**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title:** AIMC 390 International Advertising

**Initiating Individual:** Clay S. Dedeaux  
**Initiating Department or Unit:** Marketing

**Contact Person’s Name:** Clay S. Dedeaux  
**Email:** claydedeaux@ferris.edu  
**Phone:** 231-591-2448

- Group I-A – New Degree, major, concentration, minor, or redirection of a current offering
- Group I-B – Deletion of a degree, major, concentration, or minor
- Group II-A – New Course, modification of a course, deletion of a course
- Group II-B – Minor Curriculum Clean-up
- Group III – Certificate (☐ College Credit ☐ Non-credit ☐ New Certificate)
- Group IV – Other site location (☐ College Credit ☐ Non-credit)

<table>
<thead>
<tr>
<th>Program/Department</th>
<th>PLEASE PRINT AND SIGN YOUR NAME</th>
<th>DATE</th>
<th>VOTE/ACTION * Number Count</th>
</tr>
</thead>
</table>
| Program Representative ** | **CLAY S. Dedeaux** Clay S. Dedeaux | 10/29/15 | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| Department/School/Faculty Representative Vote ** | Jeffrey A. Ek  
Jeffrey - Ek | 10/29/15 | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| Department/School Administrator | Jeffrey A. Ek  
Jeffrey - Ek | 10/29/15 | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| College Curriculum Committee/Faculty |  | 10/29/15 | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| UCC Representative |  |  | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| Dean |  | 10/29/16 | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| University Curriculum Committee ** |  |  | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| Senate ** |  |  | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |
| Academic Affairs |  | 11/6/15 | ☒ Support  
[ ] Support with Concerns  
[ ] Not Support  
[ ] Abstain |

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale.

** Number Count must be given for all members present and/or voting.

To be completed by Academic Affairs  
Date of Implementation: Summer 2016

President (Date Approved)  
Board of Trustees (Date Approved)  
Academic Officers of M (Date Approved)
1. Proposal Summary: (Summary is generally less than one page. Briefly state what is proposed with a summary of rationale and highlights)

International Advertising is an experimental course open to FSU and HSRW students. The course is taught in tandem with German Culture (GERM 331). Students seek consumer insights on a featured product based on cross cultural analysis of USA, Germany, and Holland. Reading and lecture establish a basic understanding of general advertising terms, principles and practices of marketing communications. Students will construct basic messages/appeals based upon continuation of a brand’s messaging (standardization) or adaptation to local culture. Students learn basic quantitative and qualitative research methods, how to write a creative brief and construction of a basic ad plan book. Considerable time is spent outside the classroom with travel to advertising agencies and international marketers in Germany and Holland.

2. Summary of Curricular Action (Check all that apply to this proposal)

- Degree
- Major
- Minor
- Concentration
- Certificate
- Course
- New
- Modification
- Deletion

Name of Degree, Major, etc.: Click here to enter text.

3. Summary of All Course Action Required: Click here to enter text.

A. Newly Created Courses to be Added to the Catalog

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B. Courses to be Deleted from FSU Catalog

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<th>Number</th>
<th>Title</th>
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C. Existing Courses to be Modified

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>AIMC</td>
<td>390</td>
<td>Special Topics in Advertising / Integrated Marketing Communications</td>
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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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4. Summary of All Consultations

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<tr>
<th>Form Sent (B or C)</th>
<th>Date Sent</th>
<th>Responding Department</th>
<th>Date Received &amp; By Whom</th>
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Click here to enter text.

5. Will External Accreditation be sought? (For new programs or certificates only)

- Yes
- No

If yes, name the organization involved with accreditation for this program. Click here to enter text.

6. Is a PCAF required?  Yes     No  Is the PCAF approved?  Yes  No  (If yes, supply link on Academic Affairs website where PCAF is posted.)

7. Program Checksheets affected by this proposal (Check all that apply to this proposal)

- Add Course
- Delete Course
- Modify Course
- Change Prerequisite
- Move from required to elective
- Move from elective to required
- Change Outcomes and Assessment Plan
- Change Credit hours

8. List all Checksheets affected by this proposal:

No Checksheets Affected.
<table>
<thead>
<tr>
<th>College</th>
<th>Department</th>
<th>Program</th>
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<tbody>
<tr>
<td>Click here to enter text.</td>
<td>Click here to enter text.</td>
<td>Click here to enter text.</td>
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</tbody>
</table>
Complete all items below (New or Current) Current

Check all boxes where modifications are being made.

Course Identification

☑ Prefix (current)  AIMC  ☑ Number (current) 390  Contact Hours (current): Click here to enter text.  
Lecture ☑ Lab □ Seminar □  
[Enter contact hours per week in blank above.]

☑ Prefix (proposed)  AIMC  ☑ Number (proposed) 390  Contact Hours (proposed): 45  
Lecture ☑ Lab □ Seminar □  
[Enter contact hours per week in blank above.]

☑ Title (current): Special Topics in Advertising / Integrated Marketing Communications

☑ Title (proposed): International Advertising

☑ Credit Hours (current): 3  ☐ Prerequisites (current): Click here to enter text. ☐ Co-requisites (current): Click here to enter text.

☑ Credit Hours (proposed): 3  ☐ Prerequisites (proposed): Click here to enter text. ☐ Co-requisites (proposed): Click here to enter text.

☑ Course Description (current) 125 words maximum:

This course covers various topics taught by diverse faculty and may not be offered every semester

☑ Course Description (proposed) 125 words maximum:

International Advertising is an experimental course open to FSU and HSRW students. The course is taught in Tandem with German Culture (GERM 381). Students seek consumer insights on a featured product based on cross cultural analysis of USA, Germany and Holland. Reading and lecture establish a basic understanding of general advertising terms, principles and practices of marketing communications. Students will construct basic messages/appeals based upon continuation of a brand’s messaging (standardization) or adaptation to local culture. Students learn basic quantitative and qualitative research methods, how to write a creative brief and construction of a basic ad plan book. Considerable time is spent outside the classroom with travel to advertising agencies and international marketers in Germany and Holland.

☑ Course Outcomes and Assessment Plan (current): Click here to enter text.

☑ Course Outcomes and Assessment Plan (proposed):

Demonstrate the ability to think strategically in a competitive and an increasingly global marketing environment.

Demonstrate creative skills in developing novel and appropriate solutions to strategic communication problem across cultures.

Achieve a broader appreciation of advertising and culture in Europe that will result in a greater understanding of people, culture, politics and economics needed to develop strategic communications.

Recognize and articulate the key concepts of standardization and adaptation in search of identifying the most efficient and effective approaches to multinational advertising. Since the ‘globalization of the markets’ has some validity due to its practicality in terms of economy of scale, standardization and optimization, we will also look into how we can tap into some commonalities in needs, wants, attitudes, motivations, universal behaviors and common markets.
Assessment: Essay Examination, group discussion, group presentations of term paper project, homework, quiz.

Develop insights on the lived experience of consumers within the host market. Analysis of five specific dimensions of culture will provide insights from which the agency will later attempt to persuade consumers through campaign materials and media plans.

Assessment: Essay Examination, group discussion, group presentations of term paper project, homework, quiz.

Determine consumer motivation and anticipated demand by preparing a survey of consumers in the host market. Survey will be useful in preparing a strategic direction for the campaign elements which include but are not limited to advertising, public relations, direct mail, internet, below-the-line production, media planning and execution.

Assessment: Prepare survey instrument, essay examination, group discussion, group presentations of term paper project, homework, quiz.

To investigate and analyze the economic, legal, ethical, social, psychological and cultural aspects of international consumers and markets influencing the consumption of select products and/or services.

Assessment: Group term paper, group presentations, participation in class discussion, quiz

Create a basis message strategy and execution of an ad plan book. Demonstrate understanding of the elements of advertising via creation of layouts. Understand how to deliver and explain ad plan to the client.

Assessment: Group term paper, group presentations, participation in class discussion.

☑ Course Outline including Time Allocation (current): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)

☑ Course Outline including Time Allocation (proposed): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)

1. Review of the Marketing, Advertising/Integrated Marketing Communications role in the larger process 2 hours
2. Advertising/Integrated Marketing Communications as communication 2 hours
3. Consumer behavior/market segmentation/information sources 3 hours
4. German and Dutch culture depicted in advertising 4 hours
5. Developing the IMC plan/elements of/situation analysis/models of IMC strategy research/pre-testing/post-testing 3 hours
6. Identification and establishment of IMC objectives 3 hours
7. Advertising/Integrated Marketing Communications creative strategy execution 3 hours
8. Evaluating the IMC plan 2 hours
9. Campaign presentation 3 hours
10. Field trips to agencies and marketers 16 hours

45 hours
I. ACTION TO BE TAKEN: MODIFY A COURSE

Desired Term Effective (6 digit code): 201605 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. COURSE TO BE MODIFIED:

A. Course Prefix: AIMC  
B. Number: 390  
C. Course Title: Special Topics in Advertising/Integrated Marketing Communications

LIST THE LETTER(S) OF ALL CHANGES FROM SECTION III BELOW: Click here to enter text. See Appendix E Instructions for Completing Forms.

III. MODIFICATIONS

A. Course Prefix: AIMC  
B. Number: 390  
C. Contact Hours: 45 Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]  
D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]  
E. Course Title: International Marketing  
F. College Code: BU  
G. Department Code: MKTG  
H. Credit Hours: Variable ☐ Fixed ☐  
I. Minimum Credit Hours: 3  
J. Maximum Credit Hours: 3  
K. Hours May be Repeated for Extra Credit: Yes ☐ No ☐ If yes, max times Click here to enter text. Or max credits Click here to enter text awarded.  
L. Levels: Undergraduate ☐ Graduate ☐ Professional ☐  
M. Grade Method: Normal Grading ☐ Credit/No Credit (Pass/Fail) ☐  
N. Does proposed new course replace an equivalent course? Yes ☐ No ☐  
O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.  
P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE.

International Advertising is an experimental course open to FSU and HSRW students. The course is taught in Tandem with German Culture (GERM 331). Students seek consumer insights on a featured product based on cross cultural analysis of USA, Germany and Holland. Reading and lecture establish a basic understanding of general advertising terms, principles and practices of marketing communications. Students will construct basic messages/appals based upon continuation of a brand’s messaging (standardization) or adaptation to local culture. Students learn basic quantitative and qualitative research methods, how to write a creative brief and construction of a basic ad plan book. Considerable time is spent outside the classroom with travel to advertising agencies and international marketers in Germany and Holland.

Q. Term Offered: 201605  
R. Max Section Enrollment: 20  
S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.  
T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐ General Education ☒ Occupational Education ☐ G E Codes: ☒

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADTL ☐ SCARRES ☐ SCAPREQ ☐
Form G plus justification of the General Education designation being sought must be sent to the General Education Coordinator (preferably electronically). The criteria for each designation can be found FSU General Education website: http://www.ferris.edu/HTMLS/academics/gened/gened.html

Upon review, the form below will be completed by the University General Education Committee for the courses that will meet General Education requirements. The form must be included in the proposal packet.

**Course Prefix:** AIMG  **Course Number:** 390

**Course Title:** International Advertising  **G. E. Codes Requested:** G

G.E. Codes: G=Global Consciousness; R=Race/Ethnicity/Gender Issues; S=Social Awareness; C=Cultural Enrichment; W=Writing Intensive; Z=Scientific Understanding; ZL=Scientific Understanding (Lab)

**Please Print**

Initiator: Clay Dedeaux  Date Sent: November 12, 2015

Proposal Contact: Clay Dedeaux  Email: Clay S Dedeaux <ClayDedeaux@ferris.edu>

Department: Marketing  Campus Address: Business 303

**University General Education Committee:** discussed and approved via email consensus

Chair: Clifton Franklun  Date Returned: 12/3/2015

Based upon University General Education Committee review on 12/3/2014, (Date), we

☑ Support the request to designate the course listed above as a Global (G) Gen. Ed. Designation(s).

☐ Do not support the request to designate the course listed above as a Click here to enter text. Gen. Ed. Designation(s) for reasons listed below.

**Comments:** Click here to enter text.