



SOUTHEASTERN LOUISIANA UNIVERSITY

University Curriculum Council Agenda Items, 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.
2. Change Course – MRKT 314: Public Relations. Update title and description.
3. Change Course – MRKT 320: Purchasing Management. Update title and description.
4. Change Course – MRKT 321: Personal Selling. Update title and description.
5. Change Course – MRKT 331: Retailing. Update title, prerequisites and description.
6. Change Course – MRKT 342: Advertising. Update description.
7. Change Course – MRKT 373: Social Media and Digital Marketing. Update title and description.
8. Change Course – MRKT 421: Advanced Professional Sales. Update description.
9. Change Course – MRKT 425: Sales Management. Update title, prerequisite and description.
10. Change Course – MRKT 432: Marketing Research. Update title and description.
11. Change Course – MRKT 442/542: Advanced Advertising. Update title, prerequisite and description.
12. Change Course – MRKT 444: Marketing Management. Update title and description.
13. Change Catalog – Update BA Marketing, Professional Sales Concentration.

Department of Accounting and Finance

1. New Course – ACCT 605: Ethics in Accounting.
2. New Course – ACCT 615: Data Analytics for Business and Accounting.
3. Delete Course – ACCT 620: Advanced Accounting Information Systems.
4. New Course – ACCT 691: Accounting and Financial Analysis Internship.

College of Business

1. Change Catalog – Update math requirements for all degrees.

College of Science and Technology

1. Delete Course – ISAT 592: Research and Development in Industrial Technology.

Department of Teaching and Learning

1. New Course – EDUC 205: Advancing Diversity, Equity, and Inclusion Practices.
2. Change Course – EDUC 324: Struggling Readers and Writers. Change title and prerequisites.

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

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Withdrawn at the request of the Department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Withdrawn at the request of the Department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.

Department of Management and Business Administration

1. New Course – MGMT 285: Entrepreneurial Principles and Mindset.
2. New Course – MGMT 326: Entrepreneurial Funding.
3. New Course – MGMT 458: Entrepreneurship Capstone.
4. Change Course – MGMT 473: Organizational Behavior.
5. Change Catalog – Update to Management Entrepreneurship Concentration.
6. Change Catalog – Update General Management, Human Resource Management and International Management Concentrations.
7. New Course – ECON 375: Business Economics I.
8. New Course – ECON 475: Business Economics II.
9. Change Catalog – Change BBA degree program curriculum.
10. Change Catalog – Change PBC in Business Administration.
11. Change Catalog – Add a Concentration in Managing Innovation and Technology to the MBA program.

Department of Music and Performing Arts

1. New Course – MUS 171: History of Rock and Roll.
2. New Course – MUS 172: History of Country Music.

Department of Industrial and Engineering Technology

1. Change Course – DDT 411: Industrial Design. Update prerequisite. (Tabled in November)
2. Change Course – ET 421: Industrial Electrical Machinery and Controls. Change prerequisites.
3. Change Course – ET 478: HVAC. Change prerequisites.
4. Change Catalog – Modify the BS in Engineering Technology, Electrical Energy Engineering Technology Concentration.

Department of Communication and Media Studies

1. New Course – COMM 329: Creating the Television Pilot.
2. New Course – COMM 610: Social Media Strategy.
3. New Course – COMM 622: Digital Strategic Communication Analytics.
4. New Course – COMM 623: Strategic Integrated Marketing Communication.
5. New Course – COMM 624: Digital Audience Strategy.
6. New Course – COMM 630: Media Planning and Buying.
7. New Course – COMM 642: Strategic Crisis Communication.
8. New Course – COMM 647: Strategic Communication in Global Networks

9. Change Course – COMM 633: Communicating Leadership. Change title, prerequisites and description.
10. Delete Course – COMM 530: Convergence Media.
11. Delete Course – COMM 541: Integrated Marketing Communication.
12. Delete Course – COMM 549: Advanced Video Production and Editing.
13. Delete Course – COMM 556: Social and Ethical Issues in Mass Communication.
14. Delete Course – COMM 560: Advanced Audio Production.
15. Delete Course – COMM 561: Media Criticism.
16. Delete Course – COMM 563: Writing for Public Relations.
17. Delete Course – COMM 565: Public Relations Campaigns.
18. Delete Course – COMM 567: Public Relations Crisis Communication.
19. Delete Course – COMM 576: Social Media Communication.
20. Delete Course – COMM 577: Social Media Data Analytics.
21. Delete Course – COMM 585: Health Communication.
22. Delete Course – COMM 590: Digital Audience Research and Behavior.
23. Delete Course – COMM 593: History of Mass Communication.
24. Delete Course – COMM 594: Podcasting.
25. Delete Course – COMM 619: Advanced Interpersonal Communication.
26. Delete Course – COMM 627: Ethical Issues in Organizational Communication.
27. Change Catalog – Delete the Corporate Training and Development Concentration from BA in Communication.
28. Change Catalog – Update admission requirements for the MA in Strategic Communication.

Department of Kinesiology and Health Studies

1. Change Catalog – Modify admission requirement for the MS in Athletic Training.
2. Change Catalog – Modify the BS in Sport Management.
3. Change Course – KIN 333: Governance in Sport. Change title and description.
4. Change Course – KIN 380: Legal-Ethical Implication for Sport. Change title and description.
5. New Course – KIN 408: Sport Business and Finance.

Department of Visual Art + Design

1. New Course – THEA 401: Theatre History I.
2. New Course – THEA 402: Theatre History II.
3. New Course – THEA 341: Theatre Directing.
4. New Course – THEA 430: Acting and Directing Workshop.
5. Delete Course – THEA 340: Acting and Directing Workshop.
6. Delete Course – THEA 432: Theatre Directing.
7. Change Catalog – Update curriculum for the minor in Theatre.
8. Change Catalog – Update curriculum for the BA in Theatre
9. Change Course – ART 220: Intermediate Photography.
10. Update prerequisite.
11. Change Course – ART 322: Photography on Assignment.
12. Update prerequisite.
13. Change Course – ART 492: Senior Seminar in the Visual Art. Update prerequisite.