

UNIVERSITY CURRICULUM COMMITTEE

Minutes #7 approved (2006-2007 Undergraduate Catalog)
November 2, 2005

Members Present: Buckley, Clairardin, Craig, Donnan, Ferrence, Halcomb, Jayaswal, Kahl, Morenus, Rosenthal, Ryburn, A. Trefzger, J. Trefzger, Van der Hoven

Members Absent: Bassoppo-Moyo, Brown, Canabal, Moore, Stier

Guests Present: Ken Newgren, College of Business; Tim Longfellow, Department of Marketing

1. Ferrence convened the meeting at 3:07 p.m. and introduced student member, Paul Halcomb.
2. **Minutes #6, October 26, 2005.** Buckley moved to accept the minutes, Jayaswal seconded and the minutes were approved by unanimous vote of the committee.
3. **PROPOSAL ACTION:**

ECO MAJOR IN ECONOMICS (Revision)

J. Trefzger/Moore

J. Trefzger presented a review of last week's discussion of the proposal to revise the Major in Economics. J. Trefzger asked if the added "C or better" statement was for Economics majors only, or any student taking the courses. After discussion it was decided since there was no paperwork to add the "C or better" designation to courses; the statement was meant for Economics majors. J. Trefzger moved to approve the proposal, A. Trefzger seconded and the committee voted unanimously to approve the proposal to revise the Major in Economics. Catalog copy follows:

ECO

MAJOR IN ECONOMICS

- **33 hours required.**
- **Required courses: ECO 105, 138, 238, 240, 241, 300; one 3-hour 300-level ECO course; and MAT 121 or 145. (GEO/POL/PSY 138, ECO 148, or MQM 100 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 ECO courses at the 200- or 300-level are required in addition to the required 3-hour 300-level course.**
- **At least 15 hours of senior college credit from the Illinois State University Department of Economics must be completed. The Department Chairperson may grant exemptions to students whose cumulative GPA is 3.00 or higher.**

MKT MAJOR IN MARKETING (Revision)

Morenus/Stier

INTEGRATED MARKETING COMMUNICATIONS SEQUENCE (New)

PROFESSIONAL SALES SEQUENCE (New)

Morenus presented a review of last week's discussion of the Marketing proposals. Longfellow had provided Jeri with revised catalog copy for the Integrated Marketing Communication Sequence that changed the listing of the Communications courses. The School of Communication provided a memo of their approval. Longfellow will send corrected catalog copy to Jeri when he sends her the electronic version of the new sequences to forward to the Academic Senate. Morenus moved to approve the two new sequences, Van der Hoven seconded and the committee voted unanimously to approve the sequences. Morenus moved to approve the revision of the Major in Marketing, Clairardin seconded, and the committee voted unanimously to approve. Pending approval of the new sequences at the Academic Senate, catalog copy follows:

MKT**Marketing Program****Degree Offered: B.S. in Marketing**

Marketing is a flexible degree that qualifies graduates for a variety of leadership positions in the selling, distribution, pricing, and advertising of goods and services for both profit and non-profit organizations.

MAJOR IN MARKETING

- 67 required hours including 43 hours in required core and non-business courses and 24 hours in marketing major required and elective courses.
- The 43 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; FIL 185, 240; MKT 230; MQM 100, 220, 227, 385; ECO 105; ENG 145.13; MAT 121 or 145.
- Marketing major required courses (9 hours): MKT 231, 232, 338.
- Marketing major elective courses: (15 hours selected from): MKT 233, 234, 310, 311, 324, 325, 326, 329, 331, 332, 333, 334, 335, 339, 350, 398.01. NOTE: Up to 3 hours of MKT 287, and 398.01 may be counted as part of the 15 hours listed above.
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
- At least 60 of the 120 hours required for graduation must be in courses other than business (ACC; BTE; FIL; INB; MKT; and MQM). Up to nine hours of economics and up to six hours of statistics courses may be counted as non-business courses.

Students may choose to major with a general Marketing degree or specialize in one of the following sequences:

Integrated Marketing Communication Sequence:

- The 43 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; FIL 185, 240; MKT 230; MQM 100, 220, 227, 385; ECO 105; ENG 145.13; MAT 121 or 145.
- Marketing major required courses (9 hours): MKT 231, 232, 338.
- Required sequence courses: MKT 233, 333.
- Integrated Marketing Communication elective courses: (9 hours selected from): MKT 234, 331, 332, 339.09, 398.04; one of the following three Communication courses: COM 111, 202, 227. NOTE: Up to 3 hours of MKT 287, and 398.04 may be counted as part of the 9 hours listed above.
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
- At least 60 of the 120 hours required for graduation must be in courses other than business (ACC; BTE; FIL; INB; MKT; and MQM). Up to nine hours of economics and up to six hours of statistics courses may be counted as non-business courses.

Professional Sales Sequence:

- The 43 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; FIL 185, 240; MKT 230; MQM 100, 220, 227, 385; ECO 105; ENG 145.13; MAT 121 or 145.
 - Marketing major required courses (9 hours): MKT 231, 232, 338.
 - Required sequence courses: MKT 234, 334.
 - Professional Sales sequence elective courses: (9 hours selected from): MKT 311, 324, 325, 326, 329, 335, 398.03. NOTE: Up to 3 hours of MKT 287, and 398.03 may be counted as part of the 9 hours listed above.
 - The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
 - At least 60 of the 120 hours required for graduation must be in courses other than business (ACC; BTE; FIL; INB; MKT; and MQM). Up to nine hours of economics and up to six hours of statistics courses may be counted as non-business courses.
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FIL MAJOR IN FINANCE (Revision)**Buckley/Jayaswal**

Buckley presented a review of last week's discussion of the proposal to revise the Major in Finance. Newgren from the College of Business said that after discussion the department wants to reinstate the statement that they originally proposed to delete. The phrase "or appropriate courses approved by the Department advisor" will remain in the catalog. Buckley moved to approve the proposal to revise the Major in Finance, Jayaswal seconded and the committee voted unanimously to approve the revision of the Major in Finance. Catalog copy follows:

FIL**Finance Program****Degree Offered: B.S.****MAJOR IN FINANCE****General Finance Sequence:**

- **67 required hours including:**
- **Required courses (55 hours): BUS 100; ACC 131, 132, 270; FIL 185, 240, 241, 242, 341, 349; MKT 230; MQM 100, 220, 227, 385. In addition, ECO 105; ENG 145.13; and MAT 121 or 145 must be completed.**
- **Elective courses (12 hours): selected from FIL 246, 250, 260, 318, 340, 343, 344, 347, 353, 360, 370, 381, 398; ACC 231; ECO 239; or appropriate courses approved by the Departmental advisor.**
- **NOTE: Advising concentrations have been established to direct studies toward career specializations for Finance majors. Students are strongly urged to contact the departmental advisor for details.**

MQM MINOR IN ORGANIZATIONAL LEADERSHIP (New)**Brown/Kahl**

Kahl presented a review of last week's discussion of the proposal for the new Minor in Organizational Leadership. The new minor will be available only to COB majors at this time. Newgren will send Jeri an electronic version of the proposal for forwarding to the Academic Senate. Catalog copy pending Academic Senate approval follows:

MQM**Management and Quantitative Methods Programs****MINOR IN ORGANIZATIONAL LEADERSHIP**

- **19 hours in required courses.**
- **Required courses: ECO 105; MQM 220, 221, 380, 382 and one of the following courses: MQM 383, 384, or 340.**
- **NOTE: The Minor in Organizational Leadership is not available to majors outside of the College of Business.**

4. LIAISON REPORTS:

a. Council for General Education: Ferrence – Nothing to report.

b. Council for Teacher Education: Moore – There are two proposals coming to CTE next week: Music Education and Technology Education .

c. Academic Affairs Committee: Brown – Nothing reported.

5. **STAFF REPORT:** Rosenthal shared information from the Chairs Council meeting. EMAS has initiated three committees: the Enrollment Management Committee; the Program Enrollment Management Committee; and the Academic Advisement Steering Committee. The Program Enrollment Management Committee will be working with departments on policies that may affect students' ability to enroll and continue in majors such as GPA requirements for admission and the "C or better" requirements for continuance. The Advisement Committee will be looking at overall advising philosophy on campus, transition from University College to Department / School advisors, and technological support such as the on-line degree audit.

Rosenthal said that at the meeting, chairs and directors were asked what faculty would think of changing the late registration period course add policy from 3-5 days. (Currently a closed section override is required after the 3rd day.) He asked the committee for their opinion about changing the policy. He said most universities have a five day drop/add period to accommodate the students.

Rosenthal said also under discussion was the policy of reporting grades once a semester. At the present, students must wait for their grades until after the second session is complete when there is more than one session a semester. Rosenthal asked the chairs if they thought the faculty would be willing to report grades one week after the end of the class instead of as many as eight weeks. There was general agreement both at Chairs Council and at UCC that it was desirable to make grades available to students in a timely fashion.

Craig asked if they were keeping the policy of the instructor having to sign a form for a student to drop a course at the end of the 8 week drop period. Rosenthal said when possible the plan is to eliminate the use of paper forms. They want to allow students to be able to process a WX on-line and simultaneously send electronic notification to the instructor.

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

New Course(s):

HSC

398.21 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE:

SPECIAL STUDIES 1-8 F,S,Summer

C or better in HSC 260, 261, 263, 301, 302, 308. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

MKT

310 MARKETING LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 F

MKT 230, 231, 232 req. Not for cr if had MKT 339.01

Analysis and development of integrated physical distribution systems: applications of quantitative methods for regarding movement and storage of raw materials and finished goods.

311 MARKETING AND SALES FORECASTING 3 S

MKT 230, 231, 232, or conc req req. Not for cr if had MKT 339.02.

The role of forecasting in marketing decision making, and the systematic steps involved in conducting a forecasting project.

324 ADVANCED PROFESSIONAL SELLING AND NEGOTIATIONS 3 F,S

MKT 230, 234 req.

Course is designed to enhance the student's ability and confidence to effectively negotiate win-win solutions through highly experiential and real world-based projects.

MKT

325 KEY ACCOUNT AND RELATIONSHIP MANAGEMENT 3 F,S
MKT 230, 234 req. Not for cr if had MKT 337.

The course focuses on major account management, the supply chain; purchasing units; segmentation and targeting organizational markets; team selling and management.

326 PROFESSIONAL SALES PLANNING AND ANALYSIS 3 F,S
MKT 234 req.

Course involves analyzing territory market potential, developing call schedules, territory routing routines, and account goals, managing sales budgets, and sales person job shadowing.

331 SUPPORT STRATEGIES FOR IMC 3 F,S
MKT 230, 231, 232, 233 req.

Provides in-depth coverage of areas that are briefly discussed in MKT 233. Focus on the integration of support strategies into campaigns.

332 CREATIVE STRATEGY DESIGN 3 F,S
MKT 230, 231, 232, 233 req.

Provides an overview of the creative strategy development process within an integrated marketing communication (IMC) framework. Includes detailed coverage and application of elements and principles of creative strategy and design.

SOC

320 GLOBAL DEVELOPMENT AND ECONOMIC CHANGE 3 F,S
SOC 106 rec; 75 hrs or cons inst req.

Survey of debates and theories regarding definitions, means, and consequences of “development” within poor- and middle-income countries; country case studies.

Revised Courses Approved:

ECO

(title, hrs)
238 USING REGRESSION AND ECONOMETRIC METHODS 3 F or S
ECO 101 and 102 or 105 req. ECO/GEO/POL/PSY 138 or ECO 148 or MQM 100 req. Formerly USING ECONOMETRICS.

Non-theoretical study of the basic concepts of regression analysis and econometrics which emphasizes real-world applications, statistical computing, and learning-by-doing.

HSC

(prereqs)
398.22 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE: BIOCHEMISTRY 2 F,S
C or better in HSC 260, 261, 263, 301, 302, 308 req. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

HSC

(prereqs)
398.23 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE: SEROLOGY 1 F,S

C or better in HSC 260, 261, 263, 301, 302, 308 req. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

HSC

(prereqs)

398.24 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE: URINALYSIS AND BODY FLUIDS 1 F,S

C or better in HSC 260, 261, 263, 301, 302, 308 req. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

(prereqs)

398.27 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE: HEMATOLOGY 2 F,S

C or better in HSC 260, 261, 263, 301, 302, 308 req. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

(prereqs)

398.28 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE: MICROBIOLOGY 4 F,S

C or better in HSC 260, 261, 263, 301, 302, 308 req. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

(prereqs)

398.29 PROFESSIONAL PRACTICE: CLINICAL LABORATORY SCIENCE: IMMUNOHEMATOLOGY 2 F,S

C or better in HSC 260, 261, 263, 301, 302, 308 req. Primarily for students completing the B.S. req through clinical study standard track.

Structured, off-campus clinical laboratory experience under the guidance of qualified Clinical Laboratory Scientists. Students receive individualized training and practicum to develop professional attitudes, competencies and analytical skills.

Decimalized courses approved:

CJS

360.16 ISSUES IN CRIMINAL JUSTICE: SEX OFFENDERS AND THE CRIMINAL JUSTICE SYSTEM

Summer

Jr standing (6 hrs compl). Maj/min only or cons dept advisor. May be repeated; max 6 hrs (if content different).

This course includes broad examination of issues surrounding sexual offenders and the criminal justice system.

- ADJOURNED:** The meeting was adjourned at 4:03 p.m. with a motion from Kahl and second by Halcomb. The next meeting will be on November 9, 2005.