REVISIONS APPROVED BY SENATE CHAIRPERSON 8/20/04.

ILLINOIS STATE UNIVERSITY
UNDERGRADUATE PROGRAMS
REQUEST FOR NEW PROGRAM APPROVAL

Purpose: Proposed new undergraduate programs (degrees, sequences, certificates) must include information concerning how the program will be financially supported to proceed through the

curriculum proposal process**.** Signatures of the College Dean and Provost/Provost Representative are required prior to submission of the new program to the College Curriculum Committee.

Procedure: This completed form, with all necessary signatures, is to be attached to new program
curricular proposals.

Definition: A "program" can be either a degree, a sequence as part of a degree or a certificate.

Complete the following information:

Department: MARKETING   Date: November 7, 2005
Proposed New Program:Integrated Marketing Communication Sequence
Person Completing Form:Timothy A. Longfellow, Chairperson   Contact #:438-7262

Complete Table I to show student enrollment projections for the program.

Table I
STUDENT ENROLLMENT PROJECTIONS FOR THE NEW PROGRAM

	1st Year (July - June)	2nd Year	3rd Year	4th Year	5th Year
Number of Program Majors (Fall headcount)	75	150	200	200	200
Annual Full-Time-Equivalent Majors	70	120	150	150	150
Annual Credit Hours in EXISTING Courses[1]	1399	1471	1549	1549	1549
Annual Credit Hours in NEW Courses[1]	288	432	550	550	555
Annual Number of degrees Awarded	10	40	60	60	60

[1]Include credit hours generated by both majors and non-majors in courses offered by the academic unit directly responsible for the proposed program.

Complete Table II (even if no new funding is requested). Show all required resources including amounts and sources of funds reallocated from other programs or units.

Table II
PROJECTED RESOURCE REQUIREMENTS FOR THE NEW PROGRAM

	1st Year (July - June)	2nd Year	3rd Year	4th Year	5th Year
FTE Staff[1] (FTE)	4.5	4.5	4.5	4.5	4.5
Personnel Services ($)	0	0	0	0	0
Equipment and Instructional Needs ($)	0	800	0	800	0
Library ($)	0	0	0	0	0
Other Support Services[2] ($)	$13, 500	$13, 900	$14, 322	$14,751	$15,194

[1]Reflects the number of FTE staff to be supported with requested funds. Not a dollar entry.
[2]Other dollars directly assigned to the program. Do not include allocated support services.

Budget narrative listing projected sources of program funding (including sources of reallocated funds). We do not anticipate need for another faculty member in the IMC area. We have replaced/ added faculty over the past five years to be able to meet the need generated by the new sequence. Equipment expenses are related to software updates specific to IMC. No additional library needs are anticiapeated based upon the new sequence. The support services expenditures are current graduate assistants assigned to the IMC faculty. These figures reflect the current level of GA support. We have assumed a 3% increase in salary each year for the GA's. We do not anticipate the need for additional GA's to support the IMC sequence.

Routing and action summary:

1. _____   _____
   Department/School Curriculum Committee Chair   Date Approved

2. _____   _____
   Department Chairperson/School Director   Date Approved

3. _____   _____
   College Dean   Date Approved

4. _____   _____
   Provost/Provost Representative   Date   Approved

5. _____   _____
   College Curriculum Committee Chairperson   Date Approved

6. _____   _____
   Teacher Education Council Chair   Date Approved

7. _____   _____
   University Curriculum Committee Chairperson   Date Approved

Once approved, include this form with the curricular proposal for the new program.