

**From:** [Elizabeth M. Perse](#)  
**To:** [Andrews, Rick;](#)  
**CC:**  
**Subject:** RE: Advertising minor  
**Date:** Thursday, May 15, 2008 1:59:24 PM  
**Attachments:**

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Sounds good. I am pleased to be included in this proposal.

At 01:53 PM 5/15/2008, you wrote:

[Betsy,](#)

[For the COMM requirements, I could specify that six credits must be taken from the following courses:](#)

[COMM 245 Mass Communication and Culture](#)  
[COMM 309 Introduction to Public Relations](#)  
[COMM 313 Communication Principles in Advertising](#)  
[COMM 325 Studio Television Production](#)

If this is OK, I can draft an Academic Program Approval form after the semester ends. I will then have a conversation with Dean Gempesaw about enrollments and resource requirements for the minor, since I think we are all in the same boat when it comes to resource constraints. Then I will circulate the proposal to you, Virginia, my colleague Bob Kent, and a few other faculty for comments. Finally, I would do the necessary paperwork to get the required signatures on the faculty senate program approval form. All I would need from you at that point is an email saying you will support the program.

[Thanks,](#)  
[Rick](#)

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*Dr. Rick L. Andrews*

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**From:** Elizabeth M. Perse [ <mailto:eperse@UDel.Edu> ]

**Sent:** Tuesday, May 13, 2008 2:42 PM

**To:** Andrews, Rick

**Subject:** RE: Advertising minor

The set of COMM courses looks very good. Two caveats: we will be adding some prerequisites to COMM408 (Comp science 103 and ART 307 - OR a verification of proficiency in html, java script, adobe photoshop). COMM325 is a high demand, low enrollment class.

Please let me know the next step.

Betsy Perse

At 01:41 PM 5/9/2008, you wrote:

Hi Elizabeth,

I'm sorry it has taken me a while to get back to you. Thanks for being willing to talk to us about an interdisciplinary advertising minor. So far we are thinking of the following courses (Virginia Bradley has suggested the ART 204 course, which looks appealing to me):

ECON 100 Economic Issues and Policies  
BUAD 201 Introduction to Marketing  
BUAD 471 Advertising Management  
BUAD 473 Buyer Behavior

ART 204 Media/Design/Culture  
2 COMM courses from a group of possibilities  
Total: 21 hours

The COMM courses my colleague Bob Kent and I identified as potentially interesting are:  
COMM 245 Mass Communication and Culture  
COMM 309 Introduction to Public Relations  
COMM 313 Communication Principles in Advertising  
COMM 325 Studio Television Production  
COMM 408 New Media Project Development

However, I do not know if these are offered on a regular basis (or if they could be). First of all, could you comment on this list, perhaps removing some, perhaps adding others? Of course whatever the list ended up being, it would not be necessary to offer all of them every year--a rotation of courses, depending on enrollments, would be fine. If you'd rather, we could select two COMM courses and not give students a choice.

Please let me know your thoughts. As far as enrollments go, we could work out an agreeable level of enrollment for starters once we have agreed on a curriculum. I believe Dean Gempesaw will talk to Dean Apple at some point about the mutual benefits of collaboration and what our likely enrollments and resource requirements might be.

Thanks for your consideration,  
Rick

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**From:** Elizabeth M. Perse [ <mailto:eperse@UDel.Edu> ]

**Sent:** Tuesday, April 22, 2008 3:37 PM

**To:** Andrews, Rick; [vbradley@UDel.Edu](mailto:vbradley@UDel.Edu)

**Cc:** Kent, Robert

**Subject:** Re: Advertising minor

I'd be interested in exploring a minor. I agree that it would offer a good deal to our students. Because of the demands on our faculty workload, we would need to discuss enrollment and other such issues.

I have scattered times available to meet. Generally, Mondays and Wednesdays before 3:00 and other days occasional times.

Elizabeth Perse

At 02:45 PM 4/22/2008, Andrews, Rick wrote:

Hi,

Recently Dean Gempesaw and I discussed the possibility of an advertising minor in the College of Business & Economics, which would be open to students University-wide. He suggested that I should probably talk with Communications and Art to see if there might be some interest in a joint effort. I am thinking of a minor with about three courses from Business & Economics and three or four courses total from Art and Communications, for a total of about six or seven courses. We believe that an advertising minor could be quite popular

with students.

First of all, would you have any interest in participating in such a minor, and second, if so, could we possibly meet sometime before the semester ends to develop some preliminary ideas? I would write up the program proposal, and the Departments would only be responsible for having the necessary courses in place. I would anticipate writing it over the summer and getting the necessary approvals during the Fall 08 term.

If you are interested, perhaps you could suggest some general times that might be open for meeting.

Thanks,  
Rick Andrews  
Chair, Business Administration

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