

Minutes
The West Virginia University Faculty Senate
Monday, October 8, 2012

1. Michael Mays, Faculty Senate Chair, called the meeting to order at 4:34 p.m. in Assembly Rooms A&B, NRCCE.

Members Present:

Abraham, R.	Connors, J.	Johnston, A.	Orlikoff, J.	Sperow, M.
Anderson, J.	Cronin, A.	Kale, U.	Paternostro, M.	Stack, S.
Anderson, K.	Curtis, R.	Kershner, R.	Peace, G.	Stolzenberg, A.
Atkins, C.	Elmore, S.	Kirby, B.	Perna, N.	Tallaksen, T.
Baldwin, C.	Etzel, E.	Kite, S.	Perone, M.	Tower, L.
Barretto, G.	Famouri, P.	Knight, J.	Petronis, J.	Tuninetti, A.
Bastress, R.	Ferrara, L.	Kopriva, N.	Petty, T.	Turton, R.
Bergner, G.	Finkel, M.	Kromar, R.	Prudhomme, J.	Valenti, M.
Blake, L.	Fuller, E.	Kuhlman, J.	Reddy, R.	Veselicky, K.
Boone, D.	Graves, C.	Lieving, G.	Reymond, R.	Vona-Davis, L.
Bowen, E.	Griffith, R.	Livengood, R.	Rose, T.	Watson, J.
Brazaitis, M.	Harner, J.	Lofoso, A.	Ruscello, D.	Weihman, L.
Brooks, R.	Harris, T.	Mandich, M.	Ryan, K.	Wenger, S.
Bryner, R.	Hartley, D.	Matak, K.	Sand-Jecklin, K.	Wilcox, G.
Campbell, L.	Hileman, S.	Meckstroth, R.	Schreurs, B.	Wood, A.
Cassels, A.	Hostuttler, L.	Merrifield, J.	Shelton, E.	Yang, H.
Cohen, S.	Iskander, W.	Nichols, A.	Sherwin, M.	

Members Excused:

Ameri, S.	Fint-Clark, B.	Lastinger, V.	Osborne, E.	Sherlock, L.
Bilgesu, I.	Huber, J.	Miltenberger, M.	Polak, J.	Watson, D.
Britten, R.	Huffman, V.	Nutter, R.	Putman, H.	Woloshuk, J.
Clark, B.	Kleist, V.	Oberhauser, A.	Rockett, I.	

Members Absent:

Abate, M.	Dino, G.	Hashmi, M.	Miller, M.	Whiteman, C.
Anfinson, J.	Fisher, M.	Holmes, M.	Moritz, J.	
Brock, R.	Funk, A.	Hornsby, G.	Musasinghe, R.	
Davis, S.	Graber, S.	Lorimer, D.	Nelson, C.	

Faculty Senate Officers Present:

Cottrell, L.	DiBartolomeo, L.	Lee, P.	Mays, M.
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2. Chair Mays moved and it was duly seconded to approve the minutes from the Monday, September 10, 2012 meeting. Motion carried.
3. Provost Wheatly asked for questions:
- Steve Kite commented that, with respect to vandalism following ball games, City Council recently discussed changing the time at which alcohol can be served from 2:00 a.m. to 12:00 a.m. The Provost indicated that she cannot address licensing and liquor laws, but she is very concerned with the behavior we have seen.

- Mitch Finkel suggested that there is a need to involve the University community in establishing a new, positive tradition. He also indicated that he does not believe the poor behavior of certain individuals is representative of the student body as a whole.
 - Linda Davis commented that the University of North Carolina, Chapel Hill, asks students to sign a Code of Civility. Engaging in confrontational behavior is grounds for expulsion.
 - Joseph Prudhomme proposed opening the stadium for away games, projecting the game on the big screen, and having a concert or other activity on the field afterwards.
4. Chair Mays reported on the following issues:
- He drafted a letter to the governor concerning proposed budget cuts.
 - There is a trip being planned to Potomac State for Friday, October 26, 2012. He hopes some of the Senate committee chairs and other representatives of the university will visit the campus, talk to some of the constituencies there, and make it clear that we are all part of the same team.
 - The assembly rooms of the NRCCE will be converted to classroom and lab space, so the Senate needs to find another place to meet. The best option seems to be the Erickson Alumni Center. Further information will be provided as it develops.
5. Dennis Ruscello, Chair, Senate Curriculum Committee, moved for approval of the following report:
- Annex I, New Courses and Course Changes. Motion carried.
Annex II, Monthly Alterations Report, was submitted for information.
6. Lisa Weihman, on behalf of the General Education Committee, moved for approval of the following report:
- Annex III, GEC Actions. Motion carried.
Annex IV, GEC Audits, was submitted for information.
7. Robert Griffith, on behalf of the Committee on Committees, Membership and Constituencies, moved to recommend that the School of Public Health be recognized as a constituency. Motion carried.
8. Robert Griffith, BOG representative, reported that the BOG:
- Met with the Davis College of Agriculture, Natural Resources and Design.
 - Heard a presentation by the staff representative to the board. The staff salary schedule mandated by the state has been fully funded, but that schedule was established in 2001 and has not changed.
 - Approved a \$15 million improvement program for upgrading the PRT system. Through the 2016-17 fiscal year, there will be a \$10 per semester increase in the student transportation fee.
 - Approved a student housing master plan to renovate housing and provide additional housing to accommodate 25 percent of our full-time students in University housing. Several pieces of property have been acquired.
 - Formally established the School of Public Health.

- Approved a large expansion of the weight room at the Pushkar Center, funded through private donations.

9. Meeting adjourned at 5:02 p.m. to reconvene on Monday, November 12, 2012.

Mary Strife
Faculty Secretary



Faculty Senate

September 24, 2012

The Honorable Earl Ray Tomblin, Governor
State of West Virginia
1900 Kanawha Boulevard East
Charleston, West Virginia 25305

Dear Governor Tomblin:

The West Virginia University Faculty Senate, representing over 2,000 faculty members in Morgantown, at divisional campuses in Keyser and Montgomery, at medical campuses in Charleston and Martinsburg, and extension faculty in every county in the state, voted at the September Senate meeting to support the Higher Education Policy Commission's request for "exemption for the state's higher education system from the proposed Fiscal Year 2014 budget reduction," and to make our position known to you.

There are many good reasons to exclude K-12 education from the budget reduction, as you have done, and we feel these same good reasons extend to post secondary education as well. More than half of all jobs in West Virginia — 51 percent — will require some form of post-secondary training by 2020, according to a Georgetown University report, "A decade behind: Breaking out of the low-skill trap in the southern economy." According to the Master Plan of the HEPC, cost containment is crucial to increasing student access, learning, and accountability. If WVU tuition has to be raised to balance the state-initiated shortfall, it will be difficult to meet this goal. Asking students to bear the burden is equivalent to "eating our seed corn."

West Virginia University plays a special role in statewide economic development. As Senator Manchin has said, "Promoting research initiatives that help us move toward energy independence should be a top priority for this country. WVU is a world-class research school, and it is encouraging that WVU has the opportunity to help lead us in improving and developing better ways to use energy right here in the United States. Investing in this research now will only help our future generations thrive and succeed." According to a recent study of the Bureau of Business and Economic Research, every dollar the state spends on WVU turns into a \$40 return to the state economy.

We deeply appreciate your leadership in these difficult times, and look forward to working with you as we continue to deal with issues of student retention, curricular innovation, and workforce development. Our common goal remains to increase the numbers of college and university graduates so that West Virginia will have a more competitive work force. I would be pleased to bring some of my faculty peers to meet with you to discuss this further.

Thank you for your consideration of the potential negative impact of a WVU budget reduction on *all* of West Virginia.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael E. Mays'.

Michael E. Mays, Chair
WVU Faculty Senate

To: Faculty Senate Executive Committee
From: Dennis Ruscello, Chair, Faculty Senate Curriculum Committee
Date: September 24, 2012
Re: New Courses and Course Changes

College of Business and Economics

Finance

New Course:

FIN 513. Macroeconomics & Financial Markets. 3 Hr. This course provides students with an understanding of how macroeconomic performance is measured, how monetary and fiscal policies influence macroeconomic performance, and how these relate to financial markets around the world. (Effective Term: Spring 2013) (CIP 520801)

Rationale: The MS in Finance program requires a macroeconomics course that describes the interactions between financial markets and the macro economy, with a focus on financial markets and institutions.

Eberly College of Arts and Sciences

New Courses:

Chemistry

CHEM 552. Biochemical Toxicology. 3 Hr. Introduction to the principles of toxicology, with a focus on the processes that occur at the cellular and molecular levels when chemicals interact with living organisms. (Effective Term: Spring 2013) (CIP 400501)

Rationale: Toxicology is the study of the adverse effects of chemicals on living organisms. Therefore, detailed knowledge of toxicology is vital to all areas of chemistry, but is especially relevant to biochemistry, forensic sciences, environmental/green chemistry, and drug/diagnostics design and synthesis. The course is intended for graduate students who wish to have a fundamental understanding of toxicology and its chemistry-related applications. The course will give students the tools, skills, and confidence to understand toxicology from a mechanisms perspective, and it will prepare them for graduate research.

History

HIST 525. History of Modern China. 3 Hr. Provides an overview of Chinese history with an emphasis on major events since the mid-19th century, placed in a broad context of the important political, economic, social, and diplomatic events in China's historic past. (Effective Term: Spring 2013) (CIP 540101)

Rationale: History 525 will be taught in conjunction with History 325. Students in 525 will complete assignments with 325 undergraduates but will have additional reading and writing assignments and will meet separately on a regular basis with the instructor. The graduate component of History 525 will also explore how to teach Chinese history in the college classroom. With our small faculty, we cannot offer graduate work in Chinese history exclusively for M.A. or Ph.D. students. History 525 will continue our tradition of providing classes in modern China as a “teaching field” for them, most of whom find positions in teaching institutions with a wide variety of classes to teach.

HIST 526. History of Modern Japan. 3 Hr. Provides an overview of Japanese history with an emphasis on major events since the mid-19th century, placed in a broad context of the important political, economic, social, and diplomatic events in Japan’s historic past. (Effective Term: Spring 2013) (CIP 540101)

Rationale: History 526 will be taught in conjunction with History 326. Students in 526 will complete assignments with 326 undergraduates but will have additional reading and writing assignments and will meet separately on a regular basis with the instructor. The graduate component of History 526 will also explore how to teach Japanese history in the college classroom. With our small faculty, we cannot offer graduate work in Japanese history exclusively for M.A. or Ph.D. students. History 526 will continue our tradition of providing classes in modern Japan as a “teaching field” for them, most of whom find positions in teaching institutions with a wide variety of classes to teach.

HIST 558. US Cultural History, 1819-1893. 3 Hr. Examines the cultural “panics” about identity and sensibility produced by capitalism, slavery, and war in the nineteenth-century United States. (Effective Term: Spring 2013) (CIP 540101)

Rationale: The history department needs a 500-level course in American history that offers new thematic and methodological perspectives on the American past in order to provide graduate students with course offerings beyond the chronologically focused 400-level courses (453, Civil War and Reconstruction; 454, The Coming of the Civil War; and 456, The Gilded Age). By examining—in their reading and writing assignments—the ways in which nineteenth-century Americans marshaled cultural resources and ideologies to debate the meanings of identity during a century marked by capitalist transformation, slavery, and war, graduate students will acquire a better understanding of cutting-edge methodology in cultural history, a grounding in the historiography that will prepare them for 700-level readings seminars and comprehensive field exams in nineteenth-century American history, and opportunities to work on aspects of their masters theses and doctoral dissertations.

World Languages, Literatures, and Linguistics

SPAN 335. Seminar in Spanish-American Culture. 3 Hr. PR: SPAN 310 and SPAN 311, or 310 and 312, or 310 and 313, or 311 and 312, or 311 and 313, or 311 and 314, or 312 and 313, or

312 and 314, or 313 and 314. Examination of media, film, dance, music, visual arts, food, or other non-literary cultural production of Spanish America. (Effective Term: Spring 2013) (CIP 160101)

Rationale: This course is designed to familiarize students with fundamental concepts regarding Spanish-American culture as well as with some of its most remarkable and exemplary manifestations. This course complements the Spanish curriculum by providing our students with the necessary referential framework to understand the complexities of cultural history. While cultures of Spanish America is a survey course that gives an overview of cultures in Spanish America, this class will focus on specific forms of non-literary cultural production. Thus, students may gain an in-depth knowledge of one of: media, film, dance, music, visual arts, food, or other non-literary cultural production of Spanish America. Instruction of this course will rotate among Spanish faculty. Thus, topics examined in the course will vary according to faculty expertise.

SPAN 637. Early Spanish-American Literature. 3 Hr. In depth readings in Spanish-American literature of the colonial period in their historical context. (Effective Term: Spring 2013) (CIP 16101)

Rationale: The purpose of this course is to study Spanish-American literature from the colonial period, which is fundamental for understanding the region's cultural and literary development. A course taught on this period is an important component of graduate programs in Spanish that is currently lacking from our course catalogue.

Davis College of Agriculture, Natural Resources and Design

New Courses:

Design & Merchandising

DSM 535. Visual 3D Modeling & Rendering. 3 Hr. PR: Consent. Develops students' abilities to apply digital three-dimensional instruments and techniques to effectively visualize and communicate the physical characteristics and phenomenal effects of existing and projected physical artifacts. (Effective Term: Spring 2013) (CIP 500401)

Rationale: Primarily, this course supports the recently approved Master of Science (M.S.) in Design & Merchandising degree program. Students enrolled in this new graduate program must complete at least twelve of the thirty-six required credit hours in graduate level DSM courses. With a current dearth of permanent DSM courses offered (e.g. one new permanent course application precedes this one), students presently rely on Special Topics and Independent Study courses to fulfill this requirement. In this foundational graduate level course, students will develop abilities to apply advanced digital instruments and techniques to visualize and visually assess artifacts and environments associated with the M.S. in Design & Merchandising

program's areas of focus in 1) Cultural Resource Management/Historic Preservation, 2) Healthcare, and 3) Sustainability.

Recreation, Parks and Tourism

RPTR 472. Tourism System & Destination Management. 3 Hr. Analysis of the demand and supply components of the tourism system and identification of destination management approaches to manage this tourism system in-order to build and maintain a competitive and sustainable destination. (Effective Term: Spring 2013) (CIP 310301)

Rationale: This new course will be taken as an elective by undergraduate students with consent from their academic advisor. The course will add value to the RPTR undergraduate program as it equips the students with vital destination management skills required in the field. The course covers in detail the elements of the tourism system and destination management techniques to effectively manage sustainable destinations. This elective is suitable for students in all RPTR concentration areas as graduates from the RPTR program will require destination management knowledge and skills in their careers.

RPTR 752. Tourism & Natural Resources Marketing. 3 Hr. Apply the principles of marketing to tourism and natural resources emphasizing the convergence of increasing tourism demand and destination/resource competitiveness and sustainability. (Spring 2013) (CIP 310301)

Rationale: This new course will be taken as an elective by graduate students with consent from advisor. The course will add value to the RPTR graduate program equipping students with the relevant skills to effectively market tourism destinations and natural resources in a manner that enhances value of destinations and communities rather than deplete resources. The course is relevant for students in all RPTR emphasis areas.

Wildlife Management

WMAN 330. Conservation Genetics. 3 Hr. PR: BIOL 101 and 102 or equivalent or higher and MATH 126. Introduction to the principles of modern genetics needed to understand and manage important challenges in conservation of biodiversity including game, non-game, and endangered/threatened species. This course is cross-listed with GEN 330, Conservation Genetics. (Effective Term: Spring 2013) (CIP 030601)

Rationale: Conservation genetics is a relatively new, rapidly progressing, and evolving field of study that applies principles of genetics to understand and manage challenges facing the conservation biodiversity. Our curriculum currently lacks, and therefore needs, a course in this important area of study. A course in this area of study is critical if our graduates are to stay abreast of current advances in the conservation and management of game and non-game species. All students in our program will be required to take this course for the major in Wildlife and

Fisheries Resources. The course also may be taken as an elective for the minor in Wildlife and Fisheries Resources.

GEN 330. Conservation Genetics. 3 Hr. PR: BIOL 101 and 102 or equivalent or higher and MATH 126. Introduction to the principles of modern genetics needed to understand and manage important challenges in conservation of biodiversity including game, non-game, and endangered/threatened species. This course is cross-listed with WMAN 330, Conservation Genetics. (Effective Term: Spring 2013) (CIP 030601)

Rationale: Conservation genetics is a relatively new, rapidly progressing, and evolving field of study that applies principles of genetics to understand and manage challenges facing the conservation of biodiversity. Our curriculum currently lacks, and therefore needs, a course in this important area of study. A course in this area of study is critical if wildlife graduates are to stay abreast of current advances in the conservation and management of game and non-game species. This course is available to students from any major who meet the pre-requisites. This course is cross-listed with WMAN 330, Conservation Genetics, which is required of all students in Wildlife & Fisheries Resources.

School of Medicine

Exercise Physiology

New Course:

EXPH 681. Clinical Exercise Prescription. 4 Hr. PR: EXPH 670 and EXPH 680. This course will present current established exercise guidelines for the safe evaluation of functional capacities and the establishment of safe, effective exercise prescriptions for individuals with cardiovascular and/or metabolic diseases. (Effective Term: Spring 2013) (CIP 260908)

Rationale: Major requirement: Provides the graduate student with the information needed to safely and effectively administer validated assessments of functional capacity in cardiovascular and metabolic disease states. Additionally, students are educated on the development of safe, effective exercise programs based upon documented scientific guidelines (American College of Sports Medicine, American Heart Association, American Association of Cardiovascular and Pulmonary Rehabilitation) for individuals with cardiovascular and/or metabolic disease (s). A major emphasis is placed on accurate interpretation of scientific data obtained from cardiopulmonary exercise testing (CPET) and the utilization of this data to develop an individualized exercise program for individuals with cardiovascular and/or metabolic disease. This information is essential for the clinical exercise physiology student in order to ensure exercise is being prescribed in the safest manner for individuals with cardiovascular and/or metabolic conditions.

Memorandum**To:** Faculty Senate Executive Committee**From:** Nicholas Perna, Chair-Elect
Senate Curriculum Committee**Date:** 9/24/2012**RE:** Monthly Alterations Report

Subject Code	Course Number	CIP	Action	Old	New	Rationale	Effective Date
ADV	201	090401	Change course description.	ADV 201. Advertising and Society. 3 Hours. As a social institution, advertising plays a critical role in our daily lives. The course will examine the social, economic, and legal aspects of advertising.	ADV 201. Advertising and Society. 3 Hr. As a social institution, advertising plays a critical role in our daily lives. This course examines the social, economic, and legal aspects of advertising.	The change was made to align program course descriptions.	201301
ADV	309	090401	Change course description and change PR.	ADV 309. Advertising & Creativity. 3 Hours. PR: ADV 215 and JRL 101. Advertising minors only. Online course explores creativity in advertising through a process and variety of creative vehicles, including print, broadcast and interactive media.	ADV 309. Advertising & Creativity. 3 Hr. PR: ADV 201 or ADV 215 and JRL 101. (Advertising minors only.) Examines advertising copy and design concepts. Students develop their own advertisements and learn to critically analyze existing ad campaigns.	The changes were made to align program course descriptions and add an alternative PR.	201301
ADV	409	090401	Change course description and change PR.	ADV 409. Advertising Research & Media. 3 Hours. PR: ADV 215 and JRL 101. Advertising minors only. Online course explores role of research throughout the communication process. Emphasis on media component through planning, buying and evaluation.	ADV 409. Advertising Research & Media. 3 Hr. PR: ADV 201 or ADV 215 and JRL 101. (Advertising minors only.) Introduces the selection and evaluation of different media used in advertising campaigns. Students learn to analyze and select audiences, compare media, and conduct media research.	The changes were made to align program course descriptions, add an alternative PR, and to more clearly reflect course content.	201301

ADV	419	090401	Change course description and change PR.	ADV 419. Advertising Strategies. 3 Hours. PR: ADV 309 and ADV 409. Advertising minors only. Online course introduces the changing consumer marketplace. Analysis of actual advertising campaign strategies in terms of creative media and research components.	ADV 419. Advertising Strategies. 3 Hr. PR: ADV 201 or ADV 215 and JRL 101. (Advertising minors only.) Introduces students to the concept of branding. Students learn how to use advertising to help create powerful brand loyalty by analyzing case studies of successful and unsuccessful branding attempts.	The changes were made to align program course descriptions, add an alternative PR, and to more clearly reflect course content.	201305
ENGL	337	230101	Made course repeatable up to 6 credits.	ENGL 337. Study of a Major Author. 3 Hours. PR: ENGL 102 or ENGL 103. Study a single author's works with special attention to historical contexts and critical reception. Authors will vary.	ENGL 337. Study of a Major Author. 3 Hr. PR: ENGL 102 or ENGL 103. May be repeated for a maximum of 6 hours. Study a single author's works with special attention to historical contexts and critical reception. Authors will vary.	The change was made to afford more curricular flexibility and accommodate high demand for the course.	201301
EXPH	567	260908	Change number of credits and course description.	EXPH 567. Exercise Physiology 2. 3 Hours. PR: Consent. Thorough and workable knowledge of the functioning of body systems during exercise, the acute and chronic adaptations that occur, and the practical application of work physiology.	EXPH 567. Exercise Physiology 2. 4 Hours. PR: Consent. Comprehensive knowledge of the functioning of body systems during exercise, the acute and chronic adaptations that occur, and the practical application of this to health and disease.	The change of credit hours and course description was made to cover increasing scientific discoveries in the field.	201305
IMC	610	090999	Change course description.	IMC 610. Introduction to IMC. 3 Hours. PR: Admissions to the program. Overview of advertising, public relations, direct marketing, communications, promotions and online communications.	IMC 610. Introduction to IMC. 3 Hours. PR: Admission to the program. Examines how IMC is used to ensure consistency of messages and complementary use of media to maximize the impact on consumers and other audiences.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

IMC	611	090999	Change course description.	IMC 611. Marketing Research & Analysis. 3 Hours. PR: IMC 610. Students will learn to (1) specify information needs and design research studies to meet those needs; (2) collect, analyze and use data to make marketing decisions; and (3) communicate research findings and implications.	IMC 611. Marketing Research and Analysis. 3 Hours. PR: IMC 610. Examines research within an IMC campaign. Students learn to identify marketing problems, distinguish what can and cannot be learned from marketing research, gather and analyze marketing data, and make business decisions based on the data.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	612	090999	Change course description.	IMC 612. Audience Insight. 3 Hours. PR: IMC 610. This course focuses on the role that internal and external influences play on consumer insight and decision-making. Topics include: motivation, personality, attitudes, cross-cultural variations, social stratification, information search and post-purchase satisfaction.	IMC 612. Audience Insight. 3 Hours. PR: IMC 610. Provides an in-depth look at consumer behavior and its role in IMC. Examines consumer behavior in terms of internal influences, external influences, the consumer decision-making process, and consumers and culture. Students also learn ethnographic research.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	613	090999	Change course description.	IMC 613. Brand Equity Management. 3 Hours. PR: IMC 610. Students examine the various elements that comprise a brand's identity while learning how to apply IMC strategies to build and maintain brand equity. Relationship marketing, cyber-marketing and database marketing are also discussed.	IMC 613. Brand Equity Management. 3 Hours. PR: IMC 610. Explores strategies and tactics that are used to build, measure, and manage brands and brand equity, including the introduction of new products. Also covers creative decisions in branding.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

IMC	614	090999	Change course description and remove PR.	IMC 614. IMC Media Analysis. 3 Hours. PR: IMC 610 and IMC 611. This class will be dedicated to the understanding of media planning including media selection, market analysis, media data, and plan development.	IMC 614. Media Analysis. 3 Hours. PR: IMC 610. Addresses the role of media analysis and planning in IMC. Covers basic media terminology and media math, the distinctions between media objectives, strategies and tactics, and the different ways of allocating resources in media.	The changes to course description and title were made to align program course descriptions and to more accurately reflect course content. PR of IMC 611 was no longer applicable and was removed.	201305
IMC	615	090999	Change course description.	IMC 615. Creative Strategy & Execution. 3 Hours. PR: IMC 610. This course examines the development of the creative brief and strategy statement as well as the basic principles of advertising copy and design for a variety of print, broadcast, and interactive media.	IMC 615. Creative Strategy and Execution. 3 Hours. PR: IMC 610. Takes a comprehensive look at creative strategy and its role in IMC. Students master the fundamentals of conceiving and executing an eye-catching, effective and integrated campaign that uses traditional and digital media.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	616	090999	Change course description.	IMC 616. Direct Marketing. 3 Hours. PR:IMC 610. This course focuses on the direct marketing methods used to sell products/services and build mutually beneficial relationships between companies and consumers. Topics include: market segmentation, using a list, developing an offer, cyber marketing and campaign evaluation.	IMC 616. Direct Marketing. 3 Hours. PR: IMC 610. Covers direct and interactive marketing from an IMC perspective. Includes database marketing, direct marketing message strategies across multiple media, direct and interactive marketing metrics, and the role of direct and interactive marketing in IMC campaigns.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

IMC	617	090999	Change course description.	IMC 617. Consumer Sales Promotion. 3 Hours. PR: IMC 610. This course explores the role, function, planning and implementation of consumer sales promotions in IMC. Topics include: continuity programs, coupons, sweepstakes, premiums, sampling, price discounts, and legal regulations.	IMC 617. Consumer Sales Promotion. 3 Hours. PR: IMC 610. Overview of the role that sales promotion plays in IMC. Examines the functions of sales promotion in the marketing process as well as the legal regulations on sales promotion. The course focuses only on consumer promotion.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	618	090999	Change course description.	IMC 618. PR Concepts & Strategy. 3 Hours. PR: IMC 610. Students examine the various functions of public relations in IMC, its impact on key publics and its role in society. Topics include: the evolution of the field, the responsibilities of PR practitioners, ethics, and trends.	IMC 618. PR Concepts & Strategy. 3 Hours. PR: IMC 610. Examines the various functions of public relations in IMC, its impact on key publics, and its role in society. Covers the field's evolution, the responsibilities of PR practitioners, law and ethics, and emerging trends.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	619	090999	Change course description.	IMC 619. Emerging Media and the Market. 3 Hours. PR: IMC 610. An inside look at how modern industry uses emerging media (e.g., webcasts, podcasts, blogs, vlogs, social marketing, RSS feeds) to enhance IMC campaigns. Ethics and the targeting of youth and minorities are also discussed.	IMC 619. Emerging Media and the Market. 3 Hours. PR: IMC 610. Examines how modern industry uses emerging media, such as blogs and virtual worlds, to enhance the IMC process. Addresses the creative and ethical issues unique to digital media.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	620	090999	Change course description.	IMC 620. Research Methods. 3 Hours. PR: IMC 610 and IMC 611. Students learn to apply qualitative and quantitative methods to different marketing problems and situations. Emphasis is placed on how these methods can be used to guide decisions in IMC. SPSS statistical software is required.	IMC 620. Research Methods. 3 Hours. PR: IMC 610 and IMC 611. Focuses on data analysis in marketing research. Emphasizes core statistical techniques, the application of statistical software, and the interpretation of statistical outputs. Ethical issues in marketing research are also discussed. SPSS software is	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

					required.		
IMC	621	090999	Change course description.	IMC 621. Current Topics in IMC. 3 Hours. PR: IMC 610. This team-taught seminar highlights significant issues and trends in IMC. The semester is divided equally into three sections of three weeks per section. A different topic is covered in each section.	IMC 621. Current Topics in IMC. 3 Hours. PR: IMC 610. A team-taught seminar that highlights significant issues and trends in IMC. Topics vary by term.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	622	090999	Change course description.	IMC 622. Multicultural Marketing. 3 Hours. PR: IMC 610. Students learn concepts and strategies for marketing products and services to subcultures within the U.S. The significance of and future of multicultural marketing are also discussed.	IMC 622. Multicultural Marketing. 3 Hours. PR: IMC 610. Teaches cultural sensitivity and prepares students to promote products and services to a diverse marketplace within the U. S. The course focuses on racial/ethnic groups in the U. S., and it also covers mature and gay/lesbian markets.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	624	090999	Change course description.	IMC 624. Cause Marketing. 3 Hours. PR: IMC 610. Largely through a careful examination of case studies, students will be introduced to the history and uses of causes marketing, as well as the future of the practice.	IMC 624. Cause Marketing. 3 Hours. PR: IMC 610. Examines the mutually beneficial partnership of a "for profit" business and a non-profit organization. Uses case studies to explore the history and uses of cause marketing and the future of the marketing practice.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

IMC	625	090999	Change course description.	IMC 625. Advanced Creative Concepts. 3 Hours. PR: IMC 610 and IMC 615. This course focuses on the creative aspects of executing an IMC strategy for a client. Topics include: visual branding, verbal branding, art direction, creative direction, and media considerations.	IMC 625. Advanced Creative Concepts. 3 Hours. PR: IMC 610 and IMC 615. Emphasizes the creative aspects of executing an IMC strategy including visual branding, verbal branding, creative direction, and art direction. Focuses on conceiving, developing, expressing, and executing a coherent visual identity using a comprehensive IMC strategy.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	626	090999	Change course description.	IMC 626. B2B Direct Marketing. 3 Hours. PR: IMC 610 and IMC 616. This course covers the objectives, strategies, and tactics used in business-to-business (B2B) direct marketing management. Implementation of B2B direct marketing and its role in IMC planning are also discussed.	IMC 626. B2B Direct Marketing. 3 Hours. PR: IMC 610 and IMC 616. Covers objectives, strategies, and tactics for business-to-business (B2B) direct marketing management, placing particular emphasis on B2B direct marketing implementation and its integration into an IMC campaign.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	627	090999	Change course description.	IMC 627. Healthcare Marketing. 3 Hours. PR: IMC 610. This course explores the healthcare marketing process from research to evaluation. Students will discuss healthcare marketing campaigns and examine applications of commercial marketing techniques and principles to healthcare marketing.	IMC 627. Healthcare Marketing. 3 Hours. PR: IMC 610. Explores various levels of the healthcare campaign and marketing process. Students learn the basic types of health campaigns, theories of health behavior change, issues in design and evaluating healthcare marketing, and the effects on health outcomes.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

IMC	628	090999	Change course description.	IMC 628. Applied Public Relations. 3 Hours. PR: IMC 610 and IMC 618. This course provides extensive practical knowledge and experience in public relations. Readings, discussions and assignments help students design key PR tactics including press releases, PSAs, speeches and special events.	IMC 628. Applied Public Relations. 3 Hours. PR: IMC 610 and IMC 618. Provides practical knowledge and hands-on experience in public relations. Students develop and produce PR tools and tactics including press releases, public service announcements, crisis communication plans, speeches, newsletters, and special events for a chosen client.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	629	090999	Change course description.	IMC 629. Mobile Marketing. 3 Hours.PR: IMC 610. This course will examine new business developments in mobility, explore fundamental forces that shape the wireless industry,discuss keys to establishing a competitive advantage and examine trends that may tell us where the industry is heading.	IMC 629. Mobile Marketing. 3 Hours.PR: IMC 610. Examines exciting new business developments in mobility, explores fundamental forces that shape the wireless industry, discusses keys to establishing a competitive advantage, and examines emerging trends that may indicate where the industry is heading.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	634	090999	Change course description.	IMC 634. Digital Storytelling. 3 Hours. PR: IMC 610. This course is comprised of workshops in the crafts most effective conventions and an introduction to constructing effective visual narratives. Exercises guide students in mastering the essentials, culminating in conceptualizing and composing an authentic campaign.	IMC 634. Digital Storytelling. 3 Hours. PR: IMC 610. Students learn how to develop a marketing story that has a beginning, middle, and end as an intriguing plot that is dramatic enough to effectively connect with a digital audience.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

IMC	635	090999	Change course description.	IMC 635. Visual Information Design. 3 Hours. PR: IMC 610. As information complexity and frequency have grown so has the need for visual literacy. In this course, students explore the various sender-receiver processes that enhance the readers' and viewers' ability to create meaningful, effective visual presentations.	IMC 635. Visual Information Design. 3 Hours. PR: IMC 610. As information complexity and frequency have grown, so has the need for visual literacy. Explores the various sender-receiver processes that enhance readers' and viewers' abilities to create meaningful, effective visual presentations.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	636	090999	Change Course description.	IMC 636. Campaigns. 3 Hours. In this capstone course, students develop a complete IMC campaign from target market description to creative execution to evaluation. The course must be successfully completed before a student can receive master of science degree.	IMC 636. IMC Campaigns. 3 Hours. A rigorous and comprehensive capstone course that requires students to develop a thoughtful and professional quality IMC campaign for a real-world client. <i>This course must be successfully completed in a student's final academic session.</i>	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
IMC	641	090999	Change course description and add PR.	IMC 641. Social Media and Marketing. 3 Hours. Explores the latest strategies for monitoring and engaging consumers in social media from a marketing perspective. Students will learn how to connect with target audiences through popular social networking platforms like Twitter, Facebook, and YouTube.	IMC 641. Social Media and Marketing. 3 Hours. PR: IMC 610 or IMC 640. Examines the latest strategies for monitoring and engaging consumers in social media from a marketing perspective. Explores popular platforms, such as Twitter and Facebook, that are used to connect with and analyze target audiences.	The changes were made to align program course descriptions and to more accurately reflect course content. PRs were added to ensure a foundational course had been completed.	201305

IMC	642	090999	Change course description and add PR.	IMC 642. Web Metrics and SEO. 3 Hours. Examines how marketers can gather online information to measure traffic, engagement and potential impact on ROI. Students will also explore the top search engine optimization and social media optimization strategies and tactics used by marketers.	IMC 642. Web Metrics and SEO. 3 Hours. PR: IMC 610 or IMC 640. Examines how marketers strategically gather online information to measure traffic, engagement, and potential impact on ROI. Explores search engine optimization (SEO) and social media optimization (SMO) strategies used to build an online presence for clients.	The changes were made to align program course descriptions and to more accurately reflect course content. PRs were added to ensure a foundational course had been completed.	201305
IMC	643	090999	Change course description and add PR.	IMC 643. Digital Video Production. 3 Hours. Teaches students the technical and conceptual skills needed to produce creative, engaging audio and video for the Web. Students will also learn the characteristics of successful viral videos and gain hands-on experience in video dissemination.	IMC 643. Digital Video Production. 3 Hours. PR: IMC 610 or IMC 640. Introduces the technical and conceptual skills needed to produce creative, engaging audio and video files for the web, and provides hands-on experience incorporating these elements into interactive content for integrated marketing campaigns.	The changes were made to align program course descriptions and to more accurately reflect course content. PRs were added to ensure a foundational course had been completed.	201305
IMC	644	090999	Change course description.	IMC 644. DMC Campaigns. 3 Hours. Requires students to apply previously-acquired knowledge and skills to create a complete DMC campaign including: 1) research, 2) digital media strategies and tactics, 3) creative strategies and executions; and 4) campaign assessment methods.	IMC 644. DMC Campaigns. 3 Hours. PR: IMC 610 or IMC 640. Apply the knowledge and skills acquired in previous DMC courses to develop a creative, innovative, and complete digital campaign for a selected organization in this capstone course.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301

JRL	101	090401	Change course description.	JRL 101. Intro to Mass Communication. 3 Hours. (Recommended for all University students.) Mass communicator's role in developing political, social, and economic fabrics of a democratic society. Organization and function of newspapers, magazines, broadcast stations, and other principal media, including the role of advertising and public relations.	JRL 101. Introduction to Mass Communication. 3 Hr. Examines the mass communicator's role in developing political, social, and economic fabrics of a democratic society. Reviews the organization and function of newspapers, magazines, broadcast stations, and other principle media.	The changes were made to align program course descriptions.	201301
JRL	361	090401	Change course description and add PR.	JRL 361. Media Relations In Sport. 3 Hours. This online course provides an understanding of the role that effective public relations plays in sports organizations.	JRL 361. Media Relations in Sport. 3 Hr. PR: ADV 201 or ADV 215. Provides an in-depth understanding of how effective public relations plays an integral role in any sports organization via a myriad of communication efforts used in the dissemination of information to the media and the public.	The changes were made to align program course descriptions and add PRs to meet program requirements.	201305
JRL	412	090401	Change course description.	JRL 412. Sport Journalism. 3 Hours. PR: ADV 201 or ADV 215 or PR 215. Online class develops skills in sport journalism reporting and writing in mass/digital media for a variety of distinct sport audiences.	JRL 412. Sport Journalism. 3 Hr. PR: ADV 201 or ADV 215 or PR 215. Develops critical thinking skills in reporting and writing stories. Students examine the value of sport journalism; the way sport functions in society, and gain an understanding of ethics in sport journalism.	The changes were made to align program course descriptions and to more accurately reflect course content.	201305

JRL	450	090401	Change course description.	JRL 450. Writing for Health Promotion. 3 Hours. PR: JRL 101 and (PR 215 or ADV 215). Online class develops skills in health promotion writing in mass/digital media for a variety of distinct audiences.	JRL 450. Writing for Health Promotion. 3 Hr. PR: JRL 101 and (PR 215 or ADV 215). A writing-intensive course that examines the evolving field of health communication. Students write health messages for distinct audiences. Some topics include: provider-patient communication and persuasive messages for social networks, social influence, and social support.	The changes were made to align program course descriptions.	201301
JRL	452	090401	Change course description.	JRL 452. Applied Health Promotion. 3 Hours. PR: JRL 101 and (PR 215 or ADV 215). On-line class examines strategies and theories used to target and influence health promotion audiences using mass and digital messages.	JRL 452. Applied Health Promotion. 3 Hr. PR: JRL 101 and (PR 215 or ADV 215). Primarily examines in-depth case studies of health communication messages with an emphasis on understanding how audiences are targeted and influenced by these messages.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
JRL	454	090401	Change course description.	JRL 454. Health Promotion Campaigns. 3 Hours. PR: JRL 101 and (PR 215 or ADV 215). Students in this online course will apply IMC principles, theories, and techniques for multifaceted campaigns designed for health promotion.	JRL 454. Health Promotion Campaigns. 3 Hr. PR: JRL 101 and (PR 215 or ADV 215). Applies IMC principles, theories, and techniques to multifaceted health promotion and disease prevention campaigns. Examines non-profit and public organizations that utilize IMC strategies to promote issues such as HIV/AIDS awareness, cancer screening, and child vaccinations.	The changes were made to align program course descriptions and to more accurately reflect course content.	201301
MIST	351	201301	Remove PR.	MIST 351. Database Management Systems. 3 hr. PR: BCOR 330. Introduction to database theory, design, implementation, management, and models; development of database applications for management	MIST 351. Database Management Systems. 3 hr. Introduction to database theory, design, implementation, management, and models; development of database applications for management systems.	The change to remove PR was to correct a mistakenly added PR that is not necessary for this course.	201301?

				systems.			
PR	215	090401	Change course description.	PR 215. Introduction to Public Relations. 3 Hr. (Open to all University students.) Introduces the student to the principles of public relations. Definition and historical development, opportunities and challenges, techniques and management of public relations are included.	PR 215. Introduction to Public Relations. 3 Hr. Introduces the principles of public relations. Examines the definition and historical development, opportunities and challenges, and techniques and management of public relations.	The changes were made to align program course descriptions.	201301
PR	301	090401	Change course description.	PR 301. Writing for Public Relations. 3 Hr. (Open to minors only.) PR: JRL 101 and PR 215. Basic writing techniques and tools for public relations practitioners, including news writing, AP style, news releases, media advisories, media lists, pitching stories, presentations, and publications.	PR 301. Writing for Public Relations. 3 Hr. (Open to PR minors only.) PR: JRL 101 and PR 215. Provides an introduction to writing for a wide range of public relations purposes. Students improve writing skills as they become prepared to effectively communicate with various audiences in multiple formats.	The changes to course description were made to align program course descriptions and to more accurately reflect course content.	201301
PR	401	090401	Change course description.	PR 401. Applied Public Relations. 3 Hr. (Open to PR minors only). PR: JRL 101 and PR 215. Focuses on case studies and strategic campaign planning. Students produce a campaign.	PR 401. Applied Public Relations. 3 Hr. (Open to PR minors only.) PR: JRL 101 and PR 215. Covers in-depth case studies of public relations programs. Primary emphasis is placed on successful campaigns; however, unsuccessful efforts are also examined for causes of failure.	The changes to course description were made to align program course descriptions and to more accurately reflect course content.	201301

PR	412	090401	Change course description.	PR 412. IMC For Sport. PR: ADV 215 or PR 215. Online class examines IMC techniques and strategies used by sport organizations to build positive relationships with consumers and corporations.	PR 412. IMC For Sport. 3 Hr. PR: ADV 201 or ADV 215 or PR 215. Describes the essential role of public relations in integrated marketing communication using sport-specific examples to examine the attributes of successful IMC campaigns and "the campaign mindset" as it applies to sport promotion and communications.	The changes to course description were made to align program course descriptions, and to more accurately reflect course content.	201305
WGST	170	240101	Change course description and alter title.	WMST 170. Introduction to Women's Studies. 0-3 Hours. (May be credited to University LSP Cluster A or B.) The major contexts in which woman's identity has been and is defined and of the relationships between these definitions and the roles and history of women (and men) in society and culture.	WGST 170: Introduction to Women's and Gender Studies. 3 Hr. The major contexts in which gender identities have been and are defined and of the relationships between these definitions and the roles and history of women and men in society and culture.	The changes to course description and title were made to reflect contemporary scholarship in the field and promote more inclusive approaches to advocacy and activism within the program.	201305

Course Drops

ENTR 310 Communications/Law and Ethics
 ENTR 320 Entrepreneurial Finance
 GEOG 201 Map and Image Interpretation.

Memorandum

Date: September 24, 2012

To: Faculty Senate Executive Committee

From: Ilkin Bilgesu, Chair
General Education Curriculum Oversight Committee

Re: GEC Actions

The General Education Curriculum Oversight Committee met on September 17th and recommends the following course for Faculty Senate approval:

Approved New GEC Course:

GERO 212, Introduction to Gerontology (Obj. 6 & 7)

GEC Objectives (for information only)

1. Communication (ENGL 101 & 102, or ENGL 103 only; W courses evaluated separately)
2. Basic Math & Scientific Inquiry (Total: 13+ hr, including 1 Lab) [Note 2A = Math & Stats (3+ hr required); 2B = Natural & Physical Sciences (7+ hr required); 2C = Natural Resources & Environment (may be used toward Total)]
3. The Past and Its Traditions (3+ hr)
4. Contemporary Society (UNIV 101 & 3+ hr)
5. Artistic Expression (3+ hr)
6. The Individual in Society (3+ hr)
7. American Culture (3+ hr)
8. Western Culture (3+ hr)
9. Non-Western Culture (3+ hr)

W. Writing (1 course, audit/application requires separate “W” form)

Memorandum

Date: September 24, 2012

To: Faculty Senate Executive Committee

From: Ilkin Bilgesu, Chair
General Education Curriculum Oversight Committee

Re: GEC Audits – For Information Only

The GEC Oversight Committee met on September 17th and passed the following courses for GEC Audit:

GEC Successful Audit:

COUN 230, Life Choices (Obj. 4 & 6)
HIST 217, Russia to 1917 (Obj. 3 & 8)

GEC Objectives:

1. Communication (ENGL 101 & 102, or ENGL 103 only; W courses evaluated separately)
2. Basic Math & Scientific Inquiry (Total: 13+ hr, including 1 Lab) [Note 2A = Math & Stats (3+ hr required); 2B = Natural & Physical Sciences (7+ hr required); 2C = Natural Resources & Environment (may be used toward Total)]
3. The Past and Its Traditions (3+ hr)
4. Contemporary Society (UNIV 101 & 3+ hr)
5. Artistic Expression (3+ hr)
6. The Individual in Society (3+ hr)
7. American Culture (3+ hr)
8. Western Culture (3+ hr)
9. Non-Western Culture (3+ hr)
- W. Writing (1 course, audit/application requires separate “W” form)