

AUG 11 1993

LSC Use Only

Number: _____

Action: _____

Date: _____

UWUCC Use Only

Number: 93-33

Action: App

Date: UWUCC 2/15/94

Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 450 Advertising Writing

Suggested 20 Character Course Title: JN 450 Advertising Writing

Department: Journalism

Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

X

Course Revision/Approval Only

Course Revision/Approval and Liberal Studies Approval

Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

James M. DeGeorge
Department Curriculum Committee

[Signature]
College Curriculum Committee

Director of Liberal Studies
(where applicable)

James M. DeGeorge (acting)
Department Chairperson

[Signature] 8/4/95 No New
College Dean *
James M. DeGeorge

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

to UWUCC: _____

Semester to be
implemented: _____

Date to be
published
in Catalog: _____

JN450 Advertising Writing

**3 credits
3 lecture hours
(3c-01-3s)**

Prerequisite: JN 102, JN 220

This is a basic course in the preparation of advertising copy and continuity for all media. It is a combination of lecture and laboratory course. Enrollment is limited to fifteen upperclass majors per semester.

**JN 450--Advertising Writing
*J. David Truby***

This is an advanced course in the preparation of advertising copy for all media. It is designed for journalism majors who will enter advertising or public relations jobs. The course covers the methods and skills needed to write effective advertising copy. It is mostly a "nuts & bolts" course, although theories, ethics and legal/regulatory aspects will also be covered.

The major emphasis will be on writing advertising, a lot of writing for all media and other advertising applications. This course is for majors only unless instructor permission is obtained. Also, you should not take this course unless you have had either working background or a course in marketing, advertising or sales.

Part II. 2.**OLD CATALOG NUMBER
AND DESCRIPTION**

JN 106 Basic Journalistic Skills (required)
JN 343 History of American Journalism
JN 323 Management in Mass Comm.
JN 346 Advanced Reporting
JN 349 Public Affairs Reporting
JN 350 Advertising Writing
JN 390 Public Relations II
JN 391 Presentation Making in Pub. Rel.
JN 392 Problem Solving in Public Relations
JN 394 Document Design II

**NEW CATALOG NUMBER
AND DESCRIPTION**

JN 102 Basic Journalistic Skills (required)
JN 243 History of American Journalism
JN 423 Management in Mass Comm.
JN 446 Advanced Reporting
JN 449 Public Affairs Reporting
JN 450 Advertising Writing
JN 490 Public Relations II
JN 491 Presentation Making in Pub. Rel.
JN 492 Problem Solving in Public Relations
JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.