

JUSTIFICATION FOR NEW ADVERTISING MAJOR

Need for the program

The new Advertising major will fill a gap in Virginia Tech's communication curriculum. Most peer institutions offer formal degree programs in Advertising. Virginia Tech students lack the opportunity to select an organized and formalized education in the discipline. As a result, many Virginia Tech graduates cannot compete effectively for jobs in advertising.

Virginia Tech spreads instruction related to advertising across three colleges: Architecture and Urban Studies, Business, and Liberal Arts and Human Sciences. The School of Visual Arts teaches graphic design. The Marketing Department in Pamplin College of Business offers one basic advertising and one marketing communication course as elements in the broader marketing curriculum. The School of Communication addresses paid media messages in various Communication Studies, Communication, and Public Relations courses. But advertising is a distinct, recognized, and longstanding academic discipline. No Virginia Tech unit brings together the elements of that discipline (theory, research, planning, design, implantation, and evaluation) into a unified curriculum. Specifically, no unit teaches account planning, media buying, ad copywriting, brand storytelling, or the social/cultural influence of commercial speech.

Furthermore, public relations graduates leave Virginia Tech at a particular disadvantage. They go into a job market that increasingly expects candidates to integrate advertising and public relations skills. Nevertheless, Virginia Tech students can't use fully integrated advertising and public relations tactics in either Public Relations Campaigns (PR 4304) or Marketing Communication (MKTG 4304). Students in those courses are not required to take previous coursework in both advertising and public relations. The new major would address that challenge by feeding students with advertising and public relations backgrounds into PR 4304.

Whom the program will serve

The Advertising major will serve students who want to seek careers in advertising, particularly in advertising and creative agencies. Many current Public Relations majors want to work in integrated communication agencies. Much account work in those agencies focuses more on advertising than public relations. Graduates with agency ambitions would benefit from formalized advertising education with some public relations coursework mixed in. Other Public Relations majors would continue to seek employment in corporations, nonprofit organizations, and government agencies. Those students would benefit from the opportunity to include advertising coursework in their public relations curriculum.

Resources

The School of Communication will need no additional resources to launch the Advertising major. The curriculum design efficiently draws on courses already available in the School of Visual Arts and the Pamplin College of Business to augment instruction offered by the School of Communication. Current Communication faculty members can staff the three new courses required to complete and launch the major.

Administration

The School of Communication will administer and assess the Advertising curriculum. Advertising is a recognized mass communication academic discipline. The first term to enroll in the Advertising major is Summer 2021. The first term to graduate is Winter 2023. The school will communicate information about the new major through a Canvas site for students in the school; email messages to academic advisers in the Pamplin College of Business, College of Architecture and Urban Studies, and other units in the College of Liberal Arts and Human Sciences; and advertising through online social networks.

**SCHOOL OF COMMUNICATION
COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION (BACOM)
ADVERTISING MAJOR (ADV)**

CHECKSHEET FOR STUDENT DATE OF ENTRY UNDER UNDERGRADUATE CATALOG 2021-2022

The Advertising Major requires 120 credits for graduation. The curriculum includes the following elements: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.

MAJOR REQUIREMENTS (I-III)

Advertising Majors take 22 credits in Core Degree Requirements and 33 credits in courses specific to the major. See reverse for other requirements and “progress to degree” criteria.

I. CORE DEGREE REQUIREMENTS (22 credits)—Required across all majors in School of Communication:

- COMM 1004 First Semester Experience in Communication (1)
- COMM 1014 Introduction to Communication (3)
- COMM 2024 Media Writing (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 2034 Visual Media (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 2084 Media and Society (3)
- COMM 2094 Communication and Issues of Diversity (3) Pre: 1016 or ENGL 1106
- COMM 2124 Introduction to Communication Research (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 4024 Communication Law (3) Pre: Senior standing.

II. MAJOR REQUIREMENTS (27 credits)—9 required courses for ADV Majors:

- COMM 1015 Communication Skills I (3)
- COMM 1016 Communication Skills II (3)
- Note:** Alternative to 1015-16 for transfer students entering the major after freshman year:
- COMM 2004 Public Speaking (3) Pre: Sophomore standing.
- COMM 2014 Speech Communication (3)
- ADV 3004 Advertising Copywriting and Brand Storytelling (3) Pre: COMM 2024, MKTG 3504
- ADV 3014 Account Planning and Media Buying (3) Pre: MKTG 3504
- ADV 3024 Ethics and Social Responsibility in Advertising (3) Pre: MKTG 3504
- MKTG 3104 Marketing Management (3) Pre: Junior standing.
- MKTG 3504 Advertising (3) Pre: MKTG 3104 or 3104H
- MKTG 4204 Consumer Behavior (3) Pre: 3104 or 3104H
- PR 4304 Public Relations Campaigns (3) Pre: (PR 3014 or ADV 3024), (PR 3144 or ADV 3004), (COMM 2124 or ADV 3014) **OR** MKTG 4304 Marketing Communications (3) Junior standing. Pre: (3104 or 3104H), (4204 or 4204H)

III. MAJOR ELECTIVES (6 credits)—Choose 2 course from the list below:

- ART 1234 Topics in Visual Communication Design for Non-Majors (3)
- ART 3574 Topics in Graphic Design (3) Pre: ART 2576
- ART 4504 Topics in Multimedia Studio (3) Pre: (ART 1414, ART 1604) or (ART 1504, ART 1514, ART 2504)
- CMST 2134 Introduction to Health Communication (3)
- CMST 4324 Issues in Health Communication (3) Pre: Junior standing.
- COMM 4974 Independent Study (Internship) (3)
- COMM 4994 Undergraduate Research (3)
- JMC 4064 Social Media Analytics (3) Pre: COMM 2124
- JMC 4264 Social Media Theory & Practice (3)
- MGT 3304 Management Theory and Leadership Practice (3) Pre: Sophomore standing
- MKTG 3164 Introduction to Digital Marketing Strategy (3) Pre: 3104 or 3104H
- PR 2044 Principles of Public Relations (3)
- PR 3014 Public Relations Cases (3) Pre: 2044
- PR 3144 Writing and Editing for Public Relations (3) Pre: COMM 2024
- PR 3084 Advanced Public Relations Research Methods (3) Pre: (COMM 2044 or PR 2004), COMM 2124

Total major credits: 55

Prerequisites: Some courses listed on this checksheet have prerequisites that are not part of the major requirements. Be sure to consult the University Catalog and/or check with your adviser.

IV. PATHWAYS TO GENERAL EDUCATION (45 credits)

Advertising Majors are encouraged to broaden their education by sampling courses from many disciplines. Courses taken to meet Core Degree Requirements (see reverse) cannot double-count in Pathways.

Pathways Core 1 Discourse Select 3 courses	(9 credits)	(3)1f _____	(3)1f _____	(3)1a _____
Pathways Core 2 Critical Thinking in the Humanities Select 2 courses	(6 credits)	(3) _____	(3) _____	
Pathways Core 3 Reasoning in the Social Sciences Select 2 courses	(6 credits)	(3) _____	(3) _____	
Pathways Core 4 Reasoning in the Natural Sciences Select 2 courses	(6 credits)	(3) _____	(3) _____	
Pathways Core 5 Quantitative & Computational Thinking Select 3 courses	(9 credits)	(3)5f _____	(3)5f _____	(3)5a _____
Pathways Core 6 Critique & Practice in Design & Art Select 2 courses	(6 credits)	(3)6a _____	(3)6d _____	
Pathways Core 7 Critical Analysis of Identity & Equity in U.S. Select 1 course	(3 credits)	(3) _____		

Pathways credits: 45

V. MINOR + ELECTIVES (17 credits)

In addition to Major and Pathways requirements, students must complete the following to reach 120 credits for graduation:

1. **Minor, cognate, or double major**—*Beyond* studies in Communication, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major). Students **should NOT take ADV, COMM, JMC, or PR courses** as part of this requirement.
2. **Electives**—Once students complete a minor or cognate, they still need hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required Pathways or foreign language courses. Students **should NOT include ADV, COMM, JMC, or PR courses** among these electives.

Minor and elective credits: 20

Total credits for graduation: 120

GRADUATION REQUIREMENTS

1. Minimum of 120 semester credit hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.
2. Minimum of 40 credits in ADV, COMM, JMC or PR; maximum 48 credits in ADV, COMM, JMC or PR. **Note:** Accreditation standards require Advertising Majors to complete at least 72 hours outside ADV, COMM, JMC or PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, JMC and PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. ADV, COMM, JMC and PR courses taken for a minor may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
 - 3 years of single foreign language in high school OR
 - 2 years of a single language in high school plus 1106 or equivalent in college OR
 - 1105-1106 or equivalent in college (This credit must be in addition to the 120 credits required for graduation.)

PROGRESS TOWARD DEGREE

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 1014 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All ADV, COMM, JMC and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in ADV or another School of Communication major.



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October 9, 2020

TO: Undergraduate Curriculum Committee

FROM: Douglas Cannon, Associate Director

SUBJECT: Advertising major

The creation and operation of an Advertising major will require no additional School of Communication or university resources.

From: "Bagchi, Rajesh" <rbagchi@vt.edu>
Date: Monday, October 26, 2020 at 9:25 AM
To: "Cannon, Douglas" <dfcannon@vt.edu>
Cc: "Denton, Robert" <rdenton@vt.edu>
Subject: RE: Background information for Friday meeting about Advertising major/minor

Dear Doug:

We support the inclusion of the Marketing Courses on the Checksheet.

Best regards,
Rajesh

From: Meaghan Dee <meaghand@vt.edu>
Date: Monday, October 26, 2020 at 8:09 AM
To: Douglas Cannon <dfcannon@vt.edu>
Cc: Jeff Joiner <jjoiner@vt.edu>, Amy Kirschke <kirschke@vt.edu>
Subject: Re: Support for ART 1234 on Advertising major checksheet

Dear Doug,

The Graphic Design Program supports the inclusion of ART 1234, 3574, and 4504 as electives on the proposed Advertising major checksheet. Teaching these courses will require no additional resources. We would give priority registration in ART 3574 and ART 4504 to Graphic Design majors.

Note: ART 3574 and ART 4504 are rotating Topics in Graphic Design courses. We most highly recommend Art Direction to your students, but other topics might be of interest as well (e.g. Packaging, Web Design, Interaction Design, Experimental Typography, Correspondence Design, Motion Graphics).

Many Thanks,
Meaghan

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Meaghan A. Dee

Associate Professor,
Chair of the Graphic Design Program,
Virginia Tech
meaghand.com

From: "Gnyawali, Devi" <devi@vt.edu>
Date: Tuesday, October 13, 2020 at 6:34 PM
To: "Cannon, Douglas" <dfcannon@vt.edu>
Subject: RE: Support for elective on Advertising major checksheet

I support inclusion of MGT 3304 on the proposed checksheet. Department of Management will not need additional resource for annual enrollment of 25 or fewer students from the major.

Thank you

Devi R. Gnyawali, Ph.D.

Department Head and R. B. Pamplin Professor

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