

**Troy University Undergraduate Academic Council Minutes
February 22, 2018**

Meeting location: Colleagueview Conference Room with additional locations by WebEx .

Call to Order

UGAC Chair Shellye Vardaman called the meeting to order at 3:00 and Christine Haug called the roll.

Voting Members Present- Heidi Beattie, Tim Buckner, Ernest Capozzoli, Carrie Lee Gardner, Aaron Hagler, Rachel Hooper, John Jinright, Barbara Metzger, Meg Milligan, Carol Moore, Frank Thompson, and Zhiyong Wang.

Voting Members Absent- Kanessa Doss, Joel Hammonds, Thomas Hogan, Jerry Johnson, Dena Mitchell, Karen Ross (excused), and Huijun Yi (excused).

Guest attending – Donna Bragg, Wendy Broyles, Samantha Ellis, William Foxx, Shannon Grissett, Kelly Jewell-Glasscock, and Jeff Rush.

Approval of Minutes and Agenda

January's minutes and agenda were approved electronically.

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

FIRST YEAR STUDIES

No Agenda Items

COLLEGE OF ARTS & SCIENCES

- 1. Jeff Rush was present to discuss the addition of the course CJ 11XX Careers in Criminal Justice.**

CJ 11XX **Careers in Criminal Justice (3)**
An exploration of the various options in the criminal justice profession, to include resume building, interviewing and writing.

Motion was made by Tim Buckner to accept the new course.

Second was made by Aaron Hagler.

Motion passed.

2. Jeff Rush was present to discuss the addition of the course CJ 11XX Careers in Criminal Justice into the Major and removing CJ 4499.

CRIMINAL JUSTICE MAJOR (36 HOURS)

Criminal justice majors are encouraged to take two semesters of Spanish or another foreign language as part of their general studies requirements.

Area IV

- | | | |
|---------|-----|---------------------------|
| CJ 2221 | (3) | Survey of Law Enforcement |
| CJ 2231 | (3) | Survey of Corrections |

Area V

- | | | |
|---------|-----|--------------------------------------|
| CJ 2241 | (3) | Survey of Law and Criminal Procedure |
|---------|-----|--------------------------------------|

Required Courses:

- | | | |
|--------------------|----------------|---|
| CJ 1101 | (3) | Introduction to Criminal Justice |
| CJ 11XX | (3) | Careers in Criminal Justice |
| CJ 3345 | (3) | Criminology |
| CJ 3352 | (3) | Constitutional Law |
| CJ 3375 | (3) | Research Methods |
| CJ 4499 | (3) | Senior Seminar in Criminal Justice |

Select ~~12~~ 21 additional hours of upper-level (3000-4000) Criminal Justice courses, as approved by the advisor for the major.

Motion was made by Frank Thompson to accept the changes

Second was made by Ernest Capozzoli.

Motion passed.

SORRELL COLLEGE OF BUSINESS

1. William Foxx was present to discuss change in course description and title for two Marketing courses.

Current:

- MKT 3362 Advertising (3)**
 This course addresses the planning, creation, utilization, and placement of advertising programs, media use, and research to support marketing strategy. It is an integrated approach, to include traditional advertising processes, direct communications with business/consumer markets, and contemporary forms of social media.
 Prerequisite: MKT 3300.

Proposed:

- MKT 3362 Promotion Management (3)**
 This course examines the concepts and techniques associated with developing an effective marketing communications strategy. Topics focus on the planning, creation, utilization, and placement of promotional programs designed to support marketing strategy.
 Prerequisite: MKT 3300.

Current:

MKT 3364 ~~**Services Marketing (3)**~~
~~Understand the nature of services marketing and its critical contribution to marketing success. Topics include customer expectations and perceptions in the design of service processes and standards.~~
Prerequisite: MKT 3300.

Proposed:

MKT 3364 **Product and Service Innovation (3)**
This course examines the role of marketing in innovation and its critical contribution to marketplace success. Topics focus on the principles used to identify marketing opportunities and the creative thinking needed to respond to them with new ideas, products and services.
Prerequisite: MKT 3300.

Motion was made by Frank Thompson to approve the changes.

Second was made by John Jinright.

Motion passed.

2. William Foxx was present to discuss updating the course descriptions for courses in Marketing.

Current:

MKT 3300 **Principles of Marketing (3)**
~~A managerial focus on the external environments and decision elements of marketing (promotion, price, product, distribution) faced by marketing management at the corporate and entrepreneurial levels of business.~~

Proposed:

MKT 3300 **Principles of Marketing (3)**
This course examines principles and practices for creating, delivering, capturing, and communicating value to customers. Topics focus on the marketing function of an organization; environmental factors influencing marketing decisions; and, the development of marketing strategies to deliver long-term customer value.

Current:

MKT 4461 **Personal Selling (3)**
This is an applied course that introduces the economic, psychological, and social aspects of personal selling, direct selling techniques, and the sales process with emphasis on building customer relationships.
Prerequisite: MKT 3300.

Proposed:

MKT 4461 **Personal Selling (3)**
This course examines personal selling as a professional marketing activity. It centers on fostering relationships by developing interpersonal communication skills, understanding buyer motivations, and adding value to clients through long-term relationships. Topics focus on the economic, psychological, and social aspects of personal selling; direct selling techniques, and the sales process with an emphasis on building customer relationships.
Prerequisite: MKT 3300.

Current:

MKT 4462 **Consumer Behavior (3)**
~~A study of the consumer as a decision maker. The course examines social, cultural, and psychological influences on purchasing decisions while emphasizing their implications for marketing strategies.~~
Prerequisite: MKT 3300.

Proposed:

MKT 4462 Consumer Behavior (3)

This course examines the consumer as a decision maker. Topics focus on the internal and external influences underlying purchase decisions and their implications for marketing strategy. Primary emphasis is on final consumers with a secondary emphasis on organizational buyers.

Prerequisite: MKT 3300.

Current:

MKT 4463 Retailing (3)

~~Principles and practices of retail management. The course examines retail store location, purchasing, personnel, promotions, inventory management, and Internet marketing.~~

~~*Prerequisite: MKT 3300.*~~

Proposed:

MKT 4463 Retailing (3)

This course examines the principles and practices of retail management. Topics focus on retail format; store location and layout; merchandise planning; inventory management; atmospherics; and customer service.

Prerequisite: MKT 3300.

Current:

MKT 4464 Marketing Research (3)

~~Methods and procedures for collection, interpretation, and use of primary and secondary data in marketing including sampling, questionnaires, data collection, analysis, a preparation of reports.~~

~~*Prerequisite: MKT 3300.*~~

Proposed:

MKT 4464 Marketing Research (3)

This course examines the foundational role of research to the formulation of sound strategic marketing decisions. Topics focus on problem definition, research design, data acquisition, analysis, and interpretation. The systematic approach of harnessing data/information to drive effective marketing decision-making is also considered.

Prerequisite: MKT 3300.

Current:

MKT 4465 Supply Chain Management (3)

~~The course examines procurement, warehousing, transportation, and distribution channel activities related to supply chain system design, operation, and control.~~

~~*Prerequisites: MKT 3300.*~~

Proposed:

MKT 4465 Supply Chain Management (3)

This course examines the key concepts and principles associated with the flow of materials and information from suppliers to customers for both manufacturing and service firms. Topics focus on the procurement, operations, transportation, and integration activities associated with a firm's distribution system.

Prerequisites: MKT 3300.

Current:

MKT 4468 Global Marketing (3)

~~Decision making and policy formulation relative to the cultural, political, legal and economic aspects of doing business in global markets. This course also examines the specific issues involved in developing an international marketing strategy and in conducting marketing operations on a global as opposed to a "domestic" scale.~~

~~*Prerequisites: Lower-level Core, MKT 3300.*~~

Proposed:

MKT 4468 Global Marketing (3)

This course examines the impact the global environment has on marketing strategy. Topics focus on the cultural, political, legal, and economic differences among nations as they affect marketing opportunities and operations.
Prerequisites: Lower-level Core, MKT 3300.

Current:

MKT 4469 Marketing Management (3)

~~This is the capstone course for marketing major students. Focus is on marketing management problem solving by applying marketing concepts procedures and practices learned. Vehicles to deepen this decision making approach will include text, cases and simulations.~~
Prerequisite: 15 semester hours in marketing courses beyond MKT 3300.

Proposed:

MKT 4469 Marketing Management (3)

This course is the "capstone" marketing course. It examines the managerial aspects of marketing which involve the integration of marketing research, customer analysis and marketing strategy to provide long-term value to customers. Topics focus on the application of marketing concepts, procedures, and practices to solve marketing problems and develop strategic marketing plans.
Prerequisite: 15 semester hours in marketing courses beyond MKT 3300.

Current:

MKT 4491-92 Guided Independent Research (1 to 3 credit hours per course per semester)

~~Additional information is indexed under Independent Study and Research.~~ *Note: This course may not be substituted for any required course.*

Proposed:

MKT 4491-92 Guided Independent Research (1 to 3 credit hours per course per semester)

This course involves directed research on marketing topics of mutual interest to a student and faculty member. Maximum credit of six hours. *Note: This course may not be substituted for any required course.*

Current:

MKT 4493-94 Guided Independent Study (1 to 3 credit hours per course per semester)

~~Additional information is indexed under Independent Study and Research.~~ *Note: This course may not be substituted for any required course. Also see index for "Independent Study and Research."*

Proposed:

MKT 4493-94 Guided Independent Study (1 to 3 credit hours per course per semester)

This course involves directed project work of mutual interest to a student and faculty member. Maximum credit of six hours. *Note: This course may not be substituted for any required course.*

Motion was made by Aaron Hagler to approve the changes.

Second was made by Meg Milligan.

Motion passed.

3. William Foxx was present to discuss the addition of two course to the Marketing Curriculum.

MKT 44XX Special Topics in Marketing (1-3)

This course examines a selected marketing topic of interest that is not covered in other course offerings. The topic for the semester will be indicated in advance. Students may repeat the course for credit so long as the selected topics are different. Maximum credit of six hours.

Note: This course may not be substituted for any required course.

Prerequisite: MKT 3300

MKT 44XX Marketing Internship (3)

This course involves the practical application of marketing principles and theories in an actual business setting. Students gain practical, professional experience in conjunction with academic development under the supervision of both a faculty member and a manager within an organization.

Note: This course may not be substituted for any required course.

Prerequisites: Six semester hours in marketing courses beyond MKT 3300 and permission of instructor.

Motion was made by Rachel Hooper to approve the new course.

Second was made by Heidi Beattie.

Motion passed.

COLLEGE OF COMMUNICATION AND FINE ARTS

No Agenda Items

COLLEGE OF EDUCATION

1. Kelly Jewell-Glasscock was present to discuss the addition of Special Education to the Collaborative Teacher (K-6) and Collaborative Teacher (6-12).

COLLABORATIVE / SPECIAL EDUCATION TEACHER (K-6) (122 HOURS)

Specialized General Studies Requirements

See the General Studies section of this catalog for additional information. Collaborative teacher majors must complete a minimum of 12 semester hours in each of the following disciplines as part of General Studies: Mathematics, Social Science, Science, and English.

Area V Requirements

| | | |
|-----------|-----|--|
| IS 2241 | (3) | Computer Concepts and Applications |
| MTH 1112 | (3) | Pre-Calculus Algebra |
| MTH 2251 | (3) | Mathematical Concepts for K-6 Teachers I |
| MTH 2252 | (3) | Mathematical Concepts for K-6 Teachers II |
| SCI 2234 | (3) | Earth and Space Science |
| SCI L234 | (1) | Earth and Space Science Lab |
| TROY 1101 | (1) | University Orientation |
| KHP 2251 | (3) | Foundations of Physical Education and Health |

Education Major (Professional Studies) (33 Hours)

| | | |
|----------|-----|---------------------------------------|
| EDU 3303 | (3) | Educational Psychology & Assessment |
| EDU 3305 | (3) | Teaching with Technology |
| EDU 3310 | (3) | Introduction to Education |
| EDU 4400 | (3) | Classroom Management |
| RED 4401 | (3) | Reading in the Content Areas |
| EDU 4471 | (3) | Curriculum and Instructional Delivery |
| SPE 3340 | (3) | Diverse Learners |
| SPE 4454 | (3) | Internship Seminar |
| SPE 4474 | (9) | Collaborative Teacher K-6 Internship |

Teaching Field (34 Hours)

| | | |
|----------|-----|--|
| EDU 3308 | (3) | Integrated STEM |
| EDU L308 | (1) | Integrated STEM Lab |
| ELE 3362 | (3) | Teaching Mathematics |
| ELE L362 | (1) | Teaching Mathematics Lab |
| MTH 2251 | (3) | Math Concepts for K-6 Teachers I |
| MTH 2252 | (3) | Math Concepts for K-6 Teachers II |
| RED 3310 | (3) | Language and Literacy |
| RED L310 | (1) | Language and Literacy Lab |
| RED 4483 | (3) | Reading Intervention Strategies |
| RED L483 | (1) | Reading Intervention Strategies Lab |
| SPE 3301 | (3) | Advanced Introduction to Disabilities |
| SPE 3306 | (3) | Teaching Students with Mild Disabilities |
| SPE 3309 | (3) | Teaching Students with Mod/Severe Disabilities |
| SPE 4407 | (3) | Inclusive Strategies |

COLLABORATIVE / SPECIAL EDUCATION TEACHER (6-12) (121 HOURS)**Specialized General Studies Requirements**

See the General Studies section of this catalog for additional information.

Collaborative teacher majors must complete a minimum of 12 semester hours in each of the following disciplines as part of General Studies: Mathematics, Social Science, Science, and English.

Motion was made by Barbara Metzger to approve the change.

Second was made by Carrie-Lee Gardner.

Motion passed.

COLLEGE OF HEALTH AND HUMAN SERVICES**1. Samantha Ellis was present to discuss change in Prerequisites for Social Work courses.****SWK 2280 Social Work Research I (3)**

Introduction to statistical analysis concepts and principles necessary for understanding research reports and for the interpretation of data. Use of microcomputer statistical programs in the analysis of univariate, bivariate, and multivariate data including parametric and non-parametric analysis techniques.

Topics include descriptive techniques, averages and measures of variation, tests of statistical significance, correlation and regression, and analysis of variance.

Prerequisite: MTH 1110 or 1112 and IS 2241.

Note: PSY 3301, QM 2241, or MTH 2210 can be substituted.

SWK 4471 Social Work with Groups (3)

The student learns to identify group processes and use these in assessment and intervention with the group as a client system. Evaluation of practice is extended to group settings.

Prerequisite: SWK 3390. Co-requisite: SWK 4480.

Co-requisite: SWK 4472

SWK 4472 Social Work with Organizations and Communities (3)

Assessment and intervention with the community or organization as a client system. Skill building in evaluation of one's own practice continues.

Prerequisite: SWK 3390.

Co-requisite: SWK 4471

SWK 4480 Pre-Practicum Seminar (3)

This course will evaluate the student's ability (knowledge, values and skills) required to begin Social Work Field Experience. The class will focus upon areas essential for competent social work practice. In addition, the student will engage in resume development, interviewing skills and other exercises necessary to secure an approved Field placement. Rules and legislation governing social works on the state and federal level will be reviewed.

Prerequisite or Co-requisite: SWK 4471 and SWK 4472 ~~Completing SWK Major Requirements.~~

Motion was made by Zhiyong Wang to approve the changes.

Second was made by Carol Moore.

Motion passed.

Information Items: - None

Meeting Adjourned at 3:35 pm