

Minutes of the University Curriculum Committee
March 13, 2009
217 Koldus

Members present: Robert Knight (Chair), College of Agriculture and Life Sciences; Christine Farris (for Tim Scott) (Vice-Chair), College of Science; Lynn Burlbaw, College of Education and Human Development; Sarah Bednarz, College of Geosciences; Donald Curtis (for Pamela Matthews), College of Liberal Arts; George Fowler, Mays Business School; Thomas Vogel (Faculty Senate Representative), College of Science; Kristin Harper (for Martyn Gunn), Undergraduate Programs and Academic Services; James Herman, College of Veterinary Medicine and Biomedical Sciences; Mark Womack, Student Representative.

Guests: Jim Kracht, College of Education and Human Development; Scott Socolofsky, Department of Civil Engineering

The University Curriculum Committee recommends approval of the following:

1. The minutes of the February 13, 2009 meeting.
2. New Courses

EHRD 391. Measurement and Evaluation in HRD. (3-0). Credit 3. Measurement and evaluation techniques in the field of Human Resource Development; emphasis on understanding, calculation, and application of basic testing, assessment, and interpretation methods. Prerequisites: Junior or senior classification; admitted to professional phase or approval of instructor.

SOCI 402. Sociology of Latin America. (3-0). Credit 3. Latin American society; integration of viewpoints from the humanities, arts and social sciences. Prerequisite: Junior or senior classification or approval of instructor.

3. Change in Courses

MKTG 322. Buyer Behavior.

Course title

From: Buyer Behavior.

To: Consumer Behavior.

MKTG 327. Retail Merchandising.

Course number

From: MKTG 327.

To: MKTG 425.

MKTG 345. Promotion Strategy.

Course title

From: Promotion Strategy.

To: Alternative Media, Public Relations, and Sales Promotion.

Course description

- From: Planning, executing, and controlling of any demand-stimulation practices; advertising, personal selling, packaging, publicity, and sales promotion.
To: Alternative media, direct marketing, the internet and interactive media, sales promotion, public relations, publicity, event planning and marketing, and social media.

MKTG 347. Advertising.

Course title

- From: Advertising.
To: Advertising and Creative Marketing Communications.

Course description

- From: Place of advertising in business, advertising media, methods of advertising, consumer habits and psychology, advertising campaigns, cost analysis, legal and ethical problems in advertising.
To: Hands-on introduction to advertising; effective advertising planning; multi-media campaigns; emphasis on enhancing creativity, critical thinking, and communication skills.

MKTG 435. Personal Selling.

Course number

- From: MKTG 435.
To: MKTG 335.

VIBS 443. Biology of Mammalian Cells and Tissues.

Prerequisites

- From: VIBS 305 or BIOL 318; CHEM 228; VTPP 423 or BIOL 388; junior or senior classification in life sciences; BIMS major with a minimum overall 2.5 TAMU GPA.
To: Junior or senior classification in life sciences and interest in health related careers.

4. Change in Curriculum

Dwight Look College of Engineering
Zachry Department of Civil Engineering
B.S. in Ocean Engineering

5. Administrative Change

College of Science

Department of Physics
Request to change the name to the
Department of Physics and Astronomy

6. Special Consideration

College of Geosciences

Department of Geology and Geophysics
B.S. in Earth Science
Request to discontinue degree

7. Other Business

- Tom Vogel appointed to UCC as a representative from Faculty Senate.
- On-line approval system – overview from Kristin Harper.
- Discussion on learning outcomes and teaching roadmap.