

Advertising Faculty Meeting Minutes

November 9, 2016

Weimer 2066

Attending: Chen, Dankers, Fisher, Goodman, Kelleher, Kim, Morris, Morton-Padovano, Torres, Weigold

- I. Meeting called to order at 8:36 a.m.
- II. Minutes from 9/14/16 and 9/22/16 approved.
- III. Announcements
 - a. Kelleher informed faculty that advertising will be offered as an online major by 2018/19.
 - b. ADV 4905 to become “Agency Experience” course (eventually with new course number).
 - c. The idea for a lower level course where students can receive credit for attending guest lectures was discussed.
 - d. Morris updated faculty that the job description for the current opening was approved by HR and while other recommended websites to post the opening are being considered, the job will post on the UF website immediately.
- IV. Curriculum Revision Process
 - a. MMC 2100 has seen a steady increase in enrollment. Discussion related to the course included course revamp and tailoring it to advertising specifically.
 - b. Fisher updated faculty that continued exploration of courses to be offered for a Health Communications certificate are still being considered.
 - c. The proposal for a Graphic Design certificate was discussed.
 - d. Morton-Padovano introduced the idea of the department offering two differing tracks for ADV Majors. The first track provides a focus for students who wish to work in the agency setting that would retain the current curriculum while the other track would focus more on strategic communication and offer specialized, scaled courses and alternate capstones.
 - e. Goodman suggested 9-12 credit outside concentrations for consideration.
- V. Meeting Adjourned at 9:42 a.m.