

Board Meeting
March 10, 2010

RENAME THE DEPARTMENT OF ADVERTISING, COLLEGE OF MEDIA,
URBANA

Action: Approve the Renaming of the Department of Advertising, College of Media

Funding: No New Funding Required

The Chancellor at Urbana recommends for approval a proposal to rename the Department of Advertising as the Charles H. Sandage Department of Advertising, after its founder and the man deemed the “father of advertising education.”

Advertising education began at Illinois in 1946 when Charles H. Sandage arrived on campus. Although a few advertising courses had been taught at Illinois since 1916, Sandage was hired to create an advertising program. The challenge, he would say, “was to develop a program in advertising education that would be recognized as a worthy member of the university family of individual intellectual disciplines.”

Sandage developed the first graduate degree in advertising in 1947, established a major in advertising in 1949, was instrumental in moving the School of Journalism to the College of Communication (changed to the College of Media in 2008), established the Department of Advertising in 1959 (the first such department in the country), and remained the head of that department until 1966.

Sandage also influenced advertising scholarship. He worked with the Academy of Advertising, one of the first scholarly organizations, to develop a prototype for an academic journal. Because of Sandage's intellectual creativity that brought theory, research, and professional practice more closely together, the Academy undertook the task of funding a journal, and the *Journal of Advertising* first appeared in 1972 with Sandage as the honorary editor. Today, the *Journal* is the official publication of the American Academy of Advertising, and considered the premiere advertising journal. It provided a stimulus to scholarship and has made significant contributions to the body of knowledge.

In his 20 years at Illinois, Sandage developed the foundation of advertising education that would be copied throughout the world. He made advertising a discipline worth study and scholarship. He led the department to be recognized as the preeminent location for an advertising degree. Sandage educated far more advertising professors with doctorates and masters degrees than any other educator in the United States. He would remain involved in the department until his death in 1998.

The naming of the department coincides with the 50th anniversary of the founding of the department. By naming the Department of Advertising after its founder and the father of advertising education, the University of Illinois would be immediately recognized as the first and most prominent home of advertising education and scholarship.

The Board action recommended in this item complies in all material respects with applicable State and Federal laws, University of Illinois *Statutes, The*

General Rules Concerning University Organization and Procedure, and Board of Trustees policies and directives.

The Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.