

Undergraduate Curriculum Committee

Minutes, September 23, 2009

The meeting was called to order by chair, Alison Deadman at 2:00 pm with the following voting members present: Alison Deadman, Steve Ellwanger, Allan Forsman, John Vaglia, Debbie Dotson, Amy Swango-Wilson, Keith Green, Kathy Campbell, Wesley Buerkle, Mel Page, and Jill LeRoy-Frazier.

The following ex-officio member attended: Marsh Grube (Academic Affairs).

The following guest attended: Cara Harker

Agenda Items:

1. Approval of minutes. Approved pending change. Motion by Forsman, seconded by Lewis.

2. Report of actions by the chair on behalf of the committee.

a. Actions carried out over the summer (Dr. Maire Tedesco)

i. Returned for revision and reconsideration by the committee

- New courses:
 - o CHIN 3016, Chinese Conversation and Composition I
 - o CHIN 3026, Chinese Conversation and Composition II
 - o CHIN 4016, Advanced Chinese I
 - o CHIN 4026, Advanced Chinese II
- TBR Proposal:
 - o Chinese language minor

ii. Returned for minor revision (approval pending these changes)

- New Courses:
 - o CHIN 3011, Introduction to Chinese Culture
 - o CHIN 4976, Special Topics in Chinese

iii. Approved

- New Courses:
 - o SALM 3105, Programming and Leadership
 - o SALM 3140, Leadership and Group Processes in Recreation Programming
 - o SALM, 4110, Senior Seminar in PARM

- SALM 4200, Adventure Programming
- SALM 4240, Research Design and Evaluation
- ANTH 4250, Ethnomedicine
- CSCI 3720, Fundamentals of Business IS.
- Substantial Course Modifications:
 - FACS 3615, Space Planning, Studio III
 - FACS 3621, Residential Design and Housing
 - FACS 3625, Autocad for Interior Designers
 - FACS 4610, Health Care, Studio IV
 - FACS 4611, Hospitality, Studio V
 - FACS 4230, Merchandise Buying
- TBR Proposals:
 - SALM substantive curriculum modification;
 - SOWK change admissions requirements

b. Actions carried out since the beginning of the 09-10 academic year (Alison Deadman)

- i. Returned for revision and reconsideration by the committee
 - ENGL 4007/5007, Grant Writing

3. Proposals to be considered.

a. Non-Substantive Curriculum Change: MCOM Advertising (Dr. Stephen Marshall) – Kathy Campbell & Angela Lewis

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&FormID=17&Instance=1751

Lewis led the discussion on this proposal with the following recommendations made:

1. “ List modified ETSU courses for this curriculum change Undergraduate Courses Included?” – change True to False.
2. “List ETSU courses to be deleted from the course inventory Undergraduate Courses Included?” -- change True to False.
3. Change proposed implementation term to Fall 2010.

Swango-Wilson made a motion to accept this proposal pending changes. Seconded by Lewis and passed by acclaim.

i. (2:25 pm) Associated New Course: ADVR 4730 Advertising practices – Angela Lewis & Kathy Campbell
<http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=52a&FormID=6&Instance=1772>

Lewis led the discussion on this proposal with the following recommendations made:

1. Credit Hours (maximum) needs to be changed to N/A.
2. Change course description to read: Applies advertising principles and techniques to business and industry, government, health care facilities, institutions and organizations, trades and professions. Emphasizes advertising projects.
3. Change proposed implementation term to Fall 2010.
4. Under “Availability of Adequate Resources Regarding...,” list the faculty who are available to teach this course.
5. Under “Purposes and Goals,” change:
 - “Advertising Practices is our capstone course” to “Advertising Practices is a capstone course,”
 - “Goals” to “The goals are to train students to”
 - the 3rd goal to read: “Provide students with experience in the preparation...”
 - the 4th goal to read: “Promote teamwork skills through student created professional advertising campaigns.”
6. Under “Learning Outcomes,” change:
 - 3rd outcome to read: “plan and execute a creative strategies and media plan within budget restraints.”
 - add an “s” to groups in 5th outcome.
 - 6th outcome to read: “professionally communicate and present advertising campaigns.”
7. Under “Major Assignments,” move first paragraph to the last paragraph so that it will become clear that the peer evaluations will be of the group work described in the first paragraph.

Green made a motion to accept pending editorial changes. Seconded by Dotson and passed by acclaim.

b. (2:40 pm) Curriculum Change: MCOM Advertising Minor (Dr. Stephen Marshall) –Mel Page & Allan Forsman

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&FormID=17&Instance=2807

i. There are no new courses associated with this proposal.

1. Under “List newly created ETSU courses for this curriculum change,” change the answer from False to True to “Undergraduate Courses Included?”
2. Change the Proposed Implementation Term to Fall 2010.

Forsman questioned whether we should table this proposal until one of the required courses, ADVR 4730, is approved (it has just been approved pending changes). Marsh Grube advised that we could go ahead and approve the minor pending changed.

Forsman made a motion to accept this proposal pending changes. Seconded by Dotson and passed by acclaim.

c. (2:55 pm) *New Course: ADVR 3100 Survey of Promotion (Dr. Stephen Marshall) --Amy Swango-Wilson & Mike Stoots*

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&FormID=6&Instance=2768

Swango-Wilson led the discussion on this proposal with the following recommendations made:

1. Write a stronger rationale for the proposal.
2. Change the course description to read: Examines the roles of marketing from a “risk assessment” perspective. Examines principles of effective communication and identifies key areas to consider when planning effective promotion.”
3. Change Credit Hours (maximum) to N/A
4. Change proposed implementation term to Fall 2010.
5. Under Staffing, list the faculty who can teach the course.
6. In the course syllabus, expand the purpose and change the goals statement to read, “The goals of this course are to prepare students to:” (change verbs use in the goals to present tense).
7. In learning outcomes, change “understand” to a measurable verb.
8. Group evaluation section needs more explanation.
9. Newer edition of required textbook is available.

Swango-Wilson made a motion to accept this proposal pending changes. Seconded by Green and passed by acclaim.

d. (3:10 pm) *Non-Substantive Curriculum Change: MCOM Broadcasting Minor (Dr. Tammy Hayes) --Debbie Dotson & Steven Ellwanger*

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&FormID=17&Instance=2997

There are no new courses associated with this proposal.

Dotson led the discussion on this proposal with several members of the committee expressing concern about having a minor that requires 27 hours (the norm is 21) when the requirement for a major is 33 hours. Green suggested that one way to decrease the hours to 21 would be for students to specialize in either radio or television. Another option would be to add enough courses to create a major in broadcasting.

Page made a motion to table this proposal until creator can come back when the department has dealt with the concerns expressed by the committee. Seconded by Green and passed by acclaim.

e. (3:25 pm) *New Course: ARTH 4007/5007 Renaissance Art in Northern Europe (Dr. Vida Hull) – Jill LeRoy Frazier & Mel Page*

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&FormID=6&Instance=776

LeRoy-Frazier led the discussion on this proposal with the following minor recommendations made:

1. Move “or permission of the instructor” from Prerequisites and add to the course description.
2. Correct typos.

After some discussion, the committee informed Dr. Hull that she would have to submit a new course proposal since she is changing ARTH 4037-5037 from Art History of the Renaissance Period to Italian Renaissance Art. This change will require the submission of a substantial course modification proposal.

Page made a motion to accept this proposal pending changes. Seconded by LeRoy-Frazier and passed by acclaim.

f. (3:40 pm) New Course (resubmission) : ARTH 4907/5907 Art History Seminar (Dr. Vida Hull) – Keith Green & Steven Ellwanger

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&FormID=6&Instance=1154

Green led the discussion on this proposal with the following minor recommendations made:

1. Move “or permission of the instructor” from Prerequisites and add to the course description.
2. Correct typos.
3. In the course description, delete “Students will research individual topics and present their findings both orally to the class and as a research paper. Student participation is an essential part.” Change (“May be repeated with different topics” to “May be repeated for credit.”).

Green made a motion to accept this proposal pending changes. Seconded by Forsman and passed by acclaim.

4. Other Business.

The chair discussed the agenda for the October 14 meeting, which will be devoted to discussing all of the proposals relating to the dance minor. She recommended that everyone look over the proposals early and send comments to Cara Harker so that the proposals will be in good shape by the time we meet. The chair will talk to Ms. Harker about some problems that show up in all proposals (eg. fixed and maximum hours, the need to differentiate between intermediate and advanced courses, and the need to clarify the grading for attendance and participation).

Marsh Grube reminded committee members to be sure that minor proposals have 9 hours of 3000 and 4000 level classes.

5. Adjournment.

A motion was made by Mel Page at 3:30 pm to adjourn, seconded by Keith Green with all in favor.

Respectfully submitted by Kathy Campbell