



New Graduate Degree Program Proposal Approval / Catalog Information Form

New Degree Program Proposals require the completion of this form as well as the full proposal, tables, CV., etc. as noted on the Academic Planning page <https://www.systemacademics.usf.edu/curriculum/new-program.php>

Routing and Approvals

Full Proposal Routing:

- | | |
|--|--|
| <input type="checkbox"/> Department (or equivalent) | <input type="checkbox"/> Graduate Council |
| <input type="checkbox"/> School (If Applicable) | <input type="checkbox"/> InEd (if Online major) |
| <input type="checkbox"/> College Curriculum Comm. | <input type="checkbox"/> APAC |
| <input type="checkbox"/> College Dean / Assoc Dean | <input type="checkbox"/> ACE |
| <input type="checkbox"/> Secure Letter(s) of Support from other SUS institutions (if required) | <input type="checkbox"/> BOT |
| <input type="checkbox"/> Graduate Studies | <input type="checkbox"/> BOG (only if Doctorate) |

Full Proposal Approvals				
M.S. in Advertising				
CIP: 09.0900; No concentrations				
	Name (print or type)	Signature	Action	Date
Faculty Name and Email	Wayne Garcia	<i>Wayne Garcia</i>	Email: wgarcia@usf.edu	8-30-17
Dept. Chair	Wayne Garcia	<i>Wayne Garcia</i>	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Disapprove	8-30-17
Curriculum Chair (e.g. Schools in CAS, COED, etc.)	Kim Golombisky	<i>Kim Golombisky/stt</i>	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Disapprove <input type="checkbox"/> Signature not applicable	8/31/17
College Committee Chair	Julie Langford	<i>Julie Langford/stt</i>	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Disapprove	8/31/17
College Dean/designee	Robert Pstrow	<i>Robert Pstrow</i>	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Disapprove	
USFSM <input type="checkbox"/> Concurrence <input type="checkbox"/> Not Concur <input type="checkbox"/> N.A. - attach				
USFST <input type="checkbox"/> Concurrence <input type="checkbox"/> Not Concur <input type="checkbox"/> N.A. - attach				
Graduate Council (GC) Chair/designee	Vonzell Agosto, Curriculum Chair		<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Disapprove	10/2/17
Graduate Studies Dean/designee		CHC /Approved	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Disapprove	10/5/17

Catalog Copy Information

CIP Code	09.0900
Degree Designation	Master of Science
Degree Code	M.S.
Major	Advertising
Are any other USF Programs offered under this CIP code?	No
Does this Program have formal Concentration areas? (List names)	No
USF Institution	USF
College	College of Arts and Sciences
School (if applicable)	
Department (or equivalent)	Zimmerman School of Advertising and Mass Communications
Proposed Date for First Admissions	
Major Research Areas (Keywords for search engine)	Advertising, Mass Communications, Marketing, Communication, Media
Description of the Major (do not include requirements, but what is significant about it; career opportunities, etc.)	The major provides in-depth training in extracting, analyzing and utilizing analytics associated with advertising media and how those analytics shape strategy and creative content. It is useful both for mid-career professionals and those seeking entry-level advertising positions.
Graduate Director for this Major - Name	Dr. Artemio Ramirez, Jr.
Graduate Director for this Major – Phone	813-974-9960
Graduate Director for this Major - Email	aramirez2@usf.edu

ADMISSION REQUIREMENTS

Priority Admission Deadline for Fall (Cannot be later than Feb 15 for doctorate major or June 1 for masters)	June 1
Priority Admission Application Deadline for Spring (Cannot be later than October 15)	October 15
Priority Admission Application Deadline for Summer (Cannot be later than February 15)	February 15

If admission applications are only accepted in one semester, put "none" in the other semester boxes.

Majors must meet the minimum University Requirements. However, Majors may have additional or more restrictive requirements. Note that the Major Admission requirements apply to all students, including those in formal Concentrations.

DOES THIS PROGRAM REQUIRE:	
Bachelor's degree in a particular area?	Appropriate bachelor's degree from a regionally-accredited institution (e.g. Mass Communications, Communication, Marketing)
MINIMUM GPA HIGHER THAN 3.00? In all work undergrad or upperdivision?	3.00 Upper Division
GRE? If no – put N/A. If Yes, what are the percentiles required for each test	GRE – 153V (60 percentile), 144Q (18 percentile)
OTHER TESTS? If yes – list what they are and the requirements.	no
Resume or CV?	Resume
Letters of Recommendations? How many?	Three Letters of Recommendation (academic recommendations preferred)
Interviews / Auditions?	no
Personal Statement or Goals Statement	Strong letter of intent
Writing Sample	no
Other	Students who lack an appropriate background in the major may be required to take additional courses to meet major minimums *e.g. Quantitative Methods)

CURRICULUM REQUIREMENTS

TOTAL MINIMUM HOURS <i>(It should be clear in the curriculum requirements how a student gets to the minimum required)</i>	
If this is a proposed Master's Program – what are the Total Minimum Hours required Post-Bachelors (e.g. 30 hours)	36
If this is a proposed Doctorate Program – what are the Total Minimum Hours required in total Post-Bachelors (e.g. 90 hours)	
If this is a proposed Doctorate Program – what are the Total Minimum Hours required for just the doctorate portion (post-master's requirements) (e.g. 60 hours)	

CORE REQUIREMENTS	Total Core Hours Required:	24
<ul style="list-style-type: none"> What all students must complete in the major. Must be at least two structured graduate courses with at least 6 credit hours. Cannot be a "this OR this" or a "choose one of the following" 		
<i>List Prefix, number, title, credits</i> MMC 6447 Quantitative Research Methods 3 ADV 5825 Advertising Proseminar 3 ADV 6602 Advanced Advertising Management 3 ADV 6505 Advertising Research 3 MMC 6449 Advertising Analytics 3 ADV 5508 Return on Advertising Investment 3 ADV 5005 Advertising Planning 3 (new course being proposed) ADV 6305 Advertising Media Strategies 3 (new course being proposed)		
Other required courses		12
Applied Research 6 hours MMC 6950 Applied Research Project 6 Required Marketing Courses 6 hours MAR 6815 - Marketing Management 3 MAR 6555 - Consumer Behavior Insights 3		
CONCENTRATION(s) List each Concentration Name, hours required, and required courses (Prefix/number/title/credits)		0
N/A		
Electives	Total Elective Hours Required:	0
N/A		
Comprehensive/Qualifying Exam	Total Comp/Qualifying Exam Hours Required (if any):	0
Requires a portfolio review in second year in lieu of a comprehensive exam (no thesis) UPDATE - Comp Exam met via Applied Research Project		
Non-thesis/Thesis	Total Non-Thesis Hours Required:	
Non-Thesis		

***Make certain hours total to the minimum hours required for the major**