

TO: President Jack Miller
FROM: President of the University Senate

1. The attached motion of the University Senate, dealing with February Curriculum Committee Report is presented to you for your consideration. Two additional copies are included for your use. *Program Changes*

2. This motion was adopted by the University Senate on Feb. 12, 2007

3. After considering this motion, please indicate your action on this form, and return it together with the original copy to the President of the University Senate.

4. Under the By-Laws of the University Senate, Section 3.8, the following schedule of action is to be observed.

a) By _____, Senate action reported to the President of University.
(Date)
(Within five school days of the session in which they are adopted).

b) By _____, President of the University to return the motion to the President of the Senate. (Within 10 school days of its receipt).

Mar 2007
(Date)

Tim Craine
President, University Senate (Tim Craine)

ENDORSEMENT:

TO: President of the University Senate

FROM: President Jack Miller

1. Motion Approved

2. Motion Disapproved _____
(Explanatory statement must be appended)

3. Action "is deferred" _____

4. Resolution Noted _____

5. Other _____

3/12/07
Date

Jack Miller
President

Senate Motion Passed February 12, 2007

b) Curriculum Committee, Tom Burkholder.
Motion to adopt the resolutions concerning the course and program changes, Westcott,
Passed.

VI. Course and Program Changes

Department of History

4 Program Revision

Minor in Social Sciences 21 Credits

Change description to read:
12 credits from the following:
PS 104 or 110; ECON 200 or
201; GEOG 110 or 120;
ANTH 140; HIST 121 or 122
or 161 or 162; PYSCH 112 or
236. 9 Credits of Social
and/or Behavioral Sciences at
the 300 or 400 level.

Students are permitted to take
only one course from each
social and behavioral science
discipline at the 100 and 200
level.

9 Credits of upper level
courses must include 300 or
400 level courses from at
least 2 different social or
behavioral science
disciplines.

Social and Behavioral
Science minors may not
count course taught in their
major department toward the
minor. For instance, a
political science major may
not count political science
courses toward a social and
behavioral science minor.

Department of Computer Science

12	a	Course Revision	CS	410	<u>Introduction to Software Engineering</u>	Change prerequisite to: CS 253 or CS 501 Change description to: Examination of the software development process. Includes organization of software development projects, the verification and validation of systems, the problems of security and privacy, and the legal aspects of software development.
	b	Course Revision	CS	481	<u>Operating Systems Design</u>	Approved for Graduate credit Change prerequisite to: CS 253 or CS 501 Approved for Graduate credit.

Intensive English Language Program

5	a	Course Reinstatement	IELP	101	<u>Pre-EAP (English for Academic Purposes) Listening & Speaking</u>	Credits: None Prerequisite: IELP placement test Description: 16 week/160 hour pre-academic introduction to listening, speaking and grammar skills for non-native speakers of English. In this course, which is divided into two 8-week sessions, students will develop the basic communication and survival skills necessary to begin studying English for academic purposes.
	b	Course Reinstatement	IELP	102	<u>Pre-EAP (English for Academic Purposes) Reading &</u>	Credits: None Prerequisite: IELP placement test

Writing

Description: 16 week/160 hour pre-academic introduction to reading, writing and grammar skills for non-native speakers of English. In this course, which is divided into two 8-week sessions, students will develop the basic communication and survival skills necessary to begin studying English for academic purposes.

Library

6 Course Revision LSC 150 Library Resources and Skills

Change prerequisite to: Open only to students who have earned fewer than 60 credits.

Change Description to: Introduction to the use of information resources available electronically and in print that facilitate undergraduate research. Emphasis is placed on searching the library catalog and subject databases to find books, articles and other information. Additional topics include the correct citation of sources, evaluating information and searching the World Wide Web.

Add Study Area IV credit.

Department of Marketing

8 e Course Deletion MKT 308 Introduction to Hospitality
g Course Deletion MKT 313 Merchandising
k Course Revision MKT 350 Marketing Channels

Delete this course.

Delete this course.

Change title to: Internet Marketing and Channels

Change description to: Discussion of the supply

s Course Addition	MKT	415	<u>Marketing Touristic Startups</u>	chain with emphasis on internet marketing. A critical analysis of various distributive strategies, underlying theories of distribution channels, techniques of costing alternative trade channels, and the structuring of channel intermediaries.
				3 Credits Spring
				Prerequisites: MKT 295, MGT 295, AC 211 (C or higher)**
				Description: Principles and practices in creating and marketing touristic startups: market research, market identification, market analysis, market planning, market pursuit, and marketing management.
				**Grade requirement pending approval by Academic Standards
v Course Addition	MKT	439	<u>Direct Marketing</u>	3 Credits
				Prerequisites: MKT 373 (C or higher)**
				Description: Theory and application of direct marketing concepts, issues and applications including: list maintenance, market segmentation, customer profiling, response model building, model performance, the offer letter, media selection and performance.
				**Grade requirement pending

				approval by Academic Standards
x	Course Revision	MKT	450	<u>Strategic Marketing</u>
				Change Title to:
				Change Prerequisites to: AC 212, FIN 295, MGT 295, MIS 201, MKT 305, MKT 380 (all with grades of C or higher) **
				Change Description to: Synthesis of analytical frameworks: models for understanding customers, competitors, collaborators (e.g., suppliers and intermediaries), the organization itself, and the design of its strategy. Students practice decision making with a marketing simulation and write a marketing plan.
				**Grade requirement pending approval by Academic Standards
y	Course Addition	MKT	470	<u>Integrated Marketing Communication</u>
				3 Credits, On Demand
				Prerequisites: MKT 306 (C or higher)**
				Description: Application of marketing communication theory. Students learn how an organization integrates its promotion mix elements to present a unified message, and then create a strategic promotion plan for a real client.
				**Grade requirement pending approval by Academic Standards

Department of Psychology

10 a	Course Revision	PSY	364	<u>Adult Development & Aging</u>	Change prerequisite to: PSY 236 or permission of instructor.
b	Program Revision			<u>Minor in Gerontology</u>	Change Description to: 18 credits as follows: PSY 364, 458; NRSE 342; one three-hour practicum chosen from NRSE 498, PSY 496, PE 450 or 470, BIO 391, BMS 391; and 6 credits of electives chosen from NRSE 490, PE 215, PSY 380, SOC 340, SOC 440, BIO 401.

Women, Gender and Sexuality Studies Program

11	Course Addition	WGSS	390	<u>Topics in Women, Gender and Sexuality Studies</u>	3 Credits, Irregular Prerequisites: WGSS 200 Description: Intermediate course exploring specific areas of inquiry and research in women, gender and sexuality studies.
----	-----------------	------	-----	--	--

Department of Communication

old	Course Addition	COMM	256	<u>Professional Communication</u>	3 Credits, Spring Prerequisites: Description: Skills required to be a successful professional. emphasizes understanding and becoming proficient in relationship management, presentational speaking, interpersonal communication, written communication and communication in small groups.
3	Course Revision	COMM	305	<u>Theoretical Foundations of</u>	Approved for Skill Area I Change title to: Principles and Processes of Mass

Journalism and Communication
Mass

Communication Change Description to:
Explanation of broadcast
journalism and the principles
and processes of mass
communication

