January 29, 2010

Dr. D. J. Minear  
Senior Associate Vice Chancellor  
Board of Governors  
Office of Academic & Student Affairs  
325 W. Gaines St.  
Tallahassee, FL 32399

Dear Dr. Minear:

Enclosed is a proposal to offer a new degree program at the University of South Florida. Also enclosed is a Limited Access Program Request. The proposal has been approved by the USF Board of Trustees. Please add this new program to the State University System of Florida Academic Degree Programs Inventory.

Thank you.

Sincerely,

Kathleen M. Moore  
Associate Vice President for Academic Affairs  
ad USF ECampus

Enclosures: 3
Board of Governors, State University System of Florida  
Limited Access Program Request  
Reference: BOG Regulation 6.001, Admissions

<table>
<thead>
<tr>
<th>University:</th>
<th>University of South Florida</th>
<th>Degree(s) offered:</th>
<th>BA/BS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program:</td>
<td>Advertising</td>
<td>Six digit CIP code:</td>
<td>52.9999</td>
</tr>
</tbody>
</table>

1. Will the entire program be limited access or only a specific track? __The entire program.________

2. If only a track is limited access, please specify the name of the track __Not Applicable.________

3. How many students will the program plan to accommodate?  
   Fall ___10____  Spring ___9____  Academic Year Total ___19____

4. When do you propose to initiate limited access?  
   __At the beginning of the program, Fall 2010________

5. What is the justification for limiting access? As detailed below, both the Mass Communications and College of Business Programs have limited resources. The monitoring report is attached with full detail.  See Attachment A.

6. By what means will access be limited? Please provide a description of the program’s admissions requirements and procedures, and indicate how these requirements and procedures ensure equal access for Florida community college Associate of Arts degree graduates in the competition for available space in the program.

   Access is limited by existing policies of the College of Business and the Mass Communications Program. In instances in which the requirements of one program are more restrictive than the other, the higher requirement will govern admission decisions. Community college graduates have the same opportunities for admission as they would in all other College of Business programs.

**Requirements for Admission to the College of Business**

1. Students must satisfy the following criteria:
   a. Minimum of 60 semester hours of college credit earned.
   b. Minimum of 2.5 cumulative grade point average on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal.
   c. Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

      ACG X021 Financial Accounting (or ACG X001 & ACG X011)  
      ACG X071 Managerial Accounting  
      CGS X100 Computers in Business (or acceptable substitute i.e., CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)  
      ECO X013 Principles of Macroeconomics  
      ECO X023 Principles of Microeconomics  
      MAC X233 Elementary Calculus or MAC 2230
STA X023 Introductory Statistics or QMB X100 (or STAX122 although STA X023 and QMB X100 are preferred).

d. In computing entry grade point average all business and economics courses taken for S or U grades will be converted to C or F, respectively.

Additional admission requirements exist for the advertising major. Students majoring in advertising must:

1. Meet all business limited access admission requirements listed above and
2. Meet all Mass Communications limited access requirements for the advertising program:
   - Earn a C in ENC 1101 and 1102
   - Earn an overall GPA of 2.75, not 2.5
   - Earn a Minimum score of 60% on the Mass Communications English diagnostic test prior to entering MMC 2100. Students who transfer MMC 2100 or equivalent must have 70% on the test.
   - Complete MMC 2100 and MMC 3602 with C grades or higher.

7. Present the current race and gender profiles of the students in the program. Discuss the impact of the proposed action on the race and gender profiles. Cite sources used for discussion. What strategies, should they be necessary, will be used to promote diversity in the program?

The advertising major will be implemented in 2010. Since students pursuing the Advertising major are expected to comprise a demographic profile similar to that of students currently majoring in Mass Communications and Marketing, diversity of students in the new major should be similar to that of students enrolled in the two existing majors. In the fall of 2008, there were 143 students enrolled in the Mass Communications Advertising concentration and 376 in the Marketing major.

Fall 2008 (Final)
Final Benchmark
Total University Funding Campus
Student Diversity

<table>
<thead>
<tr>
<th></th>
<th>Mass Communications Advertising</th>
<th>College of Business Marketing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44</td>
<td>162</td>
<td>206</td>
</tr>
<tr>
<td>Female</td>
<td>99</td>
<td>214</td>
<td>313</td>
</tr>
<tr>
<td>Non-Resident Alien</td>
<td>4</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
<td>4</td>
<td>32</td>
<td>36</td>
</tr>
<tr>
<td>American Indian</td>
<td>0</td>
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<td>1</td>
</tr>
<tr>
<td>Asian Pacific Islander</td>
<td>7</td>
<td>18</td>
<td>25</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11</td>
<td>44</td>
<td>55</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>116</td>
<td>270</td>
<td>386</td>
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</tbody>
</table>

Limited Access Form Updated 4/08
8. Are the graduates of the program in high demand? If so, and if the program is to be limited due to lack of adequate resources, provide a justification for limiting access to the program rather than reallocating resources from programs with low market demand.

Graduates of all programs in the USF College of Business and the USF School of Mass Communications are in high demand. The enrollments and headcounts in the proposal for a new degree program in Advertising represent a best estimate of what the units can support in the proposed new program. The USF College of Business is accredited by AACSB and the USF School of Mass Communications is accredited by ACEJMC. As such, all majors (existing and new) must meet minimum standards.

<table>
<thead>
<tr>
<th>Request Initiated by:</th>
<th>Jacqueline R. Nelson, Senior Director of Undergraduate Affairs</th>
</tr>
</thead>
</table>
| EEO Officer's Signature: | [Signature]
| Provost's Signature: | [Signature] | 1/28/10 |
Send the completed form to:

Dr. Dorothy J. Minear
Senior Associate Vice Chancellor, Academic and Student Affairs
Board of Governors
State University System of Florida
325 West Gaines Street, Suite 1602
Tallahassee, Florida 32399-1950
## UNIVERSITY OF SOUTH FLORIDA

<table>
<thead>
<tr>
<th>CIP CODE</th>
<th>PROGRAM</th>
<th>MINIMUM ADMISSIONS STANDARDS</th>
<th>REASONS WHY PROGRAM NEEDS LIMITED ACCESS STATUS</th>
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<tbody>
<tr>
<td>09.0101</td>
<td>Mass Communication</td>
<td>Pre-reqs, 45 hrs, 2.75 GPA, diagnostic test</td>
<td>Number of Faculty</td>
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<tr>
<td>52.0101</td>
<td>Business Management</td>
<td>2.5 GPA, &quot;C&quot; in pre-reqs, 60 hrs, 550 on TOEFL</td>
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<tr>
<td>52.0201</td>
<td>Business Administration</td>
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<tr>
<td>52.0301</td>
<td>Accounting</td>
<td>2.5 GPA, &quot;C&quot; in pre-reqs, 60 hrs, 550 on TOEFL</td>
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<tr>
<td>52.0601</td>
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<td>52.0801</td>
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<td>52.1301</td>
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<td>X</td>
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<tr>
<td>52.1401</td>
<td>Marketing</td>
<td>2.5 GPA, &quot;C&quot; in pre-reqs, 60 hrs, 550 on TOEFL</td>
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</table>

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