit to 30 characters/spaces.)

e. College Code: □ f. Department Code: □

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: □ Variable □ Fixed h. Maximum Credit Hours □ i. Minimum Credit Hours □

J. May Be Repeated for Added Credit: Check (x) □ Yes □ No

k. Levels: Check (x) □ Undergraduate □ Graduate □ Professional

l. Grade Method: Check (x) □ Normal Grading □ Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered: □ (See instructions for listing.) o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. AIMC 312 or ADVG 312, AIMC 324 or ADVG 324 and AIMC 334 or ADVG 334

UCC Chair Signature/Date: 1/1/________  Academic Affairs Approval Signature/Date: 

To be completed by Academic Affairs Office: · Standard & Measures Coding and General Education Code
   □ Basic Skill (BS) □ General Education (GE) □ Occupational Education (OC) □ G.E. Codes

Office of the Registrar use ONLY

Date Rec’d: __ Date Completed: ___ Entered: SCACRSE ___ SCADETL ___ SCARRES ___ SCAPREQ ___