

UNIVERSITY CURRICULUM COMMITTEE

Minutes #5 approved (2009 Supplement and 2010-2012 Undergraduate Catalog)

October 15, 2008

Members Present: Barry, Califf, Clairardin, Cook, Kaesberg, Lessoff, Lopez, Morenus, Palmer, Radhakrishnan, Rosenthal, Smith, Standard, Trefzger, Walker

Members Absent: Dean, Murphy, Semonis

Guests Present: Jess Ray, Registrar

1. Morenus convened the meeting at 3:07 p.m.
2. **APPROVAL OF MINUTES: #4, October 8, 2008.** One correction was suggested. Califf moved to approve with amendment, Kaesberg seconded. The minutes were unanimously approved with amendment.
3. **PROPOSAL ACTION:**

COM MAJOR IN MASS COMMUNICATION (Revision) (Dean/Smith)
MEDIA MANAGEMENT, PROMOTION, AND SALES SEQUENCE (New)
RADIO SEQUENCE (Revision)
TELEVISION SEQUENCE (Revision)
INTERACTIVE MEDIA SEQUENCE (Revision)
MINOR IN MASS COMMUNICATION (Revision)

Rosenthal read an email from Tim Longfellow, chair of the Department of Marketing in regards to the new sequence. Longfellow has concerns that need to be addressed by UCC before acting on the proposal for the new sequence:

- Of the five required courses required in the new sequence, two are production classes, two are broadcast classes and the new course being added is a media event planning and promotions course. Longfellow was confused by the fact that Promotion and Sales are in the title of the sequence, yet there is only one class where it appears that promotion is partially covered and there does not appear to be any sales course required. The title seems to be misleading to potential students and recruiters.
- Longfellow said that it would seem that if one has a sequence in a specialized area, then multiple course offerings in those specific areas would be required. If sales and promotions are major components of the required classes, then the sequence would seem to be titled appropriately, though a specific sales course related to media and promotions course related to media would be necessary at a very minimum.
- Given the required courses for the proposed sequence, Longfellow suggested that the title of Media Management seemed more appropriate.

Rosenthal will inform Larry Long, the Director of Communication, and Stephen Perry about the concerns from Marketing and ask them to provide additional information or comment. Smith moved to table action on the proposal until these concerns are resolved, Lessoff seconded. The proposals from Communication were tabled by unanimous vote of the committee.

ECO MAJOR IN ECONOMICS (Revision) (Radhakrishnan/Clairardin)
MANAGERIAL ECONOMICS SEQUENCE (New)

After last week's meeting, the suggested reworded catalog copy was sent to Economics and the chair returned updated catalog copy. Radhakrishnan moved to approve the proposal to revise the Major in Economics, Clairardin seconded, and the committee voted unanimously to approve the revisions. Catalog copy follows:

MAJOR IN ECONOMICS

General Economics Sequence: (Added title pending approval by the Provost)

— **A minimum of 33 hours required.**

- **Required courses:** ECO 105, 138, 238, 240, 241, 300 (to be taken concurrently with one 3-hour 300-level ECO course); MAT 121 or 145. (ECO 148, GEO 138, MQM 100, POL 138, or PSY 138 may be substituted for ECO 138.)
- A grade of C or better must be earned in ECO 105, 138 (or approved substitute), 238, 240, 241, 300 and MAT 121 or 145.
- 3 elective Economics courses at the 200- or 300-level are required in addition to the required 3-hour 300-level course.
- At minimum of 15 senior hours in Economics courses must be completed at Illinois State University. The Department Chairperson may grant exemptions to students whose cumulative GPA is 3.00 or higher.

Concentrations in the General Economics Sequence:

The General Economics Sequence is an excellent complement to a variety of other majors or customized sets of courses. Majors completing the General Economics Sequence may elect (but are not required to elect) one of the following concentrations. Although no specific courses are required for these concentrations, recommended courses for each are listed below:

1. **Electricity, Natural Gas, and Telecommunications Economics:** Economics electives: ECO 235, 236, 239, 320, and 335 plus ACC 131 and 132; ENG 249; and FIL 240, 242 and 347.
2. **Graduate School Preparation:** ENG 249; and MAT 146, 147, 175, 350 and 356.
3. **Human Resources:** Economics electives: ECO 225, 326, and 339 plus ENG 249; FIL 313; MQM 323 and 324; and PSY 230.
4. **International Economics:** Economic electives: ECO 245, 345 and 346 plus ENG 249; INB 190; MQM 350; POL 151 and proficiency in a foreign language.
5. **Pre-Law:** Economic electives: ECO 220, 235, 320 and 335 plus COM 202; ENG 249; FIL 185 and 209; and POL 215 and 318.
6. **Public Policy:** Economic electives: ECO 236, 255, 329, 340, 350, plus ENG 249; FIL 311; and POL 232, 312 and 318.

Radhakrishnan moved to approve the proposal to add the new Managerial Economics Sequence, Clairardin seconded, and the committee voted unanimously to approve. The new sequence will be forwarded to the Academic Senate for their review/approval. Proposed catalog copy follows:

Managerial Economics Sequence:

The Managerial Economics Sequence is designed for students who desire a more focused degree in Economics that combines the core skills in the discipline with a fundamental understanding of basic business tools including accounting, finance, and data management.

- A minimum of 48 hours required.
- **Required courses:** ECO 105, 138 (or approved substitutes), 215, 238, 239, 240, 241, 245, 300 (to be taken concurrently with one 3-hour 300-level ECO course from the following: ECO 320, 326, 335, 339, 345, 346; ACC 131, 132; FIL 240; ITK 150, 208; MAT 121 or 145.
- A grade of C or better must be earned in each of the required courses.
- A minimum of 2.50 GPA is required courses in the sequence.
- A minimum of 15 senior hours in Economics courses must be completed at Illinois State University. The Department Chairperson may grant exemptions to students whose cumulative GPA is 3.00 or higher.

4. LIAISON REPORTS:

- a. **Council on General Education:** Morenus – Nothing to report.
- b. **Council for Teacher Education:** Palmer – Nothing to report.
- c. **Academic Affairs Committee:** Lessoff reported that when AAF met last week they discussed the Department of Marketing's dress code. They will continue to debate the dress code at this week's meeting. There will be some resolution from the Academic Senate both on whether there should be policies of this nature and also about the policy itself and whether or not it is too restrictive.

5. STAFF REPORT:

- The UCC Subcommittee on Forms will be meeting next week on October 22 at 3:00 p.m. for a demonstration of the new electronic forms and their approval routing. The full committee was invited to attend the meeting.

6. INFORMATION: The University Curriculum Committee Executive Secretary approved the following:

Temporary Course (2008-2009):

IDS

189.14 TRANSFER STUDENT SEMINAR

1 sem. hr.

Introduction to the University community for students transferring from 2- or 4-year institutions. Application of skills and strategies to explore student involvement, as well as social and academic adjustment issues. Prerequisite: First-semester transfer student status.

New Courses (2009 Supplement):

ANT

371 HUMAN OSTEOLOGY

4 sem. hrs.

Detailed study of the biology and anatomy of the human skeleton with a focus on identification and interpretation in forensic and bioarchaeological contexts. Prerequisites: ANT 100, 101, introductory biological science, or consent of instructor.

BSC

204 BIOLOGICAL INVESTIGATIONS

1 sem. hr.

Introduction to how research is conducted, including designing experiments, biological literature, data analysis, communication of results, and impacts on society. Prerequisites: BSC 196 and 197.

COM

101 INTRODUCTION TO THE STUDY OF MASS MEDIA AND JOURNALISM

1 sem. hr.

Acquaints students with curricular options and areas of study in mass media/journalism and career options available to them. Prerequisite: Mass Media and Journalism majors only.

211 LIVE MULTICAMERA PRODUCTION

3 sem. hrs.

Development of skills for producing live multi-camera productions. Students learn crew positions for live events including pre and post production. May repeat with consent of instructor. Prerequisites: COM 111, 160, 161, 163.

214 RADIO MANAGEMENT

3 sem. hrs.

Refinement and practice of radio management skills through administering the ongoing operations of a radio station. Prerequisites: Radio Sequence major; COM 101, 160, 162 with minimum grade of C or consent of instructor.

New Courses

COM

273 MEDIA EVENT PLANNING AND PROMOTIONS

3 sem. hrs.

Study of radio, television, and sports promotions and events, with examination of the processes for executing them successfully. Prerequisites: COM 101, 111, 160, 162 or consent of instructor.

314 RADIO MANAGEMENT II

3 sem. hrs.

Specialized management training in radio station operations. Development of long range planning, problem solving, and leadership skills. Prerequisites: COM 101, 111, 160, 162, 214 and consent of instructor.

317 DIGITAL POST PRODUCTION

3 sem. hrs.

Theory, aesthetics, and technical skills required for professional level non-linear film/video editing. Prerequisites: COM 101, 160, 161, 163.

319 INTERACTIVE MEDIA DESIGN AND AUTHORING

3 sem. hrs.

Designing and authoring interactive media for on-line and packaged distribution. Students produce digital portfolios of media projects from their academic career. Lecture. Prerequisites: COM 111, 160, 161, 163, 317.

396 CAPSTONE IN MASS MEDIA

1 sem. hr.

A culminating capstone experience for Mass Media majors, producing a professional portfolio and defending the knowledge and skills acquired. Prerequisites: Must be taken either in the student's last semester of planned coursework before graduation or after completion of a minimum of 48 hours in the major including: COM 101, 111, 160, 161, 297, 320 or 360, 361, and 367.

CSD

370 WRITTEN LANGUAGE DEVELOPMENT

3 sem. hrs.

The linguistic knowledge and processes that form the basis of written language skills will be emphasized. Prerequisites: CSD 175; senior standing or consent of instructor.

SOC

342 SOCIOLOGY OF THE BODY

3 sem. hrs.

Explores the concepts, theories, and methods sociologists utilize to study the body in social life. Special emphasis on non-normative bodies. Prerequisites: SOC 106; 75 hours or consent of instructor.

Decimalized Courses: (2008-2009)

FIL

380.04 SEMINAR IN THE LEGAL ENVIRONMENT OF BUSINESS: SEMINAR IN ETHICS, LEADERSHIP AND CORPORATE RESPONSIBILITY

3 sem. hrs.

This course is intended to provide students with an in-depth study of individual and corporate ethics. Students will develop an understanding of ethical theory, corporate social responsibility, ethical decision

**making, and the relationship of corporate culture and leadership to personal and business ethics.
Prerequisite: FIL 185.**

Revised Courses: (2010-2012 Catalog)

COM

(title, prerequisites, content)

**162 INTRODUCTION TO RADIO
3 sem. hrs.**

Introduction to radio industry. Development of skills needed to create, announce and produce radio scripts and programming. Examination of radio field. 2 hour lecture, 2 hour lab. Formerly *RADIO PRODUCTION*. Prerequisites: COM 101, 160.

(number, level, title, prerequisites)

**320 MASS MEDIA CULTURAL CRITICISM AND PROBLEMS
3 sem. hrs.**

Critiquing mass media's influence on cultural and economic life and its influence on public policy and social change. Formerly *COM 260 MASS COMMUNICATION: CULTURAL CRITICISM AND PROBLEMS*. Prerequisites: COM 101, 111 and 160.

(title, content)

**361 MASS MEDIA LAW, POLICY, AND ETHICS
3 sem. hrs.**

Examines statutes, policy, and case law affecting media operations along with ethical guidelines for practitioners and industry self-regulation guidelines. Formerly *REGULATION OF THE COMMUNICATION INDUSTRY*. Prerequisites: COM 101, 111, 160, 297.

- 8. ADJOURNED:** Palmer moved to adjourn, Califf seconded. The meeting adjourned at 3:28 p.m. The next meeting will be scheduled when needed.