

BACKGROUND AND REQUEST

Central Ohio Technical College
Associate of Applied Business in Advertising Technology

Recommendation

This program clearly meets the Chancellor's standards for associate degree programs.
There were no serious concerns raised in this review.

Request: Central Ohio Technical College proposes an Associate of Applied Business degree in Advertising Technology in response to the need for trained advertising technicians. The proposed program incorporates current technology and focuses on the creation, transmission and evaluation of advertising campaigns, promotions, and commercial messages that attract, promote, and sell products and services.

Purpose/Mission: The mission of the college is "to meet the technical education and training needs of students and employers in the region."

Enrollment: The college is projecting an enrollment of sixteen full-time students in spring 2011, and anticipates enrollment will grow to forty-six full-time and twenty part-time students by January 2012.

Curriculum: The curriculum provides students hands-on experiences in graphic design, advertising concepts and procedures, mass media communications, advertising concepts and procedures, and project management. Graduates of the program will find positions as advertising technicians, marketing managers, technical writers, assistant art designers, and sales representatives, with starting salaries ranging from \$32,600 to \$56,000 annually. Students interested in continuing their education may transfer to the Ohio State University Newark Campus, where students can earn a bachelor's degree in advertising.

Faculty/Resource Needs: The college is financially prepared to offer the program. Existing resources are in place to support the program.

Program Duplication: The proposed program is not offered at any other public two-year institution in central Ohio. The college is willing to collaborate and share best practices with other institutions interested in developing this or similar programs.

End of Comment Period: November 12, 2010
No Comments Received, Recommend Approval

APPROVED

Eric D. Fingerhut, Chancellor
12/3/10 Date

MIC