

4 May 2023

TO: Faculty Senate

FROM: Peter Chaillé, Chair, Undergraduate Curriculum Committee

RE: Business Minor in Advertising Management

The following proposal has been approved by the Undergraduate Curriculum Committee and is recommended for approval by the Faculty Senate.

You may read the full text of the program proposal, as well as Budget Committee comments, at the [Online Curriculum Management System \(OCMS\) Curriculum Dashboard](#).

PROPOSAL SUMMARY FOR School of Business

Business Minor in Advertising Management

Effective Term

Fall 2023

Overview of the Program

The School of Business proposes a new *Business Minor in Advertising Management*

designed for and open to all non-business majors who are interested in working in the creative field of advertising. This minor will be offered in addition to the current advertising minors, which were designed for two specific majors, as part of the set of available business minors open to students across campus. As proposed, the Business Minor in Advertising Management follows the format of other business minors by emphasizing an applied approach to the basic functional areas of business, with the addition of a specialized set of coursework in advertising management.

The 100-, 200- and 300-level business courses in the proposed minor provide foundational business planning, marketing, financial analysis and management skills required to understand the language of business. The 300- and 400-level marketing classes include coursework in advertising strategy, integrated brand promotion, creative and media strategy with a focus on experiential learning. This combination will provide participants with the knowledge and skills needed to serve the market demand for skilled researchers, writers, account managers, creatives and strategists who can define brand identity and develop message strategy into clear and compelling communication to solve business problems.

The Business Minor in Advertising Management is well-suited to students majoring in the social sciences, liberal arts and sciences, architecture and fine and performing arts who are interested in applying skills and concepts learned in their majors to the business world, either as employees of a firm or as self-employed independent contractors.

Evidence of Need

According to the Bureau of Labor Statistics, employment in the \$154 billion U.S. advertising and promotion management field is expected to grow at a 10% annual pace over the next 10 years, which is faster than average job growth rates for other fields. Jobs in this field are well-paid (average salaries at \$131,000) and require a bachelor's degree. Oregon is one of the top five states in the nation for concentration of advertising and promotional management jobs, offering median salaries of \$102,000, and the Portland metropolitan region is the country's 10th largest market for advertising and promotional management jobs per population. A recent search on LinkedIn revealed approximately 900 open advertising, promotion and marketing positions in the Portland metro area. These positions require skills in advertising account management, consumer behavior, creative and media strategy and evidence of applied learning offered in the program.

Course of Study

Business Minor in Advertising Management (28-32 credits)

Required Courses: 16 credits

BA 101 Introduction to Business (4 credits)

BA 316U Essentials of Marketing (4 credits)

Mktg 340U Introduction to Advertising (4 credits)

Mktg 442 Creative Strategy (4 credits)

Finance Electives: 4 credits

Fin 218 Personal Finance (4 credits) or BA 306U Essentials of Finance (4 credits)

Media Electives: 4 credits

Mktg 441 Media Strategy (4 credits) or Mktg 448 Digital Media Planning & Design (4 credits)

Applied Electives: 4 credits

BA 346U Essentials of Entrepreneurship (4 credits), Mktg 443 Advertising Campaigns (4 credits), or Mktg 440 FIR Student Run Advertising Agency (4 credits, can be repeated; 8 credits recommended)