

3-14-2013

SR-12-13-22 CC

Marshall University

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CURRICULUM COMMITTEE RECOMMENDATION

SR-12-13-22 CC

NOTE: The curricular form for each item listed may be accessed at www.marshall.edu/senate/ucc. Click the UCC Agendas/Minutes link; click the link for the February 8, 2013 meeting date; click the link in the Description column to open a particular item.

Recommends approval of the listed **COURSE CHANGES** in the following colleges and/or schools/program: **COLLEGE OF BUSINESS, COLLEGE OF LIBERAL ARTS, COLLEGE OF SCIENCE and SCHOOL OF JOURNALISM and MASS COMMUNICATIONS.**

- **COLLEGE OF BUSINESS:**

FIN 475 International Business Strategies 3 hours
* Add INTL designation to existing catalog course description.

- **COLLEGE OF EDUCATION:**

**Area of Emphasis Change:*

The English Department requests that the English 5-Adult Area of Emphasis (AoE) change to better fit needs of students planning to teach in this field. The total number of hours requested for the AoE will not change, only changes to the types of courses required and number if credits needed for each type with change.

- **COLLEGE OF LIBERAL ARTS:**

JPN 240 Japanese Culture 3 hours
* Add CT and INTL designation to existing catalog course description.

JPN 335 Japanese Society and Culture 3 hours
* Add INTL designation to existing catalog course description.

JPN 401 Readings in Advanced Japanese I 3 hours
* Add INTL designation to existing catalog course description.

JPN 402 Readings in Advanced Japanese
*Add INTL designation to existing catalog course description.

JPN 490 Japanese Capstone Experience 3 hours
*Add INTL designation to existing catalog course description.

SPN 240 Spanish Society and Life 3 hours
**Change Course Title:*

FROM: Spanish Society and Life

TO: Hispanic Culture (CT)

** Change Course Description:*

FROM: Study of selected topics relating to culture and life in Spanish-speaking countries, Lectures, reading and discussions in English.

TO: Taught in English, this course examines Hispanic Cultures through literature and cinema.

*Add CT, INTL and Core II (Humanities) designation to existing catalog

• **SCHOOL OF JOURNALISM and MASS COMMUNICATIONS:**

JMC 245 Fundamentals of Advertising 3 hours

**Change Course Title:*

FROM: Fundamentals in Advertising

TO: Intro to Strategic Comm

** Change Course Description:*

FROM: Organization of mass media advertising department and their relationships to advertising agencies and media representatives. An examination of the practices and problems of the three areas.

TO: An examination of theories, practices and techniques of strategic communications used by agencies and organizations.

FACULTY SENATE CHAIR:

APPROVED BY THE FACULTY SENATE: Eldon R. Larsen DATE: 3-14-13

DISAPPROVED BY THE FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: [Signature] DATE: 3/27/13

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

