



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,

A handwritten signature in purple ink, which appears to read "K. Moore", is written over a horizontal line.

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

Enclosures: 3

**Office of the Provost**

University of South Florida · 4202 East Fowler Avenue, ADM 226 · Tampa, Florida 33620-6100  
(813) 974-2154 · FAX (813) 974-5093

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

<b>University:</b>	University of South Florida	<b>Degree(s) offered:</b>	BA/BS
<b>Program:</b>	Advertising	<b>Six digit CIP code:</b>	52.9999

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:
  - o Earn a C in ENC 1101 and 1102
  - o Earn an overall GPA of 2.75, not 2.5
  - o 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.
  - o 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


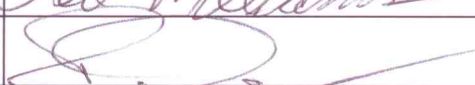
	Mass Communications Advertising	College of Business Marketing	Total
Male	44	162	206
Female	99	214	313
Non-Resident Alien	4	3	7
Black, Non-Hispanic	4	32	36
American Indian	0	1	1
Asian Pacific Islander	7	18	25
Hispanic	11	44	55
White, Non-Hispanic	116	270	386

Not Reported	1	6	7
Total	143	376	519

	Mass Communications Advertising	College of Business Marketing	Total
Male	30.8%	43.1%	39.7%
Female	69.2%	56.9%	60.3%
Non-Resident Alien	2.8%	0.8%	1.3%
Black, Non-Hispanic	2.8%	8.5%	6.9%
American Indian	0.0%	0.3%	0.2%
Asian Pacific Islander	4.9%	4.8%	4.8%
Hispanic	7.7%	11.7%	10.6%
White, Non-Hispanic	81.1%	71.8%	74.4%
Not Reported	0.7%	1.6%	1.3%
Total	100.0%	100.0%	100.0%

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.

<b>Request Initiated by:</b>	Jacqueline R. Nelson, Senior Director of Undergraduate Affairs
<b>EEO Officer's Signature:</b>	 1/20/10
<b>Provost's Signature:</b>	



*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*

Attachment A

LIMITED ACCESS MONITORING REPORT 2009-2010

REASONS WHY PROGRAM NEEDS LIMITED ACCESS STATUS

UNIVERSITY OF SOUTH FLORIDA			LIMITED RESOURCES				PROFICIENCY		Accreditation Requirement: (Check appropriate columns)
CIP CODE	PROGRAM	MINIMUM ADMISSIONS STANDARDS	Number of Faculty	Instructional Facilities	Instructional Equipment	External Resources	Audition or Portfolio	GPA	
09.0101	Mass Communication	Pre-reqs, 45 hrs, 2.75 GPA, diagnostic test	X	X	X			X	X
52.0101	Business Management	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.0201	Business Administration	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.0301	Accounting	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.0601	Business Economics	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.0801	Finance	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.1101	International Business	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.1301	Info Systems/ Decision Science	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	
52.1401	Marketing	2.5 GPA, "C" in pre-reqs, 60 hrs, 550 on TOEFL	X	X				X	