PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Integrated Marketing Communications Certificate

Initiating Unit or Individual: MKTG Department
Contact Person's Name: Susan Jones  e-mail: joness@ferris.edu phone: X2426
Date or Term of Proposal Implementation: Fall 2012
☐ 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
☐ Group II - A – Minor curriculum clean-up and course changes
☐ Group II - B – New Course
☒ Group III - Certificates
☐ Group IV - Off-Campus Programs

<table>
<thead>
<tr>
<th>Group/Individual</th>
<th>Signature</th>
<th>Date</th>
<th>Vote/Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Faculty</td>
<td>Thomas J. Marsh</td>
<td>1/23/12</td>
<td>3 Support, 0 Support with Concerns, 0 Not Support</td>
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<tr>
<td>Department Faculty</td>
<td>Sama Drijk</td>
<td>1-31-12</td>
<td>20 Support, 0 Support with Concerns, 0 Not Support</td>
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<td>Department Head</td>
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<td>01/31/12</td>
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<td>College Curriculum Committee</td>
<td>Sama Drijk</td>
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<td>Dean</td>
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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

The Advertising/Integrated Marketing Communications (AIMC) major is being modified to return to a one-track system and provide students with more flexibility for a 12-credit suite of electives that could include one or more related certificates or a minor. With the addition of a new class in Sales Promotion (AIMC 352), the marketing department is now able to offer an option to students to get a certificate that covers all four main elements of Integrated Marketing Communications: advertising, sales promotion, direct marketing, and public relations. We note that MKTG 321 is a prerequisite for MKTG 383, but since all students in the College of Business taking the business core must take that class, we do not consider this a “stopper” for the certificate. This certificate will be an attractive option for students with majors including AIMC, marketing, public relations, music industry management, and business administration. The certificate combines four existing FSU classes. AIMC 300, MKTG 383 and PREL 240 already are run regularly; the AIMC 352 class is new and can be run, as demand requires. Initially it is expected that students seeking this certificate will help fill classes already running, closer to their caps. The Marketing Department has sufficient staffing to meet present and anticipated demand without additional hiring required. No additional classroom or library resources are needed for this certificate.

ASSESSMENT

Demonstrate an understanding of the basic theory and practice of advertising
ASSESSMENT: Evaluation of a final class project in AIMC 222.

Develop and present a sales promotion plan as a final project, based on learning in AIMC 352.
ASSESSMENT: Evaluation of a final class project in AIMC 352.

Execute up to 10 professional-type direct marketing projects and exercises to demonstrate learning in MKTG 383.
ASSESSMENT: Specific homework assignments and projects in MKTG 383

Master the principles of public relations and demonstrate that learning through practical class projects.
ASSESSMENT: Specific assignments and projects in PREL 240

2. Summary of All Course Action Required*

   a. Newly Created Courses to FSU:
      Prefix  Number  Title

   b. Courses to be Deleted From FSU Catalog:
      Prefix  Number  Title
c. Existing Course(s) to be Modified:
   Prefix   Number   Title

d. Addition of existing FSU courses to program
   Prefix   Number   Title
   AIMC 300  Principles of Advertising/IMC
   AIMC 352  Sales Promotion
   MKTG 383  Direct Marketing
   PREL 240  Public Relations Principles

e. Removal of existing FSU courses from program
   Prefix   Number   Title

3. Summary of All Consultations
   Form Sent (B or C)   Date Sent   Responding Dept.   Date Received & by Whom

4. Will External Accreditation be Sought? (For new programs or certificates only)

   _______ Yes   _______ X______ No

   If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.
Ferris State University – College of Business
MARKETING DEPARTMENT

INTEGRATED MARKETING COMMUNICATIONS CERTIFICATE – 12 Credits

NAME: ___________________________ ID#: ___________________________ MAJOR: ___________________________

<table>
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<tr>
<th>REQUIRED</th>
<th>COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ()</th>
<th>S.H.</th>
<th>GRADE</th>
<th>GR. PTS.</th>
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<td>Principles of Advertising/IMC (ENGL 150, Soph. Standing)</td>
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<td>AIMC 352</td>
<td>Sales Promotion (Sophomore Standing)</td>
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<tr>
<td>MKTG 383</td>
<td>Direct Marketing (AIMC 300, MKTG 321)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PREL 240</td>
<td>Public Relations Principles (ENGL 150)</td>
<td>3</td>
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NOTE: No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

PROCEDURE:

1. To pursue a certificate, the student, in consultation with the certificate advisor, Tom Mehl, completes the checksheet and signature section of this form.

2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.

3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.

4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, Professor Tom Mehl at (231) 591-2414, BUS 124C or the Marketing Department at (231) 591-2426, BUS 212

NOTE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

NOTE: A 2.00 cumulative GPA is required for completion of the Advertising certificate.

Student: ___________________________ Date: ___________________________

Advertising Advisor: ___________________________ Date: ___________________________

Marketing Dept. Head: ___________________________ Date: ___________________________

EFFECTIVE: Fall 2012
Outcomes and Assessment for IMC Certificate

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