

Curriculum Change Form
(Present only one proposed curriculum change per form)
(Complete only the section(s) applicable.)

Part I

(Check one)	Department Name	Communication
<input type="checkbox"/> New Course (Parts II, IV)	College	Business & Technology
<input type="checkbox"/> Course Revision (Parts II, IV)	*Course Prefix & Number	
<input type="checkbox"/> Hybrid Course ("S," "W")	*Course Title (30 characters)	
<input type="checkbox"/> Course Dropped (Part II)	*Program Title	Minor in Advertising
<input type="checkbox"/> New Program (Part III)		(Major ____, Option ____, Minor <u>x</u> __, or Certificate ____)
<input checked="" type="checkbox"/> Program Revision (Part III)		
<input type="checkbox"/> Program Suspended (Part III)	*Provide only the information relevant to the proposal.	

Proposal Approved by:	<u>Date</u>		<u>Date</u>
Departmental Committee	11/21/08	Graduate Council*	N/A
<i>Is this a SACS Substantive Change?</i> Yes**** <input type="checkbox"/> No <input checked="" type="checkbox"/>		Council on Academic Affairs	03/19/09
College Curriculum Committee	12/19/2008	Approved <u>x</u> Disapproved _____	
General Education Committee*	N/A	Faculty Senate**	
Teacher Education Committee*	N/A	Board of Regents**	
		Council on Postsecondary Edu.***	
*If Applicable (Type NA if not applicable.)			
**Approval needed for new, revised, or suspended programs			
***Approval/Posting needed for new degree program or certificate program			
****If "yes", SACS must be notified before implementation. Please contact EKU's Office of Institutional Effectiveness.			

Completion of A, B, and C is required: (Please be specific, but concise.)

A. 1. Specific action requested: (Example: To increase the number of credit hours for ABC 100 from 1 to 2.)
 To drop COM 320 A-I from the requirements and add JOU 320 or PUB 320.

A. 2. Effective date: (Example: Fall 2001)
 Fall 2009

A. 3. Effective date of suspended programs for currently enrolled students: (if applicable)
 N/A

B. The justification for this action:

The current option of taking three separate one-credit sections of COM 320 courses (A-H), each devoted to a different topic, makes it difficult to integrate theory, tools and techniques across the topics. New three credit hour courses are being proposed (JOU 320 and PUB 320) to replace COM 320 classes. Consolidating new content with that from the COM 320 A-H classes creates a single three-credit-hour course most suitable to the discipline.

C. The projected cost (or savings) of this proposal is as follows:

Personnel Impact:
 None

Operating Expenses Impact:
 None

Equipment/Physical Facility Needs:
 None

Library Resources:
 None

Part III. Recording Data for New, Revised, or Suspended Program

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide the current program requirements using ~~striethrough~~ for deletions and *underlines* for additions.
3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program's suspension.

New or Revised* Program Text
 (*Use ~~striethrough~~ for deletions and underlines for additions.)

Minor in Advertising

Requirements.....21 hours
 Courses required for a minor in advertising are COM ~~320 A-I (3 hours)~~, 325, 425, 471, JOU 320 or PUB 320, MKT 301, 320, and COM 490 or MKT 426. Three hours of COM/MKT courses taken to fulfill requirements for another major may be counted toward the advertising minor.