

Resolution 2020-2021H

Resolution to Approve New Major, Advertising, in Bachelor of Arts in Communication

Recommended by the Commission on Undergraduate Studies and Policies

First Reading:

February 22, 2021

Faculty Senate:

Staff Senate:

Graduate Student Assembly:

Student Government Association:

Second Reading:

Approved by University Council:

Approved by the President:

First Effective Date to Declare Major: Summer 2021

First Effective Date to Graduate: Winter 2023

WHEREAS, advertising is a recognized and significant discipline in communication in higher education; and

WHEREAS, nearly 250,000 individuals work at more than 13,700 advertising agencies across the United States; and

WHEREAS, spending on advertising in the United States is projected to reach \$290 billion by 2022; and

WHEREAS, Virginia Tech has no current degree program that prepares students for careers in the advertising industry and that lack of training puts Virginia Tech graduates at a disadvantage when applying for advertising jobs; and

WHEREAS, many of Virginia Tech's peer institutions offer undergraduate programs in advertising; and

WHEREAS, Virginia Tech could draw on resources from the Colleges of Architecture and Urban Studies, Business, and Liberal Arts and Human Science to teach advertising courses; and

WHEREAS, the Marketing Department in Pamplin College of Business and School of Visual Arts in College of Architecture and Urban Studies have agreed to join the School of Communication in preparing students for work in advertising; and

WHEREAS, a Major in Advertising under the current Bachelor of Arts in Communication would fill a gap in Virginia Tech's communication curriculum, enhance Virginia Tech's growing reputation as a leader in mass communication education, and attract more undergraduate applicants to the School of Communication.

THEREFORE, LET IT BE RESOLVED that the Major in Advertising be approved for addition to the Bachelor of Arts in Communication effective Summer 2021 and the proposal be forwarded through University governance to the President for approval.