University Curriculum Council
Meeting Minutes, January 30, 2023
Dyson 116, 2:00 pm

Department of Marketing and Supply Chain Management

1. Change Course – MRKT 303: Principles of Marketing. Update description.
   Recommend Approval

2. Change Course – MRKT 314: Public Relations. Update title and description.
   Recommend Approval

3. Change Course – MRKT 320: Purchasing Management. Update title and description.
   Recommend Approval

4. Change Course – MRKT 321: Personal Selling. Update title and description.
   Recommend Approval

5. Change Course – MRKT 331: Retailing. Update title, prerequisites and description.
   Recommend Approval

6. Change Course – MRKT 342: Advertising. Update description.
   Recommend Approval

7. Change Course – MRKT 373: Social Media and Digital Marketing. Update title and description.
   Recommend Approval

8. Change Course – MRKT 421: Advanced Professional Sales. Update description.
   Recommend Approval

9. Change Course – MRKT 425: Sales Management. Update title, prerequisite and description.
   Recommend Approval

10. Change Course – MRKT 432: Marketing Research. Update title and description.
    Recommend Approval

11. Change Course – MRKT 442/542: Advanced Advertising. Update title, prerequisite and description.
    Recommend Approval

12. Change Course – MRKT 444: Marketing Management. Update title and description.
    Recommend Approval

13. Change Catalog – Update BA Marketing, Professional Sales Concentration.
    Recommend Approval

Department of Accounting and Finance
1. New Course – ACCT 605: Ethics in Accounting.
   Recommend Approval

2. New Course – ACCT 615: Data Analytics for Business and Accounting.
   Recommend Approval

3. Delete Course – ACCT 620: Advanced Accounting Information Systems.
   Recommend Approval

4. New Course – ACCT 691: Accounting and Financial Analysis Internship.
   Recommend Approval

College of Business
1. Change Catalog – Update math requirements for all degrees.
   Recommend Approval

College of Science and Technology
1. Delete Course – ISAT 592: Research and Development in Industrial Technology.
   Recommend Approval

Department of Teaching and Learning
1. New Course – EDUC 205: Advancing Diversity, Equity, and Inclusion Practices.
   Recommend Approval

2. Change Course – EDUC 324: Struggling Readers and Writers. Change title and prerequisites.
   Recommend Approval

3. Change Course – EDUC 472: Teaching Reading in the Content Areas. Change title and prerequisite.
   Recommend Approval

Department of Health and Human Sciences
1. Change Catalog – Graduate CSD Graduation requirement change.
   Withdrawn at the request of the Department

2. Change Catalog – Graduate CSD Admission requirement change.
   Withdrawn at the request of the Department

Department of Computer Science
1. Change Catalog – Update admission requirements for the MS in Computer Networking and Administration.
   Recommend Approval

Department of Management and Business Administration
1. New Course – MGMT 285: Entrepreneurial Principles and Mindset.
   Recommend Approval

2. New Course – MGMT 326: Entrepreneurial Funding.
   Recommend Approval

3. New Course – MGMT 458: Entrepreneurship Capstone.
   Recommend Approval

4. Change Course – MGMT 473: Organizational Behavior.
   Recommend Approval

5. Change Catalog – Update to Management Entrepreneurship Concentration.
   Recommend Approval

6. Change Catalog – Update General Management, Human Resource Management and International Management Concentrations.
   Recommend Approval

7. New Course – ECON 375: Business Economics I.
   Recommend Approval

8. New Course – ECON 475: Business Economics II.
   Recommend Approval

9. Change Catalog – Change BBA degree program curriculum.
   Recommend Approval

10. Change Catalog – Change PBC in Business Administration.
    Recommend Approval

11. Change Catalog – Add a Concentration in Managing Innovation and Technology to the MBA program.
    Recommend Approval

Department of Music and Performing Arts
1. New Course – MUS 171: History of Rock and Roll.
   Recommend Approval

2. New Course – MUS 172: History of Country Music.
   Recommend Approval

Department of Industrial and Engineering Technology

1. Change Course – DDT 411: Industrial Design. Update prerequisite. (Tabled in November)
   Recommend Approval

2. Change Course – ET 421: Industrial Electrical Machinery and Controls. Change prerequisites.
   Recommend Approval

3. Change Course – ET 478: HVAC. Change prerequisites.
   Recommend Approval

4. Change Catalog – Modify the BS in Engineering Technology, Electrical Energy Engineering Technology Concentration.
   Recommend Approval

Department of Communication and Media Studies

1. New Course – COMM 329: Creating the Television Pilot.
   Recommend Approval

2. New Course – COMM 610: Social Media Strategy.
   Recommend Approval

3. New Course – COMM 622: Digital Strategic Communication Analytics.
   Recommend Approval

4. New Course – COMM 623: Strategic Integrated Marketing Communication.
   Recommend Approval

5. New Course – COMM 624: Digital Audience Strategy.
   Recommend Approval

6. New Course – COMM 630: Media Planning and Buying.
   Recommend Approval

7. New Course – COMM 642: Strategic Crisis Communication.
   Recommend Approval

8. New Course – COMM 647: Strategic Communication in Global Networks
   Recommend Approval

9. Change Course – COMM 633: Communicating Leadership. Change title, prerequisites and description.
   Recommend Approval

10. Delete Course – COMM 530: Convergence Media.
    Recommend Approval

11. Delete Course – COMM 541: Integrated Marketing Communication.
    Recommend Approval

12. Delete Course – COMM 549: Advanced Video Production and Editing.
Recommend Approval

13. Delete Course – COMM 556: Social and Ethical Issues in Mass Communication.
Recommend Approval

14. Delete Course – COMM 560: Advanced Audio Production.
Recommend Approval

15. Delete Course – COMM 561: Media Criticism.
Recommend Approval

16. Delete Course – COMM 563: Writing for Public Relations.
Recommend Approval

17. Delete Course – COMM 565: Public Relations Campaigns.
Recommend Approval

18. Delete Course – COMM 567: Public Relations Crisis Communication.
Recommend Approval

19. Delete Course – COMM 576: Social Media Communication.
Recommend Approval

20. Delete Course – COMM 577: Social Media Data Analytics.
Recommend Approval

21. Delete Course – COMM 585: Health Communication.
Recommend Approval

22. Delete Course – COMM 590: Digital Audience Research and Behavior.
Recommend Approval

23. Delete Course – COMM 593: History of Mass Communication.
Recommend Approval

24. Delete Course – COMM 594: Podcasting.
Recommend Approval

25. Delete Course – COMM 619: Advanced Interpersonal Communication.
Recommend Approval

26. Delete Course – COMM 627: Ethical Issues in Organizational Communication.
Recommend Approval

27. Change Catalog – Delete the Corporate Training and Development Concentration from BA in Communication.
Recommend Approval

28. Change Catalog – Update admission requirements for the MA in Strategic Communicaton.
Recommend Approval

Department of Kinesiology and Health Studies

1. Change Catalog – Modify admission requirement for the MS in Athletic Training.
Recommend Approval

2. Change Catalog – Modify the BS in Sport Management.
Recommend Approval

3. Change Course – KIN 333: Governance in Sport. Change title and description.
Recommend Approval

4. Change Course – KIN 380: Legal-Ethical Implication for Sport. Change title and description.
Recommend Approval

5. New Course – KIN 408: Sport Business and Finance.
Recommend Approval

Department of Visual Art + Design

1. New Course – THEA 401: Theatre History I.
Recommend Approval

2. New Course – THEA 402: Theatre History II.
Recommend Approval

3. New Course – THEA 341: Theatre Directing.
Recommend Approval

4. New Course – THEA 430: Acting and Directing Workshop.
Recommend Approval

5. Delete Course – THEA 340: Acting and Directing Workshop.
Recommend Approval

6. Delete Course – THEA 432: Theatre Directing.
Recommend Approval

7. Change Catalog – Update curriculum for the minor in Theatre.
Recommend Approval

8. Change Catalog – Update curriculum for the BA in Theatre
Recommend Approval

9. Change Course – ART 220: Intermediate Photography. Update prerequisite.
Recommend Approval

10. Change Course – ART 322: Photography on Assignment. Update prerequisite.
Recommend Approval

11. Change Course – ART 492: Senior Seminar in the Visual Art. Update prerequisite.
    Recommend Approval