

MINUTES OF THE
UNIVERSITY CURRICULUM COMMITTEE

February 19, 1981

The University Curriculum Committee met on February 19, 1981, in Brewster B-103 at 3:00 p.m. All members were present: Grossnickle, Boyce, Daugherty, Hamilton, Leahy, Richards, Hancock, Broadhurst, Moore, Foley, Holt and Cain.

The minutes of February 5, 1981, were approved.

Professor Carl Gooding, Department of Marketing and Management, School of Business, presented a new course proposal, MGMT 4722, Production Planning and Control. Professor Gooding explained that the course was needed for a more indepth study of selected topics in the area in order to better prepare students for positions in production/operations. He stated no new faculty would be needed to teach the course, present facilities were adequate, and the present library resources were adequate. Therefore, there would be no additional cost to the University for the addition of MGMT 4722.

He presented a change of name and number for MGMT 3242, Organizational Management, to MGMT 3202, Fundamentals of Management. This proposed change should be reflected on pages 304, 305 Undergraduate Catalogue 1980-81. Professor Daugherty moved to accept the two proposals, the motion was seconded, and the motion passed.

Professors C. Benz, J. Rees, G. Haskins (Drama and Speech), S. Brett, W. Borden (Department of English), presented the new program proposal, B.S. Degree in Communications. It was pointed out that the proposed new program will be adequately funded if approved. Even though library resources are not adequate at present, supplemental funds will be provided by Joyner Library to support the new courses and program. A letter from Dr. Eugene Brunelle was read which stated the Library Committee had voted to use supplemental funds this year to support the new degree programs. The new course proposal, JOUR 3000, Studies in Mass Communication, was presented.

The new course proposal JOUR 3800, Photojournalism was presented. On item I.E. Prerequisites, the committee added SCIE 2111 or permission of instructor. Course proposal SPCH 4050, Broadcast Sales and Promotion was presented to the Committee. JOUR/SPCH 4889, Senior Seminar was presented with a change in I.E. Prerequisites: Senior status in Communications major program or permission of Coordinator. The following two new course proposals were presented to the committee: SPCH 4890, SPCH 4891, Careers in Broadcasting.

In the description of the B.S. degree in Communications, item 5, electives SPCH 4891 was added to the list of other suggested electives and the total number of elective hours was changed to 3-6 s.h. Professor Holt moved to approve the new degree program in Communications as amended, Richards seconded, and the motion passed.

The Committee adjourned at 4:20 p.m.

SCHOOL OF BUSINESS
Marketing & Management

- MGMT 4722 Production Planning and Control (3) (S)
Three (3) Classroom and/or laboratory hours per week
Prerequisites: MGMT 3722
An in-depth, applications oriented study of key planning and control concepts having to do with the transformation of inputs to the productive system into useful and desirable goods and services.
Catalogue Placement: Department of Marketing and Management
- MGMT 3202 Fundamentals of Management (Formerly MGMT 3242)
(name and number change only)
Catalogue Placement: pp. 304, 305, 1980-81 Undergraduate Catalogue

CURRICULUM FOR B.S. DEGREE IN COMMUNICATIONS

(Interdisciplinary program offered by the Department of English and the Department of Drama and Speech)

Any student wishing to declare a major in communications must meet the requirements for transfer into the College of Arts and Sciences (see Section 6, College of Arts and Sciences) at the time of entrance into the curriculum.

Minimum degree requirement is 126 s.h. of credit as follows:

1. General education requirements (see Section 6, The General College: Requirements for Baccalaureate Degree Programs)44 s.h.
2. Required courses in Communications: JOUR 2000; SPCH 2013; one of these three: SPCH 3018, 3020, 3022; one of these two: JOUR 2100 or ENGL 3860; JOUR 4200; JOUR/SPCH 4889 17 s.h.
3. Required courses for the PRINT TRACK: JOUR 3100; one of these three: JOUR 3200, 3700, ENGL 3870; one of these five: JOUR 3300, 3800, 4400, ENGL 3820, 3860 (may not be used for credit in both paragraph 2 and 3); one of these three: JOUR 3000, 4100, 4800 12 s.h.
4. Required courses for the ELECTRONIC TRACK: SPCH 2002; one of these two: SPCH 3019, 3023; select from among the following: SPCH 2000, 2014, 2015, 2016, 2017, 3000, 3018, 3020*, 3022* select a minimum of three semester hours in courses at the 4000 level, which include: SPCH 4000, 4013, 4014, 4015, 405015 s.h.
5. Electives: Select courses from PRINT or ELECTRONIC TRACK, which include: JOUR/ENGL 4890, SPCH 4890, 4891; other suggested electives: ENGL 3880, 5870, 5880; SPCH 2080, 3001, 3004, 3005, 4001, 4002; DRAM 2001, 2006, 3003, 3030, 3040; or other selected courses in the humanities, business and social sciences3-6 s.h.

6. Plus minor and general electives to complete requirements for graduation.
(Communications majors may not minor in broadcasting or Journalism).

*May not be used for credit in both paragraph 2 and 4.

- JOUR 3000 Studies in Mass Communication (3)
Three (3) classroom and/or laboratory hours required
Prerequisites: JOUR 2000
The course focuses on the social role and responsibilities of media professionals by examining the interplay between the media and society in its various forms, i.e., print, radio, television, film and cable.
Catalogue Placement: page 135 (directly after 2100, Basic Reporting) of the 1980-81 Undergraduate Catalogue.
- JOUR 3800 Photojournalism (3) (S)
Three (3) classroom hours per week
Prerequisites: JOUR 2100, SCIE 2110, SCIE 2111 or permission of instructor
Intended to develop a proficiency in taking and processing photographs of the type used by publications. Discussion of legal and moral ramifications of journalistic photography.
Catalogue Placement: page 136 of the 1980-81 Undergraduate Catalogue
- Broadcast Sales and Promotion
- SPCH 4050 Broadcast Sales and Promotion - (S) (3)
Three (3) classroom hours per week
Prerequisites: SPCH 2013
Study of the role of sales and promotion in public and commercial broadcasting. Emphasis upon concepts and techniques in selling time, promoting sales and raising funds. Consideration of resources, regulatory agencies and other factors affecting radio/television/cable time sales and promotion.
- JOUR/SPCH 4889 Senior Seminar (3) (S)
Three (3) classroom and/or laboratory hours required per week
Prerequisites: Senior status in Communications major program or permission of coordinators
Advanced study in electronic and print media emphasizing technical and ethical approaches to problem solving.
Catalogue Placement: Page 124 and 136 of the 1980-81 Undergraduate Catalogue (unless separate pages are designated for this new program listing)
- Careers in Broadcasting Practicum
- SPCH 4890 Careers in Broadcasting (3) (F,S)
140 hours per semester (minimum)--includes work and academic hours
Prerequisites: Junior standing and permission of instructor
A supervised internship in an area of professional broadcasting providing practical experience and requiring parallel readings and study.

Careers in Broadcasting Practicum continued

SPCH 4891

Careers in Broadcasting (6) (F,S)

280 hours per semester (Minimum) -- includes work and academic hours

Prerequisites: Junior standing and permission of instructor
A supervised internship in an area of professional broadcasting, providing practical experience and requiring parallel readings and study.