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SR-08-09-40 CC

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CURRICULUM COMMITTEE RECOMMENDATION

SR-08-09-40 CC

Recommends approval of the **REQUEST FOR UNDERGRADUATE ADDITION, DELETION, OR CHANGE OF A MINOR** from the following colleges and/or schools:

- **COLLEGE OF EDUCATION & HUMAN SERVICES**

Action Requested: Deletion of a Minor in Business Education within the ATE Major.

Rationale: At the request of the State Department of Education and in line with national trends the Department of Adult & Technical Education is combining two existing area of emphasis into one area for teacher certification purposes.

Action Requested: Deletion of a Minor in Marketing Education within the ATE Major.

Rationale: At the request of the State Department of Education and in line with national trends the Department of Adult & Technical Education is combining two existing area of emphasis into one area for teacher certification purposes.

- **SCHOOL OF JOURNALISM & MASS COMMUNICATIONS**

Action Requested: Addition of a Minor in Advertising within the Advertising (JJ20) Major.

Rationale: The SOJMC has been receiving increased requests for an advertising minor from students in other academic units. Art, Psychology, English, and Marketing majors in particular find advertising a practical complement to their fields of study. Bringing other majors into the classroom enriches the experience for advertising students who are exposed to viewpoints from other disciplines. The minor also reflects a real world trend toward greater integration of the disciplines.

Curriculum: 18 hours total—JMC 221, 245, 415, 425; choose 6 hours from the following—JMC 241, 383, 385, 408, 445.

Notification Requirements: No other department offers advertising courses therefore duplication will not be an issue. The division and the school should not require additional faculty, equipment or resources to support the proposed minor.

Action Requested: Addition of a Minor in Public Relations within the Public Relations (JJ70) Major.

Rationale: The SOJMC has been receiving increased requests for a public relations minor for students in other academic units. Marketing and Communications Studies majors in particular find public relations a useful complement to their endeavors. The minor also reflects a growing industry trend of integrating public relations with other functions and disciplines.

Curriculum: 18 hours total—JMC 201, 241, 301, 330, 437, 438.

Notification Requirements: No other department offers public relations courses therefore, duplication will not be an issue. The division and the school should not require additional faculty, equipment or resources to support the proposed minor.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: Ann Brammer DATE: 5/12/09

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: [Signature] DATE: 5/13/09

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

