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.

2. This motion was adopted by the University Senate on ____________
   (Date)
   Ch__g__

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
      (Date)
      President of the Senate. (Within 10 school days of its receipt).

   ____________ (Date) ____________ (Signature)
   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 ____________________________
   ____________ (Date) ____________ (Signature)
   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

<table>
<thead>
<tr>
<th></th>
<th>Minor in Social Sciences</th>
<th>21 Credits</th>
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<tbody>
<tr>
<td>4 Program Revision</td>
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</table>

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; PYSC 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

| Course Revision | CS 12 | 410 | Introduction to Software Engineering | 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. Approved for Graduate credit. |

| Course Revision | CS 481 | Operating Systems Design | Change prerequisite to: CS 253 or CS 501. Approved for Graduate credit. |

### Intensive English Language Program

| Course Reinstatement | IELP 5 a | 101 | Pre-EAP (English for Academic Purposes) Listening & Speaking | 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. |

<p>| Course Reinstatement | IELP 5 b | 102 | Pre-EAP (English for Academic Purposes) Reading &amp; | Credits: None. Prerequisite: IELP placement test. |</p>
<table>
<thead>
<tr>
<th></th>
<th>Course Revision</th>
<th>LSC</th>
<th>150</th>
<th>Library Resources and Skills</th>
</tr>
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<tbody>
<tr>
<td>6</td>
<td></td>
<td></td>
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<td>Change prerequisite to: Open only to students who have earned fewer than 60 credits.</td>
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<td>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.</td>
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**Department of Marketing**

<table>
<thead>
<tr>
<th></th>
<th>Course Deletion</th>
<th>MKT</th>
<th>308</th>
<th>Introduction to Hospitality</th>
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<tbody>
<tr>
<td>8</td>
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<td>Delete this course.</td>
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<tr>
<th></th>
<th>Course Deletion</th>
<th>MKT</th>
<th>313</th>
<th>Merchandising</th>
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<tr>
<th></th>
<th>Course Revision</th>
<th>MKT</th>
<th>350</th>
<th>Marketing Channels</th>
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<tbody>
<tr>
<td>k</td>
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<td>Change title to: Internet Marketing and Channels</td>
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<th>Change description to: Discussion of the supply</th>
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</table>

**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.
Marketing
Touristic
Startups

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

Direct Marketing

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
x  Course Revision  MKT  450  Strategic Marketing
approval by Academic Standards
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  Integrated Marketing Communication
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  Adult Development & Aging

b  Program Revision  Minor in Gerontology

Change prerequisite to: PSY 236 or permission of instructor.
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  Topics in Women, Gender and Sexuality Studies

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  Professional Communication

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.
Approved for Skill Area I

3  Course Revision  COMM  305  Theoretical Foundations of

Change title to: Principles and Processes of Mass
Change Description to:
Explanation of broadcast journalism and the principles and processes of mass communication