

3-30-2015

SR-14-15-32 CC

Marshall University

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CURRICULUM COMMITTEE RECOMMENDATION

SR-14-15-32 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 March 9, 2015 meeting date; click the link in the Description column to open a particular item.

Recommends approval of the listed UNDERGRADUATE ADDITION OF AREA OF EMPHASIS in the following colleges and/or schools/program: COLLEGE OF HEALTH PROFESSIONS, OUTREACH AND CONTINUING STUDIES.

- **COLLEGE OF HEALTH PROFESSIONS:**

Name of Area of Emphasis: **COMPREHENSIVE/GENERAL CONCENTRATION**

Rationale:

This concentration will serve those students who want a broad engagement with sport management rather than sub-specialization like sport marketing or sport information.

Curriculum: See attached concentration requirements.

- **COLLEGE OF HEALTH PROFESSIONS:**

Name of Area of Emphasis: **FACILITIES AND OPERATION MANAGEMENT CONCENTRATION**

Rationale:

This concentration will serve those students who would like to work in a sport organization or team running, maintaining, or preparing the facilities, fields, or grounds upon which the organization relies for events and/or games.

Curriculum: See attached concentration requirements.

- **COLLEGE OF HEALTH PROFESSIONS:**

Name of Area of Emphasis: **PHYSICAL ACTIVITY AND RECREATION CONCENTRATION**

Rationale:

This concentration will serve those students who want to run their own or work as part of a fitness, wellness, or recreation center or organization.

Curriculum: See attached concentration requirements.

- **COLLEGE OF HEALTH PROFESSIONS:**

Name of Area of Emphasis: **SPORTS INFORMATION CONCENTRATION**

Rationale:

This concentration will serve those students who are interested in the aspects of sport related to media relations, web-design and print-design communications, information management, and public relations writing.

Curriculum: See attached concentration requirements.

- **COLLEGE OF HEALTH PROFESSIONS:**

Name of Area of Emphasis: **SPORT MARKETING CONCENTRATION**

Rationale:

This concentration will serve those students who are interested in specializing in the marketing and promotion of sport franchises, products, or events.

Curriculum: See attached concentration requirements.

- **COLLEGE OF HEALTH PROFESSIONS:**

Name of Area of Emphasis: **SPORT STUDIES CONCENTRATION**

Rationale:

This concentration will serve those students who are interested in understanding the complex relationship between sport, sport institutions, and culture. Students will learn to evaluate the principles and behavior of sport organizations through the systematic study of the socio-cultural aspects of sport, and the culture at large.

Curriculum: See attached concentration requirements.

- **COLLEGE OF OUTREACH AND CONTINUING STUDIES:**

Name of Area of Emphasis: **CRIMINAL JUSTICE**

Rationale:

Regents students are prohibited from declaring a major, but they may declare a minor or area of emphasis. The addition of this area of emphasis would give students additional options in declaring a focus area. Many RBA students are in Law Enforcement and this would allow them to show expertise in that area.

Curriculum: Areas of Emphasis for the RBA require at least 15 hours of 3-400 level classes. The proposed A of E would include CJ 200 and at least 15 hours of 3-400 level courses in Criminal Justice.

• **COLLEGE OF OUTREACH AND CONTINUING STUDIES:**

Name of Area of Emphasis: **INSTRUCTIONAL TECHNOLOGY AND LIBRARIANSHIP (ITL)**

Rationale:

Regents students are prohibited from declaring a major, but they may declare a minor or area of emphasis. The addition of this area of emphasis will teach RBA students how to conduct research online and instruct others in using new technology. It will also benefit those students planning to enter the library profession or graduate program in library science. This area will be available online which is a strong need for Regents students of whom many take their classes completely online.

Curriculum: Areas of Emphasis in Instructional Technology and Library Science would consist of 15 total hours in ITL courses, including current courses ITL 350 Advanced Digital Literacy, ITL 365 Orientation to Technology Applications, ITL 466 Production of Instructional Technology Materials, and two new courses ITL 400 New Literacies and ITL 455 Pedagogy of New Literacies.

• **COLLEGE OF OUTREACH AND CONTINUING STUDIES:**

Name of Area of Emphasis: **MILITARY SCIENCE**

Rationale:

Regents students are prohibited from declaring a major, but they may declare a minor or area of emphasis. The addition of this area of emphasis would give students additional options in declaring a focus area. As a number of RBA students have gone through the Military Science program, this would allow them to demonstrate an area of expertise.

Curriculum: Areas of Emphasis for the RBA require at least 15 hours of 3-400 level classes, courses would include MS 301 and 301L, MS 302 and 302L, MS 401 and 401L and MS 402 and 402L. These are the core of the Advanced Leadership Training Program.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE:

Larry Sticker

DATE: 3/30/2015

DISAPPROVED BY THE
FACULTY SENATE:

DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:

Nancy S. White

DATE:

4/2/15

DISAPPROVED:

DATE: _____