

**Troy University Undergraduate Academic Council Minutes**  
**February 26, 2013**  
**Meeting locations: 215 Hawkins Hall with additional locations by VTEL .**

**Call to Order**

UGAC Chair Sam Shelton called the meeting to order at 3:10 p.m. Jo Ann Smith called the roll.

**Voting Members Present-** Catherine Allard, Chung Baek, Scout Blum, Mary Catherine Colley, Candice Howard-Shaughnessy, Debra Hunter, Ivan Merritt, Meg Milligan, Rodger Morrison, Festus Ndeh, Marty Olliff, Timon Paleologos, Jana Slay, Feng Sun, Shellye Vardaman, Isabelle Warren.

**Voting members absent-** Rod Blackwell, Chieko Koyamo, Charlotte Minnick, Karen Ross.

**Guests attending—** Maryjo Cochran, Janet Gaston, Bill Grantham, Tamara Jones, Steve Padgett, and Jeff Spurlock.

**Approval of January Minutes-**Will be done electronically.

**Approval of Agenda**

Motion was made by Rodger Morrison to accept the agenda. Second was made by Isabelle Warren. Motion passed.

**Legend:** New Courses  
Revised Courses /Majors/Minors  
Renumbered Courses  
New Majors or Minors  
Eliminated Courses

**I. COLLEGE OF ARTS & SCIENCES**

**1. Hal Fulmer was present to present the Teach-Out of the Political Science Major on the Montgomery Campus.**

Motion was made by Feng Sun to accept the Teach-Out of the Political Science Major on the Montgomery Campus.

Seconded by Rodger Morrison.

Motion passed.

**2. Janet Gaston was present to present the changes to course descriptions and prerequisites to BIO 4414 and BIO L414.**

BIO 4414 Food Microbiology (3)

This course focuses on topics in microbial metabolism, food spoilage, food preservation techniques, and foodborne pathogens and their control. Some molecular techniques will be introduced.

*Prerequisites:* BIO 3372/L372. *Corequisites:* BIO L414.

**BIO L414 Food Microbiology Lab (1)**

This lab focuses on advanced microbiological laboratory techniques including enumeration and analysis of bacteria in food, water, and dairy products.

*Prerequisites:* BIO 3372/L372. *Corequisites:* BIO 4414.

Motion was made by Rodger Morrison to accept the changes to the course description and prerequisites of BIO 4414/L414.

Seconded by Shellye Vardaman.

Motion passed.

**3. Bill Grantham was present to discuss the changes to the Geography concentration curriculum.**

Rename the following courses:

OLD	NEW
GEO 3370 GIS/Spatial Database Development	GEO 3370 GIS/Spatial Data Applications in the Social Sciences
GEO 4404 Economic Geography	GEO 4404 GIS/Spatial Data Application in Economics
GEO 4485 GIS/Spatial Data Modeling	GEO 4485 Practicum in GIS/Spatial Data Applications

**GEO 3370 GIS/Spatial Data Applications in the Social Sciences (3)**

An introduction to the use of spatial data applications in the social sciences, including archaeological site mapping and spatial analysis of cultural, demographic, and sociological data.

**GEO 4404 GIS/Spatial Data Applications in Economics (3)**

An introduction to the use of spatial data applications in the fields of business and economic development, including site selection and analysis of customer characteristics.

**GEO 4485 Practicum in GIS/Spatial Data Applications (3)**

Supervised GIS projects on a topic chosen by the student. Intended to give practical experience for the student seeking GIS employment post-graduation.

**Proposed Changes to Undergraduate Catalog**

SOCIAL SCIENCE MAJOR (36 Hours)  
*Specialized General Studies Requirements*

#### Area IV

NOTE: Social Science majors with concentrations in anthropology, geography, or sociology should take Area IV electives appropriate for their concentration.

NOTE: Social Science major with a concentration in geography should take Area IV electives appropriate for the concentration.

#### Requirements for the Major

SS 3375 (3) Introduction to Social Scientific Inquiry  
SS 3376 (3) Application of Social Scientific Inquiry  
SS 4498 (3) Social Science Theory  
SS 4499 (3) Senior Seminar

*Select one of the five following concentrations:*

*Select one of the three following concentrations:*

#### Geography Concentration:

##### AREA V requirements:

GEO 2299 (3) Basic Geographic Information Systems

#### Required Core Courses

GEO 3300 (3) Principles of Physical Geography  
GEO 3301 (3) Principles of Cultural Geography

*Select at least 18 hours of additional 3000-4000 courses as approved by your faculty adviser.*

Motion was made by Candy Howard-Shaughnessy to accept the changes to curriculum, descriptions, and general studies requirements.

Seconded by Catherine Allard.

Motion passed.

**II. Steve Padgett was present to discuss the Internal changes in JRN & COM programs/minors.**

#### 1. Creation of new courses:

##### **COM 3XXX Communication Research class (3)**

This course will help students develop critical thinking skills through an introduction to the concepts and principles of scientific research in communication and journalism. Some of the topics included in this class are the basics of identifying problems, hypothesis formation, measurement construction, validation, research designs, analysis techniques and proper interpretation of results.

##### **COM 3XXX Fundamentals of Speechwriting class (3)**

This course gives a hands-on, detailed instruction in the art and skills of researching and writing solid speeches, including how to make points clearly and maintain the audience interest. Speechwriting is approached from the perspective of writing speeches for others and for yourself.

**COM 4XXX Crisis Communications class (3)**

This course prepares students for anticipating and managing perceived and real crises faced by communication managers in organizations. The class explores appropriate communication leadership styles and strategies before, during and after a crisis.

Re-activate:

**JRN 3375 Public Relations Writing (3)**

This course focuses on developing the professional writing skills required for public relations practitioners, AP style and how to write effectively for clients, the media and for online publications.

De-activate:

**COM 2220 Ethnicity and Race in American Media (3)**

Motion was made by Rodger Morrison to accept new courses for Communications, to re-activate JRN 3375, & de-activate COM 2220..  
Seconded by Catherine Allard.

Motion passed.

2. Jeff Spurlock was present to discuss changes in prerequisites to Journalism courses and the renumbering of two courses.

JRN 3321 Public Relations Cases and Strategies (3)  
*Prerequisites:* JRN 2201 & JRN 2230 or JRN 2230 & 3375

JRN 3xxx Global Journalism and International Media Systems

JRN 3xxx Broadcast News Writing

Motion was made by Isabelle Warren to accept changes to prerequisites in JRN 3321 and renumbering of JRN 2203 & JRN 2230 to 3xxx.

Seconded by Ivan Merritt.

Motion passed.

3. Steve Padgett was present to discuss the creation of the ADJ and PRJ course prefixes.

**Current prefixes**

JRN 2230  
 JRN 3321  
 JRN 3375  
 JRN 4419  
 JRN 4423

**New prefixes**

PRJ 2230  
 PRJ 3321  
 PRJ 3375  
 PRJ 4419  
 PRJ 4423

JRN 2220  
 JRN 3322  
 JRN 3350  
 JRN 4451

ADJ 2220  
 ADJ 3322  
 ADJ 3350  
 ADJ 4451

Motion was made by Catherine Allard to accept the creation of the ADJ & PRJ prefixes.

Seconded by Shellye Vardaman.

Motion passed.

**4. Steve Padgett was present to discuss revisions to the Communication Studies Major.**

**Area V**

<b>COM 2220</b>	(3)	<b>Ethnicity and Race in American Media</b>
COM 1101	(3)	Introduction to Communication
COM 2251	(3)	Voice and Diction
<b>PRJ 2230</b>	(3)	<b>Introduction to Public Relations</b>
JRN 1100	(3)	Technologies in Journalism
TROY 1101	(1)	University Orientation

**Communication Studies Major (36 Hours)**

COM 2231	(3)	Interpersonal Communication
<b>COM 3xxx</b>	(3)	<b>Communication Research</b>
COM 3326	(3)	Conflict Management
COM 3328	(3)	International/Intercultural Communication

Or

<b>COM 3380</b>	(3)	<b>Travel Study in Journalism and Communication</b>
COM 3345	(3)	Group Discussion
COM 4420	(3)	Propaganda and Persuasion
COM 4424	(3)	Rhetorical and Communication Theory
JRN 4440	(3)	Advanced Technologies in Journalism
JRN 4495	(3)	Communication Seminar

**Select at least 11 hours of additional 3000-4000 courses as approved by your faculty adviser:**

**Advertisement, Communications, Journalism, or Public Relations courses.**

Motion was made by Rodger Morrison to accept the changes to the Communications Studies Major.

Seconded by Ivan Merritt.

Motion passed.

**5. Steve Padgett was present to discuss changing the title of Print Journalism Major to the Multimedia Journalism Major and changes to electives.**

*Select at least 9 hours of additional 3000-4000 courses as approved by your faculty adviser:*

*Advertisement, Communications, Journalism, or Public Relations courses.*

Motion was made by Scout Blum to accept the title change to Multimedia Journalism Major and changes to electives.

Seconded by Jana Slay

Motion passed.

**6. Steve Padgett was present to discuss changes to the Broadcast Journalism Major.**

**Area V: No change**

**Broadcast Journalism Major (36 Hours)**

COM 3320	(3)	Interviewing and Information
JRN 1103	(3)	Introductions to Radio and Television
JRN 2201	(3)	Reporting
JRN 3360	(3)	Broadcast News Writing
JRN 3365	(3)	TV Studio Techniques and Producing
JRN 4425	(3)	Communication Law
JRN 4440	(3)	Advanced Technologies in Journalism
JRN 4489	(3)	Internship
JRN 4495	(3)	Communication Seminar

*Select additional course from:*

JRN 4403	(3)	Radio News Practicum
JRN 4413	(3)	TV News Practicum

*Select at least 6 hours of additional 3000-4000 courses as approved by your faculty adviser:  
Advertisement, Communications, Journalism, or Public Relations courses.*

Motion was made by Jana Slay to accept the title change to Broadcast Journalism Major and changes to electives.

Seconded by Feng Sun.

Motion passed.

7. Steve Padgett was present to discuss the removal of the Broadcast Journalism minor and the Print Journalism minor from the Undergraduate Catalog. He also presented the creation of Multimedia Journalism, Advertising Media, Public Relations, & Public Information Minors.

**Multimedia Journalism Minor (18 Hours)**

JRN 1102	(3)	Mass Media Writing Style
JRN 2201	(3)	Reporting

*Select at least 12 hours of additional 3000-4000 courses as approved by your faculty adviser:*

*Advertisement, Communications, Journalism, or Public Relations courses.*

**Advertising Media Minor (18 Hours)**

ADJ 2220	(3)	Introduction to Advertising
ADJ 3350	(3)	Advertising Sales
ADJ 3322	(3)	Advertising Copywriting
ADJ 4451	(3)	Advertising Media Sales

*Select at least 6 hours of additional 3000-4000 courses as approved by your faculty adviser:*

*Advertisement, Communications, Journalism, or Public Relations courses.*

**Public Relations Minor (18 hours)**

ADJ 3322	(3)	Advertising Copywriting
PRJ 2230	(3)	Introduction to Public Relations
PRJ 3321	(3)	Public Relations Cases and Strategies
PRJ 4419	(3)	Advanced PR Tactics
PRJ 4423	(3)	PR Campaigns

*Select at least 3 hours of additional 3000-4000 courses as approved by your faculty adviser:*

*Advertisement, Communications, Journalism, or Public Relations courses*

**Public Information Minor (18 Hours)**

COM 3341	(3)	American Public Address
COM 33XX	(3)	Fundamentals of Speechwriting
COM 4XXX	(3)	Crisis Communication
PRJ 2230	(3)	Introduction to Public Relations
PRJ 3321	(3)	Public Relations Cases and Strategies

*Select at least 3 hours of additional 3000-4000 courses as approved by your faculty adviser:*

*Advertisement, Communications, Journalism, or Public Relations courses*

Motion was made by Catherine Allard to accept the creation of

Multimedia Journalism, Advertising Media, Public Relations, & Public Information Minors.

Seconded by Shellye Vardaman.

Motion passed.

**Information items.**

Members were notified that the next meeting of the Council will be March 26<sup>th</sup>.

Motion to adjourn meeting Catherine Allard

Seconded Isabelle Warren

Meeting adjourned 3:32 p.m..