




## Minor Change to an Existing Course Request Form

Today's Date: **09/27/07**

click  icons for help with fields

### MINOR CURRICULUM changes are as Follows:

(Mark all that apply)

- Title Change
- Reduction in Credit Hours
- Course Number Change within the Current Level
- Prerequisite Change
- Change of Variable Credit Hours within the Maximum
- Cross-Listing Change
- Change Catalog Description

DEPARTMENT PREFIX:  **MKT**

COURSE NUMBER:  **442**

MODIFIER: 

CURRENT COURSE TITLE: **Integrated Marketing Communications Practice (Laws, Hall & Associates)**

PROPOSED COURSE TITLE: **Highwire Brand Studio**

Initiating Faculty:  **Michael McCarthy**

E-Mail Address:  **mccartms@muohio.edu**

Department Chair:  **James Stearns**

E-Mail Address:  **stearnjm@muohio.edu**

WHAT PROMPTED THIS REVISION?

**Change in course title to reflect revision in course description**

**Change in course description to reflect the change in the types of students that are eligible to participate.**

Effective term for change: **Second Semester 2007-2008**

CURRENT CREDIT HOURS - Low/High: 

Low: **4**

High: **4**

Maximum Hours Counted Toward Graduation:  **4**

PROPOSED REDUCTION IN CREDIT HOURS - Low/High:

Low:

High:

Maximum Hours counted toward Graduation:

Full Term Course:  Sprint Course:  [click here to choose sprint type](#)

Other:  If other, Describe:

Lecture minutes per week: **4 credit hour lecture - 200 min. per week** Other:  If other, Describe:

Laboratory minutes per week: [click here to choose](#) Other:  If other, Describe:

DEFAULT GRADE OPTIONS: [Standard Letter Grade](#)

**INSTRUCTIONAL TYPE:** The instructional type refers to the way the course will be taught. Miami University and the Ohio Board of Regents recognize seven instructional types:

[Lecture Seminar \(lecture / discussion\)](#)

**CURRENT CATALOG DESCRIPTION:** ?

Multidisciplinary practicum involving students from marketing, art, and communication. Three competing, multi-disciplinary student teams work for a semester on an actual client’s current marketing communications problem. Campaign solutions include primary research and market analysis, campaign strategy development, budget, media plans, fully produced electronic and interactive media and graphic design for print advertising, and other sales support materials. Incorporates contemporary technology and industry standard materials and research. Expertise and facilities of marketing, art, and communication programs are fully integrated within each team. Each campaign is formally presented to the client at the end of the semester.

**PROPOSED CATALOG DESCRIPTION:** ?

Multidisciplinary practicum involving students from marketing, graphic design and other relevant majors. Three competing, multi-disciplinary student teams work for a semester on an actual client’s current brandings and marketing communications challenge. Campaign solutions typically include primary research and market analysis, campaign strategy development and graphic design for advertising and other sales support materials. Incorporates contemporary technology and industry standard materials and research. Expertise and facilities of marketing, graphic design and other relevant majors are fully integrated within each team. Each campaign is formally presented to the client at the end of the semester.

**CURRENT PREREQUISITE(S):** ? [MKT 435 or permission of instructor](#)

**PROPOSED PREREQUISITE(S):** ? [MKT 435 or permission of instructor](#)

**CURRENT CONCURRENT COURSE(S):** ?

**PROPOSED CONCURRENT COURSE(S):** ?

**CURRENT CROSS-LISTED COURSE(S):** ?

**PROPOSED CROSS-LISTED COURSE(S):** ?

\*Indicate Dept. responsible for staffing

**SYLLABUS: (Required for change in credit hours)**

Note: If you have tables or other items that may not paste into this form properly, please make note of that in the text box and submit accompanying electronic documents to [courseapproval@muohio.edu](mailto:courseapproval@muohio.edu) with this form.

**Text:** ?

**Evaluative Methods:** ?

Note: Final examinations are expected in all undergraduate courses except where other evaluative substitute procedures have been approved by the department chair or dean of the division. This regulation does not apply to laboratory final examinations. (MUPIM 10.3.A)

**Example/Sample Grading Scale:** ?

**Outline and Readings:** ?

**Other info:**

**If this course is offered at both Graduate and Undergraduate level, please provide the additional coursework to be completed by the students receiving Graduate Credit:**