

University Curriculum Committee

Minutes #3

October 5, 2022

Members Present: Chen, Hunter, Howe, Kroesch, Leonard, Newport, Paolucci, Pierce, Pence, Hurd, Stabler, Hurley

Members Absent: Califf, Ren, Punke, Baum

Guests: Ian Gawron – Office of Registrar, Tenley Banik – Department of Geology, Horace Melton – Department of Marketing

1. Convene: Newport convened the meeting at 3:05. The minutes were approved later in the meeting. There were no suggested edits to the minutes.
2. Introductions:

We introduced each other given we had guests in attendance.

3. Action Items:

Minor in Geology (Program Revision)

Stabler explained the changes/rationale. The overall changes were straightforward with just the removal of GEO 203 from the required list and specifying the number of GEO courses needed to satisfy the total required hours. There was a brief discussion on why the total hours was 22, instead of 21 given divisibility by 3 concerns, but overall, it was more of a curiosity than necessarily a problem with the proposal. This general discussion involved: Hurd, Howe, Stabler, Banik (guest). Leonard motioned a vote of approval. Stabler seconded. All voted in favor. Zero against. Zero abstentions. Below is the approved catalog copy:

22 total credit hours required

Required courses: GEO 102 and GEO 202; the remaining 16 credit hours shall be sourced from other Geology courses.

Advanced Marketing Analytics Accelerated Sequence (New Program)

Leonard introduced the proposal and explained briefly that everything largely looked good but highlighted that Gawron (guest) found some potential issues. Gawron (guest) explained the potential issue and provided extra context. For context, the proposal, if approved, would be pending approval of the graduate program given that this program is an accelerated program that would lead into the new graduate program. Gawron (guest) explained the potential issue concerning MQM 385's prerequisites and how they specify MKT 230, while the program appears to allow them to take either MKT 190 or MKT 230. This discrepancy would lead the student to have to take MKT 230 in that program option. Given this is an MKT program and the prerequisite concern was in MQM, it was generally recommended that MKT talk with MQM to see if the issue can be resolved. Lastly, Gawron (guest) explained that, technically, letters of support should have been submitted for the 400-level MBA and BIS courses listed in the program, but given how interdisciplinary the College of Business is, and some signatures already on the proposal, it is reasonable to assume the various parties are aware of these courses being used. There

was a general discussion about these points that included: Gawron (guest), Melton (guest), Hurd, Hunter, Pence. Leonard motioned a vote of approval pending IBHE approval of the graduate program. Stabler seconded. All voted in favor. Zero against. Zero abstentions. Below is the approved program copy:

Major in Marketing, Advanced Marketing Analytics Accelerated Sequence

Degree offered: B.S.

This advanced sequence is an extension of the Advanced Marketing Analytics (AMA) sequence, as it offers high achieving students the opportunity to earn a Master's degree in Marketing Analytics by taking both graduate and undergraduate courses during their senior year and seamlessly transition into their master's program for one additional year. Graduate-level Marketing analytics courses during their fourth and fifth year will help the Marketing Analytics 4+1 students be prepared for advanced analytics roles that require a Master's degree and/or additional relevant experiences fit for managerial positions. The use of analytics has transformed marketing/business decision making to be more data-driven, and technical skills and experiences developed through the accelerated program allows the students to be job ready in an efficient way.

Major Requirements

Minimum required credit hours: 75

- ACC 131
- ACC 132
- BIS 270
- BUS 100
- BUS 285
- ECO 101
- ECO 102
- FIL 185
- FIL 240
- MQM 100 or ECO 138 or POL 138 or PSY 138
- MQM 220
- MQM 227
- MQM 385
- MKT 231
- MKT 232
- MKT 245
- MKT 338
- MKT 440
- MKT 445
- BIS 471
- MBA 416

Take 1 of the following

- MKT 190
- MKT 230

Take 1 of the following

- MAT 121
- MAT 145

Take 1 of the following

- ENG 145
- ENG 145a13

Take 1 of the following options

- BIS 167
- IT 150

Take 2 (6 credit hours) electives from the following

- ACC 263
- ACC 353
- BIS 366
- BIS 371
- GEO 303
- IT 344
- MKT 310
- MKT 312
- Up to 3 hours of MKT 287 and MKT 398a05 may be counted as part of the 6 hours.

Consult advisor.

Notes

Enrollment in 200-level business courses requires 45 completed credit hours. Enrollment in 300-level business courses requires 75 completed credit hours.

To graduate in this sequence, a student must take at least one course for graduate credit during their Junior or Senior year. Up to 12 hours of approved graduate courses may be taken that will count for both the undergraduate and graduate program. The student must consult with an advisor and the program coordinator prior to the start of each new course to ensure approval.

Minor in Psychology (Program Revision)

Stabler explained the changes indicating that they were fairly straightforward. The changes were removing two required courses and opening up the electives to be more flexible. There was a brief discussion concerning the 12-credit hour transferability line. It was generally concluded that this minor usually involves a lot of transfer students and increasing the credit limit to 12 would make the minor more flexible. This discussion included: Hurd, Hunter, Paolucci. Leonard motioned a vote of approval. Stabler seconded. All voted in favor. Zero against. Zero abstentions.

Minor in Psychology

The Minor in Psychology allows students to explore empirical and clinical aspects of human psychological functioning as an area of interest or as a subject to support their major area of study and their career goals.

24 total hours required

Required courses

- PSY 110 or PSY 111

21 credit hours of electives selected from the following courses

12 of these credit hours must be taken at the 200- or 300-level (upper division) at Illinois State or another four-year school.

- PSY 213
- PSY/SOC 223
- PSY 230
- PSY 233
- PSY 253
- PSY 263
- PSY 301
- PSY 302
- PSY 303
- PSY 305
- PSY 320
- PSY 327a01
- PSY 327a02
- PSY 327a03
- PSY 333
- PSY 334
- PSY 346
- PSY 347
- PSY 350
- PSY 351
- PSY 360
- PSY 361
- PSY 364
- PSY 365
- PSY 367
- PSY 368
- PSY 375
- PSY 376

4. Liaison Assignments:

Council for General Education – Hurd gave the report given Califf was absent. Hurd indicated that the new General Education program is still being developed. Hurd is hopefully that something might be sent out to all faculty members for review by the end of the fall semester. Hurd also indicated that IDEAS and AMALI will have separate formal committees established by Academic Senate; this will lead to bylaw changes to different committees, UCC included.

Council for Teacher Education – Kroesch indicated there was nothing to report.

5. Staff report:

Hurd highlighted additional history in regard to the Policy 2.1.9 change. Briefly, she indicated that state of Illinois laws have changed concerning AAS programs and general education, and that policies needed to be updated in response to these new laws. Hurd also indicated that 2.1.9 was out-of-date anyway, and needed to be updated. These updates will include new undergraduate certificates, and better wording concerning credit for prior learning. There was a general discussion about certificates. This discussion included: Hurd, Paolucci, Hunter, Newport, Leonard. Overall, the discussion highlighted the relevancy of external bodies in certificate creation, and the merits of having external accreditation for certificates versus not having external accreditation for certificates.

6. Miscellaneous: N/A

7. Adjournment: Pence motioned a vote to adjourn. Hunter seconded. Meeting adjourned approximately 4:15.