# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): please read.

**N.B. DO NOT USE HIGHLIGHT, please DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |
| --- | --- | --- |
| A.1. Course  | **COMM 339 ADVERTISING creativity** |  |
| [Replacing](#Ifapplicable)  | **COMM 339 creativity FOR PUBLIC RELATIONS AND ADVERTISING** |
| A.2. [Proposal type](#type) | **Course: revision** |
| A.3. [Originator](#Originator) | **Giselle A. Auger** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale)  | **As part of the revision to the Public Relations and Advertising concentration program this course title and prerequisites have been altered to provide consistency to course titles in the program.** **The description was changed to reflect the revised content of the course.****The prerequisites have been changed to allow entry to the course for more students.**  |
| A.5. [Student impact](#student_impact) | **Prerequisites have been changed to allow entry for more students to the course.** |
| A.6. [Impact on other programs](#impact)  | **None** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **None** |
| [*Library*:](#library) | **None** |
| [*Technology*](#technology) | **None** |
| [*Facilities*](#facilities): | **None** |
| A.8. [Semester effective](#Semester_effective) | **Fall 2019** | A.9. [Rationale if sooner than next Fall](#Semester_effective) |  |
| A.10. INSTRUCTIONS FOR CATALOG COPY: This single file copy must include ALL relevant pages from the college catalog, and show how the catalog will be revised. (1) Go to the “Forms and Information” page on the UCC website. Scroll down until you see the Word files for the current catalog. (2) Download ALL catalog sections relevant for this proposal, including course descriptions and/or other affected programs. (3) Place ALL relevant catalog copy into a single file. Put page breaks between sections and delete any catalog pages not relevant for this proposal. (4) Using the track changes function, revise the catalog pages to demonstrate what the information should look like in next year’s catalog. (5) Check the revised catalog pages against the proposal form, especially making sure that program totals are correct if adding/deleting course credits. If new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all is acceptable. Send as a separate file along with this form. |

B. [NEW OR REVISED COURSES](#delete_if)  **DO NOT use highlight. Delete this whole page if the proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions))Only include information that is being revised, otherwise leave blank (delete provided examples that do not apply) | NewExamples are provided for guidance, delete the ones that do not apply |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **COMM 339** |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **Advertising Creativity** | **Creativity for Public Relations and Advertising** |
| B.4. [Course description](#description)  | The process of conceptualizing and preparing advertising for mass media is introduced. Emphasis is placed on creative thinking, strategic writing skills, and visualization. | Students are introduced to the process of conceptualizing and preparing PR and advertising content for mass media. Emphasis is placed on creative thinking, strategic writing skills, and visualization. |
| B.5. [Prerequisite(s)](#prereqs) | **COMM 337** | **COMM 311 or COMM 337 or permission of instructor** |
| B.6. [Offered](#Offered) |  |  |
| B.7. [Contact hours](#contacthours)  |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  |  |  |
| B.11. [Instructional methods](#instr_methods) |  |  |
| B.12.[Categories](#required) |  |  |
| B.13. Is this an Honors course? | **NO** | **NO** |
| B.14. [General Education](#ge)N.B. Connections must include at least 50% Standard Classroom instruction. | **NO**  | **NO**  |
| B.15. [How will student performance be evaluated?](#performance) |  |  |
| B.16. [Redundancy statement](#competing) |  |  |
| B. 17. Other changes, if any |  |

| B.18**.** [**Course learning outcomes**](#outcomes)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
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| B.19. [**Topical outline**](#outline)**: Do NOT insert whole syllabus, we just need a two-tier outline** |
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| **Week** | **Topics & Assignments (Lab)** |
| Week 1 | Course Overview (Syllabus + Survey) |
| What is Creativity |
|  |
| Week 2 | Understanding Creativity - Myths and Theories |
| [Lab] The Basics of *Photoshop* (Individual Project #1: Image editing (*Photoshop*) - due week #3) |
| Week 3 | Creativity in Advertising & Public Relations |
| [Lab] (Individual Project #1) |
| Week 4 | Basic Design Rules for Advertising & PR |
| [Lab] (Individual Project #2: Creative Design (*Photoshop*) - due week #5) |
| Week 5 | Basic Typography Rules for Advertising & PR |
| [Lab] (Individual Project #2 due)  |
| Week 6 | PR, Brand and Brand Identity |
| [Lab] The Basics of *InDesign* (Individual Project #3: PR Brand Identity Design (*InDesign*) - due week #7) |
| Week 7 | PR, Brand and Brand Identity |
| [Lab] (Individual Project #3) |
| Week 8 | The Creative Process - Brainstorming & Ideation |
| [Lab] Advertising Redesign – “Good Ads vs. Bad Ads” (Individual Project #4: Flyer/Poster/Ad Re-design (*InDesign*) - due week #9) |
| Week 9-10 | Idea Development for PR & Advertising - Tools and Techniques |
| [Lab] (Individual Project #5: Creative Public Relations - due week #10) |
| Week 11-12 | Idea Development for PR & Advertising - Tools and Techniques |
| [Lab] (Individual Project #6: Creative Advertising - due week #12) |
| Week 13-14 | Final Team Project – Integrated Marketing Communications |
| [Lab] Developing Creative Integrated Marketing Communications  (Team Presentations on week #14) |

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## D. Signatures

* Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. may include multiple departments, e.g., for joint/interdisciplinary prposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Dr. Anthony Galvez | Chair of Dept. of Communication |  |  |
| Dr. Earl Simson | Dean of Faculty of Arts & Sciences |  | Tab to add rows |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
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