

UNIVERSITY CURRICULUM COMMITTEE MINUTES

Date: March 5, 2020

Albert B

Minutes Approved by: _____ Date Approved 4/6/2020

TO: Dr. Alberto Ruiz
Vice President of Academic Affairs

FROM: Dr. Lon Smith, Chair
University Curriculum Committee

FACULTY MEMBERS PRESENT: Jeff Anderson, E. Ardoin, S. Baggarly, R. Carpenter, Y. Chu, C. Gissendanner, S. Jois, K. Kaminski, C. Kogut, A. Rodriguez, G. Smith, L. Smith

FACULTY MEMBERS ABSENT: Y. Dupre, A. Horne, M. James, C. Vangelisti

FACULTY MEMBERS EXCUSED: Jordan Anderson, J. Herrock, J. Whited, A. Wiltcher

EX-OFFICIO MEMBERS PRESENT: D. Beaver, D. DeJarnette, M. Lowe

EX-OFFICIO MEMBERS ABSENT: A. Thompson

EX-OFFICIO MEMBERS EXCUSED: K. Dawson, K. Smith

1. THE SCHOOL OF ACCOUNTING FINANCE AND INFORMATION SERVICES requests:

Presenter:	W. Barnett
Action:	Change prerequisites of CINS 2020 (Introduction to Business Programming)
Current Course Description:	
CINS 2020 - Introduction to Business Programming	
3 cr.	
Fundamentals of problem solving, programming logic, and algorithm specification using various modeling tools; coding of algorithms in a programming language.	
Prerequisite(s): CSCI 1070, MATH 1016 and completion of all developmental requirements , or permission of instructor.	
F, Sp, Sum	
Proposed Course Description:	
CINS 2020 - Introduction to Business Programming	
3 cr.	
Fundamentals of problem solving, programming logic, and algorithm specification using various modeling tools; coding of algorithms in a programming language.	

Prerequisite(s): MATH 1009 or MATH1011 or MATH1013 or permission of instructor. F, Sp, Sum	
Credit Hours:	
Current Level:	
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

2. THE SCHOOL OF ACCOUNTING FINANCE AND INFORMATION SERVICES requests:

Presenter:	W. Barnett
Action:	Change prerequisites of CINS 3044 (Contemporary Criticism)
Current Course Description:	
CINS 3044 - Information Security Management	
3 cr.	
Principles of information security and assurance, with emphasis on the managerial component. A lifecycle approach is used to identify, assess, and develop responses to security threats to organizational assets.	
Prerequisite(s): <u>CINS 3040</u> or permission of instructor.	
Proposed Course Description:	
CINS 3044 - Information Security Management	
3 cr.	
Principles of information security and assurance, with emphasis on the managerial component. A lifecycle approach is used to identify, assess, and develop responses to security threats to organizational assets.	
Prerequisite(s): Completion of or concurrent enrollment in <u>CINS 3040</u> or permission of instructor.	
Credit Hours:	
Current Level:	
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020

First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

3. THE SCHOOL OF CONSTRUCTION MANAGEMENT requests:

Presenter:	E. Brayton
Action:	Add new course CONS 3040 (Advanced Construction Computer Applications)
Proposed Course Description:	
CONS 3040 - Advanced Construction Computer Applications	
2 cr.	
Introduces the latest construction software including documentation, 3D and project management software.	
Prerequisite(s): CONS 2016, CONS 2017, Corequisites CONS 3018 and CONS 3019.	
Credit Hours:	2
Current Level:	U
Activity Type:	LEC
Maximum Hours to Be Earned:	2
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Summer 2020
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	
Abbreviated Course Title:	ADV COMP APPLICATION
UCC Decision:	APPROVED
Notes:	

4. THE SCHOOL OF CONSTRUCTION MANAGEMENT requests:

Presenter:	E. Brayton
Action:	Add new course CONS 3041 (Advanced Construction Computer Applications Laboratory)
Proposed Course Description:	
CONS 3041 - Advanced Construction Computer Applications Laboratory	

1 cr.

Introduces the latest construction software including documentation, 3D and project management software.

Prerequisite(s): CONS 2016, CONS 2017, Corequisites CONS 3018 and CONS 3019.

Credit Hours:	1
Current Level:	U
Activity Type:	LAB
Maximum Hours to Be Earned:	1
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Summer 2020
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	
Abbreviated Course Title:	ADV COMPT APPL LAB
UCC Decision:	APPROVED
Notes:	

5. THE SCHOOL OF CONSTRUCTION MANAGEMENT requests:

Presenter:	E. Brayton
Action:	Close and Remove CONS 4045 (Digital Site Management)
Credit Hours:	
Current Level:	U
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	Spring 2020
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

6. THE SCHOOL OF CONSTRUCTION MANAGEMENT requests:

Presenter:	E. Brayton
Action:	Close and Remove CONS 4046 (Digital Site Management Laboratory)

Credit Hours:	
Current Level:	U
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	Spring 2020
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

7. THE SCHOOL OF CONSTRUCTION MANAGEMENT requests:

Presenter:	E. Brayton
Action:	Change Degree Plan for Construction Management, B.S.
Current Degree Plan:	
Construction Management, B.S. (522001)	
<p>Course adjustment advisement is mandatory. Students in provisional and regular admission status may not take 3000 or above until they have completed all developmental and freshman requirements. Non-majors must consult the Director to schedule 3000 and 4000 level classes.</p> <p>Students majoring in the Construction Management program must meet these requirements to progress to the next sequential course.</p> <p>A grade of "C" or better is required for all CONS courses, MATH 1009, MATH 1011, & MATH 1012.</p> <p>A grade of "D" in CONS and MATH 1009, MATH 1011, & MATH 1012 courses is non-progressive; the student must earn a minimum grade of "C" before a student can progress to the next sequential course.</p>	
<u>Required for a Major</u>	
<ul style="list-style-type: none"> • CONS 1003 - Construction Graphics • CONS 1004 - Construction Graphics Laboratory • CONS 1020 - Materials and Testing • CONS 1021 - Materials and Testing Laboratory • CONS 1040 - Construction Practices • CONS 1041 - Construction Practices Laboratory • CONS 2008 - Construction Documents • CONS 2009 - Construction Documents Studio • CONS 2011 - Construction Surveying • CONS 2012 - Construction Surveying Laboratory • CONS 2015 - Structures I • CONS 2016 - Construction Computer Applications • CONS 2017 - Construction Computer Applications Lab • CONS 2026 - Mechanical, Electrical and Plumbing Plan Reading 	

- [CONS 2027 - Mechanical, Electrical, and Plumbing Plan Reading Laboratory](#)
- [CONS 2030 - Soils and Testing](#)
- [CONS 2031 - Soils and Testing Laboratory](#)
- [CONS 3015 - Temporary Structures](#)
- [CONS 3018 - Construction Quantity Estimating](#)
- [CONS 3019 - Construction Quantity Estimating Laboratory](#)
- [CONS 3020 - Mechanical and Electrical Systems](#)
- [CONS 3030 - Construction Administration](#)
- [CONS 4005 - Construction Scheduling](#)
- [CONS 4006 - Construction Scheduling Laboratory](#)
- [CONS 4008 - Construction Cost Estimating](#)
- [CONS 4009 - Construction Cost Estimating Laboratory](#)
- [CONS 4020 - Associate Constructor Exam Preparation](#)
- [CONS 4030 - Construction Safety](#)
- [CONS 4040 - Construction Contracts](#)
- [CONS 4045 - Digital Site Management](#)
- [CONS 4046 - Digital Site Management Laboratory](#)
- [CONS 4047 - Advanced Construction Projects](#)
- [CONS 4048 - Advanced Construction Projects Laboratory](#)

Total Hours 60

Note:

Non majors must have approval of the Director to schedule 3000 and 4000 level classes.

Freshman Year

- [CONS 1003 - Construction Graphics](#)
- [CONS 1004 - Construction Graphics Laboratory](#)
- [CONS 1020 - Materials and Testing](#)
- [CONS 1021 - Materials and Testing Laboratory](#)
- [CONS 1040 - Construction Practices](#)
- [CONS 1041 - Construction Practices Laboratory](#)
- [CONS 2008 - Construction Documents](#)
- [CONS 2009 - Construction Documents Studio](#)
- Core English Composition **6 cr.** ***
- [MATH 1011 - College Algebra](#) ^{cm}
- [MATH 1012 - Trigonometry](#) ^{cm}
- Core Fine Arts **3 cr.*****
- Core Humanities **3 cr.**
- [UNIV 1001 - University Seminar](#)

Total Hours 30

Sophomore Year

- [CONS 2011 - Construction Surveying](#)
- [CONS 2012 - Construction Surveying Laboratory](#)
- [CONS 2015 - Structures I](#)
- [CONS 2016 - Construction Computer Applications](#)
- [CONS 2017 - Construction Computer Applications Lab](#)
- [CONS 2026 - Mechanical, Electrical and Plumbing Plan Reading](#)

- [CONS 2027 - Mechanical, Electrical, and Plumbing Plan Reading Laboratory](#)
- [CONS 2030 - Soils and Testing](#)
- [CONS 2031 - Soils and Testing Laboratory](#)
- [CONS 3018 - Construction Quantity Estimating](#)
- [CONS 3019 - Construction Quantity Estimating Laboratory](#)
- [COMM 2001 - Public Speaking](#)
- Core Natural/Physical Science **3 cr.**
- Core Literature (Humanities Core) **3 cr. *****
- **Core Social Science 3 cr.****

Total Hours 30

Junior Year

- [CONS 3015 - Temporary Structures](#)
- [CONS 3020 - Mechanical and Electrical Systems](#)
- [CONS 3030 - Construction Administration](#)
- [CONS 4005 - Construction Scheduling](#)
- [CONS 4006 - Construction Scheduling Laboratory](#)
- [CONS 4008 - Construction Cost Estimating](#)
- [CONS 4009 - Construction Cost Estimating Laboratory](#)
- [CONS 4030 - Construction Safety](#)
- [RMIN 2005 - Risk and Insurance](#)
- **[ECON 2001 - Macroeconomic Principles](#) (Core Social Science 3 cr.)**
- [MATH 1016 - Elementary Statistics](#)
- Core Natural/Physical Science **3 cr.**

Total Hours 30

Senior Year

- [CONS 4020 - Associate Constructor Exam Preparation](#)
- [CONS 4040 - Construction Contracts](#)
- **[CONS 4045 - Digital Site Management](#)**
- **[CONS 4046 - Digital Site Management Laboratory](#)**
- [CONS 4047 - Advanced Construction Projects](#)
- [CONS 4048 - Advanced Construction Projects Laboratory](#)
- [ACCT 2020 - Introductory Managerial Accounting](#)
- [BUSN 3005 - Business Communication](#)
- [BLAW 4001 - Legal Environment of Business](#)
- MGMT/MKTG/ENTR/FINA Elective **3 cr.**
- Core Biological Science **3 cr.**
- General Elective **3 cr.**

Total Hours 30

Total hours for degree 120

Note:

**Economics must be taken as part of the core social science electives.

***For other Core Curriculum requirements see [2019-2020 Undergraduate Core Curriculum](#).

Proposed Degree Plan:

Construction Management, B.S. (522001)

Course adjustment advisement is mandatory. Students in provisional and regular admission status may not enroll in courses number 3000 or above until they have completed all developmental and freshman requirements. Non-majors must have approval of the Director to schedule 3000 and 4000 level classes.

Students majoring in the Construction Management program must meet these requirements to progress toward degree.

A grade of "C" or better is required for all CONS courses, [MATH 1009](#), [MATH 1011](#), & [MATH 1012](#).

A grade of "D" in CONS and [MATH 1009](#), [MATH 1011](#), & [MATH 1012](#) courses is non-progressive; the course must be repeated with a minimum grade of "C" before a student can progress to the next sequential course.

Required for a Major

- [CONS 1003 - Construction Graphics](#)
- [CONS 1004 - Construction Graphics Laboratory](#)
- [CONS 1020 - Materials and Testing](#)
- [CONS 1021 - Materials and Testing Laboratory](#)
- [CONS 1040 - Construction Practices](#)
- [CONS 1041 - Construction Practices Laboratory](#)
- [CONS 2008 - Construction Documents](#)
- [CONS 2009 - Construction Documents Studio](#)
- [CONS 2011 - Construction Surveying](#)
- [CONS 2012 - Construction Surveying Laboratory](#)
- [CONS 2015 - Structures I](#)
- [CONS 2016 - Construction Computer Applications](#)
- [CONS 2017 - Construction Computer Applications Lab](#)
- [CONS 2026 - Mechanical, Electrical and Plumbing Plan Reading](#)
- [CONS 2027 - Mechanical, Electrical, and Plumbing Plan Reading Laboratory](#)
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- [CONS 2031 - Soils and Testing Laboratory](#)
- [CONS 3015 - Temporary Structures](#)
- [CONS 3018 - Construction Quantity Estimating](#)
- [CONS 3019 - Construction Quantity Estimating Laboratory](#)
- [CONS 3020 - Mechanical and Electrical Systems](#)
- [CONS 3030 - Construction Administration](#)
- [CONS 3040 - Advanced Construction Computer Applications](#)
- [CONS 3041 - Advanced Construction Computer Applications Laboratory](#)
- [CONS 4005 - Construction Scheduling](#)
- [CONS 4006 - Construction Scheduling Laboratory](#)
- [CONS 4008 - Construction Cost Estimating](#)
- [CONS 4009 - Construction Cost Estimating Laboratory](#)
- [CONS 4020 - Associate Constructor Exam Preparation](#)
- [CONS 4030 - Construction Safety](#)
- [CONS 4040 - Construction Contracts](#)
- [CONS 4047 - Advanced Construction Projects](#)
- [CONS 4048 - Advanced Construction Projects Laboratory](#)

Total Hours 60

Note:

Non majors must have approval of the Director to schedule 3000 and 4000 level classes.

Freshman Year

- [CONS 1003 - Construction Graphics](#)
- [CONS 1004 - Construction Graphics Laboratory](#)
- [CONS 1020 - Materials and Testing](#)
- [CONS 1021 - Materials and Testing Laboratory](#)
- [CONS 1040 - Construction Practices](#)
- [CONS 1041 - Construction Practices Laboratory](#)
- [CONS 2008 - Construction Documents](#)
- [CONS 2009 - Construction Documents Studio](#)
- Core English Composition **6 cr.** ***
- [MATH 1011 - College Algebra](#) ^{cm}
- [MATH 1012 - Trigonometry](#) ^{cm}
- Core Fine Arts **3 cr.*****
- Core Humanities **3 cr.**

- [UNIV 1001 - University Seminar](#)

Total Hours 30

Sophomore Year

- [CONS 2011 - Construction Surveying](#)
- [CONS 2012 - Construction Surveying Laboratory](#)
- [CONS 2015 - Structures I](#)
- [CONS 2016 - Construction Computer Applications](#)
- [CONS 2017 - Construction Computer Applications Lab](#)
- [CONS 2026 - Mechanical, Electrical and Plumbing Plan Reading](#)
- [CONS 2027 - Mechanical, Electrical, and Plumbing Plan Reading Laboratory](#)
- [CONS 2030 - Soils and Testing](#)
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- [CONS 3018 - Construction Quantity Estimating](#)
- [CONS 3019 - Construction Quantity Estimating Laboratory](#)
- [CONS 3040 - Advanced Construction Computer Applications](#)
- [CONS 3041 - Advanced Construction Computer Applications Laboratory](#)
- [COMM 2001 - Public Speaking](#)
- Core Natural/Physical Science **3 cr.**
- Core Literature (Humanities Core) **3 cr.** ***

Total Hours 30

Junior Year

- [CONS 3015 - Temporary Structures](#)
- [CONS 3020 - Mechanical and Electrical Systems](#)
- [CONS 3030 - Construction Administration](#)
- [CONS 4005 - Construction Scheduling](#)
- [CONS 4006 - Construction Scheduling Laboratory](#)
- [CONS 4008 - Construction Cost Estimating](#)
- [CONS 4009 - Construction Cost Estimating Laboratory](#)
- [CONS 4030 - Construction Safety](#)

- [RMIN 2005 - Risk and Insurance](#)
- [MATH 1016 - Elementary Statistics](#)
- Core Natural/Physical Science **3 cr.**
- **Core Social Science 3 cr.****

Total Hours 30

Senior Year

- [CONS 4020 - Associate Constructor Exam Preparation](#)
- [CONS 4040 - Construction Contracts](#)
- [CONS 4047 - Advanced Construction Projects](#)
- [CONS 4048 - Advanced Construction Projects Laboratory](#)
- [ACCT 2020 - Introductory Managerial Accounting](#)
- [BUSN 3005 - Business Communication](#)
- [BLAW 4001 - Legal Environment of Business](#)
- **[ECON 2001 - Macroeconomic Principles \(Core Social Science 3 cr.\)](#)**
- MGMT/MKTG/ENTR/FINA Elective **3 cr.**
- Core Biological Science **3 cr.**
- General Elective **3 cr.**

Total Hours 30

Total hours for degree 120

Note:

**Economics must be taken as part of the core social science electives.

***For other Core Curriculum requirements see [2019-2020 Undergraduate Core Curriculum](#)

Credit Hours:	
Current Level:	U
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	Spring 2020
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

8. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Add new course COUN 5055 (Psychopharmacology in Counseling)
Proposed Course Description:	
COUN 5055 - Psychopharmacology in Counseling	

3 cr.	
Reviews basic and intermediate topics related to psychopharmacology that include the main categories of psychotropic medication, biopsychology, pharmacokinetics, and sociocultural issues.	
Prerequisite(s):	
Credit Hours:	3
Current Level:	G
Activity Type:	Online
Maximum Hours to Be Earned:	3
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Summer I 2020
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	
Abbreviated Course Title:	PSYCHOPHARM IN COUNS
UCC Decision:	APPROVED
Notes:	

9. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Add new course COUN 5026 (Advanced Addiction Counseling)
Proposed Course Description:	
COUN 5026 - Advanced Addiction Counseling	
3 cr.	
Reviews advanced topics related to clinical assessment and psychometrics, etiological factors treatment modalities, diagnostics, process addictions, and sociocultural factors.	
Prerequisite(s):	
Credit Hours:	3
Current Level:	G
Activity Type:	Online
Maximum Hours to Be Earned:	3
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Summer I 2021
Last Term Offered:	
Offered Fixed/Variable:	Fixed

Variable Range:	
Abbreviated Course Title:	ADV ADDICTION COUN
UCC Decision:	APPROVED
Notes:	

10. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 5001
Current Title: Introduction to Counseling	
Proposed Title: Introduction to Professional Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

11. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 5011
Current Title: Advanced Techniques	
Proposed Title: Advanced Techniques in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED

Notes:	
12. THE COUNSELING PROGRAM requests:	
Presenter:	T. Foster
Action:	Change title of COUN 5021
Current Title: Maladaptive Behavior	
Proposed Title: Diagnostics in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

13. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 5022
Current Title: Human Growth and Development	
Proposed Title: Lifespan Development	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

14. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
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Action:	Change title of COUN 5060
Current Title: Strategies of Life and Career Development	
Proposed Title: Career Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

15. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 5062
Current Title: Assessment: Methods and Measures	
Proposed Title: Clinical Assessment and Psychometrics	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

16. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 5081
Current Title: Research	

Proposed Title: Research Methods in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

17. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6040
Current Title: Trauma	
Proposed Title: Trauma Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

18. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6052
Current Title: Multicultural Populations	
Proposed Title: Multicultural Counseling	
Credit Hours:	

Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

19. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6062
Current Title: Human Sexuality	
Proposed Title: Human Sexuality in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

20. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6063
Current Title: Legal and Ethical Issues	
Proposed Title: Law and Ethics in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	

Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

21. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6068
Current Title: Seminar	
Proposed Title: Seminar in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

22. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6069
Current Title: Crisis	
Proposed Title: Crisis Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	

Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

23. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change title of COUN 6087
Current Title: Supervision	
Proposed Title: Supervision in Counseling	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

24. THE COUNSELING PROGRAM requests:

Presenter:	T. Foster
Action:	Change Degree plan for Counseling, M.S. (131101)
Current Degree Requirements:	
Counseling, M.S. (131101)	
...	
Program Requirements	
<p>Requirements for a major: Counseling studies offers two concentrations/specialty: Clinical Mental Health Counseling and School Counseling. For Clinical Health Counseling and School Counseling, requirements include a 48-semester hour required core plus a minimum of 12 semester hours of specialty course work in either Clinical Mental Health or School Counseling, totaling 60 semester hours. A thesis is optional. Students earning a C in any of the following skills courses: COUN 5065 (Methods), COUN 5011 (Advanced Techniques), COUN 6067 (Group) and COUN 5065 (Practicum) must retake the course,</p>	

earning a B or higher. Students may not earn more than 2 Cs during their time of study or face dismissal from the program. Internship must include 600 hours of clinical work documented by the Clinical Director

NOTE: The professional code of ethics requires that retention in this program depends on the student's personal and professional development as well as academic performance. The student will be asked to submit periodic assignments for assessment in this regard. Please consult the Counseling Programs Director at 318-342-1246 for further information. Admission to the program is very limited and only highly qualified candidates will be admitted based on available slots in accordance with CACREP's student-to-faculty guidelines.

Proposed Degree Requirements:

Counseling, M.S. (131101)

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Program Requirements

Requirements for a major: Counseling offers two concentrations: Clinical Mental Health Counseling and School Counseling. For Clinical Mental Health Counseling, requirements include a 48-semester hour required core plus a minimum of 12 semester hours of approved elective course work totaling 60 semester hours. For School Counseling, requirements include a 51-semester hour required core plus a minimum of nine semester hours of approved elective course work totaling 60 semester hours. A thesis is optional. Students earning a C in any of the following skills courses: COUN 5065 (Methods in Counseling), COUN 5011 (Advanced Techniques in Counseling), COUN 6067 (Group Counseling), COUN 5065 (Practicum) and COUN 6070/6071 Internship must retake the course, earning a B or higher. Students may not earn more than two C's during their time of study or face dismissal from the program. Internship must include 600 hours of clinical work approved by the Program Director.

NOTE: The professional code of ethics requires that retention in this program depends on the student's personal and professional development as well as academic performance. The student will be asked to submit periodic assignments for assessment in this regard. Please consult the Counseling Programs Director at 318-342-1246 for further information. Admission to the program is very limited and only highly qualified candidates will be admitted based on available slots in accordance with CACREP's student-to-faculty guidelines.

Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	

Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

25. THE COLLEGE OF ARTS, EDUCATION AND SCIENCE requests:

Presenter:	C. Michaelides
Action:	Create Graduate Certificate in Healthcare Advocacy

Proposed Degree Plan:

Healthcare Advocacy, G.C. (TBD)

Program Admission

Applicants for admission to the Graduate Certificate in Healthcare Advocacy program must meet requirements for regular admission to the Graduate School. Applicants who fail to meet these standards may be admitted on conditional status as recommended by graduate faculty in the Communication and Health Studies programs in concert with the Dean of the Graduate School.

Program Requirements

The following courses are required for the certificate, totaling 15 credit hours:

- HPRE 5007 - Contemporary Issues in Healthcare Law and Policy (3 cr.)
- COMM 4004 – Intercultural Communication (3 cr.)
- COMM 4026 - Health Communication (**3 cr.**)
- COMM 5003 – Communicating Illness, Grief, and Loss (3 cr.)
- COMM 5050 - Interpersonal & Conflict Communication (3 cr.)

Additional Information

The student's plan of study is to be determined with the guidance of the student's major professor.

Graduate Courses

Note: To receive graduate credit for a 4000-level course designated "For Undergraduate and Graduates," a student must be in graduate

admission status at the time credit is earned in the course. Credit earned in undergraduate admission status cannot be changed to graduate credit.	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

26. THE SCHOOL OF MANAGEMENT requests:

Presenter:	S. Cox
Action:	Create new course MGMT 3050 (Sustainability)
Proposed Course Description:	
MGMT 3050 - Sustainability	
3 cr.	
This course on the Basics of Sustainability involves the examination of what sustainability is, why it is important, and a study of the traditional components, including ethics, social responsibility, and economically profitable and sustaining techniques.	
Prerequisite(s): MGMT 3001, 3005 or approval of the MGMT Program Coordinator or School of MGMT Director	
Credit Hours:	3
Current Level:	U
Activity Type:	LEC
Maximum Hours to Be Earned:	3
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Spring 2021
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	
Abbreviated Course Title:	SUSTAINABILITY
UCC Decision:	APPROVED
Notes:	

27. THE SCHOOL OF MANAGEMENT requests:

Presenter:	S. Cox
Action:	Create new course MGMT 4050 (Environmental Law in Management)
Proposed Course Description:	
MGMT 4050 - Environmental Law in Management	
3 cr.	
Investigates US environmental laws, regulations and policies, and risk management issues from a management perspective.	
Prerequisite(s): Junior standing or approval of the MGMT Program Coordinator or School of MGMT Director	
Credit Hours:	3
Current Level:	U
Activity Type:	LEC
Maximum Hours to Be Earned:	3
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Spring 2021
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	
Abbreviated Course Title:	ENV LAW MGMT
UCC Decision:	APPROVED
Notes:	

28. THE SCHOOL OF MANAGEMENT requests:

Presenter:	S. Cox
Action:	Change title of MGMT 3015
Current Title: Staffing	
Proposed Title: Talent Acquisition	
Credit Hours:	
Current Level:	
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED

Notes:	
29. THE SCHOOL OF MANAGEMENT requests:	
Presenter:	S. Cox
Action:	Create Human Resource Management concentration and Sustainability Management in Management, B.B.A. (520201)
Current Degree	
Credit Hours:	
Current Level:	
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	Concentration shown in changes to Management B.B.A. proposal item 30.

30. THE SCHOOL OF MANAGEMENT requests:

Presenter:	S. Cox
Action:	Change degree Plan for Management, B.B.A (520201)
Current Degree Plan:	
Management, B.B.A. (520201)	
<p>← Return to: Inventory of Undergraduate Degree and Certificate Programs (Majors/Minors)</p> <p>The Bachelor of Business Administration degree in Management is offered for students seeking management careers in business, government, and non-profit organizations. Students must complete MGMT 3005, MGMT 3007, MGMT 3009, MGMT 3030, MGMT 4008, ENTR 4033; six hours of management electives and six hours of marketing electives for a major in management.</p>	
Required for a Major in Management:	
<ul style="list-style-type: none"> • MGMT 3005 - Organizational Behavior • MGMT 3007 - Human Resource Management • MGMT 3009 - Operations Management • MGMT 3030 - Leadership • MGMT 4008 - Management in Practice • ENTR 4033 - Enterprise Management • six hours of Management electives and six hours of Marketing electives 	
Total Hours 30	

Freshman Year

- [ENGL 1001 - Composition I](#)
- [ENGL 1002 - Composition II](#)
- Core Social Science - **3 cr.**

- [MATH 1011 - College Algebra](#) or
- [MATH 1013 - Elementary Functions](#)

- [MATH 1016 - Elementary Statistics](#)
- [BUSN 1001 - Business and Society](#)
- Core Natural/Physical Science **6 cr.**
- Core Humanities **3 cr.**

- [COMM 1018 - Interpersonal Communication](#) or
- [COMM 2001 - Public Speaking](#) or
- [COMM 2060 - Small Group Communication](#)

- [UNIV 1001 - University Seminar](#)

Total Hours 30

Sophomore Year

- [ACCT 2020 - Introductory Managerial Accounting](#)
- [ACCT 2030 - Introductory Financial Accounting](#)
- [CSCI 1070 - Computer Literacy](#)
- [ECON 2001 - Macroeconomic Principles](#)
- [ECON 2002 - Microeconomic Principles](#)
- Core Fine Arts **3 cr. ***
- Core Humanities **6 cr. ***
- Core Natural/Physical Science **3 cr. ***
- [QMDS 2010 - Statistics and Quality Control](#)

Total Hours 30

Junior Year

- [BUSN 3001 - International Business](#)
- [BUSN 3005 - Business Communication](#) ^{uc}
- [FINA 3015 - Business Finance](#)
- [MGMT 3001 - Management Concepts and Practice](#)
- [MGMT 3005 - Organizational Behavior](#)
- [MGMT 3009 - Operations Management](#)
- [MGMT 3030 - Leadership](#)
- [MGMT 4008 - Management in Practice](#)
- Management Electives **3 cr.**
- [MRKT 3001 - Fundamentals of Marketing](#)
- Non-Business Elective **3 cr.**

Total Hours 33

Senior Year

- [BLAW 4001 - Legal Environment of Business](#)
- [CINS 3050 - Management Information Systems](#)
- [ENTR 4033 - Enterprise Management](#)
- [MGMT 3007 - Human Resource Management](#)
- [MGMT 4009 - Strategic Management](#)
- Management Elective **3 cr.**
- Marketing Electives **6 cr.**
- Non-Business Elective **3 cr.**

Total Hours 27

Total hours for degree 120

Note:

*See [General Education Curriculum \(College of Business and Social Sciences\)](#).

Proposed Degree Plan:

Changes to the 2020-2021 catalog for Management, B.B.A. are in bold and highlighted.

Management, B.B.A. (520201)

← Return to: [Inventory of Undergraduate Degree and Certificate Programs \(Majors/Minors\)](#)

The Bachelor of Business Administration degree in Management is offered for students seeking management careers in business, human resources government, and non-profit organizations. **All students seeking a management degree must complete MGMT 3005, MGMT 3007, MGMT 3009, MGMT 3030, MGMT 4008 and 3-hours of 3000-4000 level MGMT electives.** Students will select from one of three areas of concentration; general management, human resource management or sustainability management.

- **Students seeking a general management concentration must complete ENTR 4032 or ENTR 4033, three hours of management electives and six hours of marketing electives.**
- **Students seeking to focus on Human Resource Management concentration must complete 9 hours from the following courses: MGMT 3008, MGMT 3015, MGMT 3020, and MGMT 4010 and three hours of MGMT, ENTR, or BUSN electives.**
- **Students selecting a concentration in Sustainability Management must complete MGMT 3050, MGMT 4050, BIOL 2001 or 3020, and 3 hours of MGMT, ENTR or BUSN electives.**

Required for a Major in Management:

- [MGMT 3005 - Organizational Behavior](#)
- [MGMT 3007 - Human Resource Management](#)
- [MGMT 3009 - Operations Management](#)
- [MGMT 3030 - Leadership](#)
- [MGMT 4008 - Management in Practice](#)
- three hours of Management electives
- **Selected concentration (12 hours)**

Total Hours 30

Freshman Year

- [ENGL 1001 - Composition I](#)
- [ENGL 1002 - Composition II](#)
- Core Social Science - **3 cr.**

- [MATH 1011 - College Algebra](#) or
- [MATH 1013 - Elementary Functions](#)

- [MATH 1016 - Elementary Statistics](#)
- [BUSN 1001 - Business and Society](#)
- Core Natural/Physical Science **6 cr.**
- Core Humanities **3 cr.**

- [COMM 1018 - Interpersonal Communication](#) or
- [COMM 2001 - Public Speaking](#) or
- [COMM 2060 - Small Group Communication](#)

- [UNIV 1001 - University Seminar](#)

Total Hours 30

Sophomore Year

- [ACCT 2020 - Introductory Managerial Accounting](#)
- [ACCT 2030 - Introductory Financial Accounting](#)
- [CSCI 1070 - Computer Literacy](#)
- [ECON 2001 - Macroeconomic Principles](#)
- [ECON 2002 - Microeconomic Principles](#)
- Core Fine Arts **3 cr. ***
- Core Humanities **6 cr. ***
- Core Natural/Physical Science **3 cr. ***
- [QMDS 2010 - Statistics and Quality Control](#)

Total Hours 30

Junior Year

- [BUSN 3001 - International Business](#)
- [BUSN 3005 - Business Communication](#) ^{uc}
- [FINA 3015 - Business Finance](#)
- [MGMT 3001 - Management Concepts and Practice](#)
- [MGMT 3005 - Organizational Behavior](#)
- [MGMT 3009 - Operations Management](#)
- [MGMT 3030 - Leadership](#)
- [MGMT 4008 - Management in Practice](#)
- Management Electives **3 cr.**
- [MRKT 3001 - Fundamentals of Marketing](#)
- Non-Business Elective **3 cr.**

Total Hours 33

Senior Year

- [BLAW 4001 - Legal Environment of Business](#)
- [CINS 3050 - Management Information Systems](#)
- **ENTR 4033 - Enterprise Management DELETE**
- [MGMT 3007 - Human Resource Management](#)
- [MGMT 4009 - Strategic Management](#)
- **Management Elective 3 cr. DELETE**
- **Marketing Electives 6 cr. DELETE**
- **Selected Concentration Electives 12 hrs. ADD**
- Non-Business Elective 3 cr.

Total Hours 27

Total hours for degree 120

Note:

*See [General Education Curriculum \(College of Business and Social Sciences\)](#).

Credit Hours:	
Current Level:	U
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

31. THE SCHOOL OF MANAGEMENT requests:

Presenter:	C. Stammerjohan
Action:	Create new course MRKT 4017 (Sales Management)
Proposed Course Description:	
MRKT 4017 - Sales Management	
3 cr.	
A study of the principles and concepts of sales planning and control. Emphasis is placed on the organization of sales departments, developing territories, motivating the salesforce, and control over sales operations.	
Prerequisite(s): MRKT 3001, MRKT 3005	

Credit Hours:	3
Current Level:	U
Activity Type:	LEC
Maximum Hours to Be Earned:	3
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	Fall 2020
Last Term Offered:	
Offered Fixed/Variable:	Fixed
Variable Range:	
Abbreviated Course Title:	SALES MGMT
UCC Decision:	APPROVED
Notes:	

32. THE POLITICAL SCIENCE PROGRAM requests:

Presenter:	L. Hersey
Action:	Create new concentration (Nonprofit Management) to Master Public Administration, M.P.A. (440401)
Proposed Concentration:	
<h2 style="color: #8B4513;">Nonprofit Management</h2> <p>Requires the addition of twelve hours from the list below, plus six (6) hours of 5000-level political science electives not listed among the MPA core requirements.</p> <ul style="list-style-type: none"> • POLS 5031 - Nonprofit Management • POLS 5032 - Grant Writing • POLS 5033 – Fund Development for Nonprofit Organizations • POLS 5034 – Board Development and Volunteer Management • Plus six (6) hours of 5000-level political science electives not list among the MPA core requirements <p>For a total of 36 hours.</p>	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED

Notes:	
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33. THE POLITICAL SCIENCE PROGRAM requests:

Presenter:	L. Hersey
Action:	Change catalog under Public Management, the general track under Master Public Administration, M.P.A. (440401)

Current Catalog Content:

Public Management (the general track)

Requires the addition of eighteen (18) hours selected from the list below:

- [POLS 5021 - Administrative Law](#)
- [POLS 5031 - Nonprofit Management](#)
- [POLS 5032 - Grant Writing](#)
- [POLS 5050 - Comparative Administration](#)
- [POLS 5051 - Global Governance](#)
- [POLS 5060 - Environmental Policy and Administration](#)
- [POLS 5061 - Natural Resources Management](#)
- [POLS 5062 - Emergency Management and Homeland Security](#)
- [POLS 5063 - Public Parks and Recreation](#)
- [POLS 5070 - Public Personnel Management](#)
- [POLS 5091 - Directed Study](#)
- [POLS 5092 - Delta Regional Authority Internship](#)
- [POLS 5093 - Public Administration Internship](#)

For a total of 36 hours.

Proposed Catalog Content:

Public Management (the general track)

Requires the addition of eighteen (18) hours selected from the list below:

- [POLS 5021 - Administrative Law](#)
- [POLS 5031 - Nonprofit Management](#)
- [POLS 5032 - Grant Writing](#)
- [POLS 5033 - Fund Development for Nonprofit Organizations](#)
- [POLS 5034 - Board Development and Volunteer Management](#)
- [POLS 5050 - Comparative Administration](#)
- [POLS 5051 - Global Governance](#)
- [POLS 5060 - Environmental Policy and Administration](#)
- [POLS 5061 - Natural Resources Management](#)
- [POLS 5062 - Emergency Management and Homeland Security](#)
- [POLS 5063 - Public Parks and Recreation](#)
- [POLS 5070 - Public Personnel Management](#)
- [POLS 5091 - Directed Study](#)
- [POLS 5092 - Delta Regional Authority Internship](#)

<ul style="list-style-type: none"> POLS 5093 - Public Administration Internship <p>For a total of 36 hours.</p>	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

34. THE POLITICAL SCIENCE PROGRAM requests:

Presenter:	L. Hersey
Action:	Change concentration (Administration of Justice) under Master Public Administration, M.P.A. (440401)
Current Concentration Content:	
<h2 style="color: #8B4513;">Administration of Justice</h2>	
<p>Requires the addition of fifteen (15) hours from the list below, plus three (3) hours of 5000-level political science electives not listed among the MPA core requirements.</p>	
<ul style="list-style-type: none"> CJUS 5001 - Proseminar in Criminal Justice CJUS 5014 - Juvenile Justice System CJUS 5050 - Police and Society CJUS 5055 - Sociology of Law CJUS 5073 - Seminar in Criminal Justice Administration CJUS 5093 - Comparative Criminal Justice 	
<p>For a total of 36 hours.</p>	
Proposed Concentration Content:	
<h2 style="color: #8B4513;">Administration of Justice</h2>	
<p>Requires the addition of fifteen (15) hours from the list below, plus three (3) hours of 5000-level political science electives not listed among the MPA core requirements.</p>	
<ul style="list-style-type: none"> CJUS 5001 - Proseminar in Criminal Justice CJUS 5014 - Juvenile Justice System 	

<ul style="list-style-type: none"> • CJUS 5050 - Police and Society • CJUS 5055 - Sociology of Law • CJUS 5073 - Seminar in Criminal Justice Administration • CJUS 5076 - Minorities, Crime, and Criminal Justice • CJUS 5093 - Comparative Criminal Justice <p>For a total of 36 hours.</p>	
Credit Hours:	
Current Level:	G
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

35. THE SCHOOL OF MANAGEMENT requests:

Presenter:	C. Stammerjohan
Action:	Change degree plan for Marketing Minor
Current Degree Plan:	
<h2 style="color: #8B4513;">Marketing Minor</h2> <p><u>Required for a Minor</u></p> <hr/> <ul style="list-style-type: none"> • MRKT 3001 - Fundamentals of Marketing • MRKT 3002 - Consumer Behavior • MRKT 3008 - Marketing Research • MRKT 4009 - Marketing Management • Six hours of Marketing electives <p><u>Total Hours 18</u></p>	
Proposed Course Description:	
<h2 style="color: #8B4513;">Marketing Minor</h2> <p><u>Required for a Minor</u></p> <hr/> <ul style="list-style-type: none"> • MRKT 3001 - Fundamentals of Marketing 	

<ul style="list-style-type: none"> • MRKT 3002 - Consumer Behavior • MRKT 3008 - Marketing Research • MRKT 4009 - Marketing Management or MRKT 4017 – Sales Management • Six hours of Marketing electives <p><u>Total Hours 18</u></p>	
Credit Hours:	
Current Level:	U
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	

36. THE SCHOOL OF MANAGEMENT requests:

Presenter:	C. Stammerjohan
Action:	Change degree plan in Marketing, B.B.A. (521401)
Current Degree Plan:	
<h2>Marketing, B.B.A. (521401)</h2>	
<p>The Bachelor of Business Administration degree in Marketing is offered for students seeking careers in advertising, brand management, industrial marketing, consumer relations, market research, professional selling, purchasing, digital marketing and retailing. Students must complete MRKT 3002, MRKT 3005, MRKT 3008, MRKT 3011, MRKT 4006, MRKT 4009; MRKT 4010 or MRKT 4013, MRKT 4012; three hours of marketing electives from MRKT 3004, MRKT 3007, MRKT 4001, MRKT 4003, MRKT 4010, MRKT 4011, MRKT 4013 or MRKT 4092; and three hours of management electives for a major in Marketing.</p>	
<p><u>Required for a Major in Marketing:</u></p>	
<ul style="list-style-type: none"> • MRKT 3002 - Consumer Behavior • MRKT 3005 - Personal Selling • MRKT 3008 - Marketing Research • MRKT 3011 - Advertising and Sales Promotion • MRKT 4006 - Business-to-Business Marketing • MRKT 4009 - Marketing Management • MRKT 4010 - Professional Selling or • MRKT 4013 - Social Media Marketing • MRKT 4012 - Digital Marketing • Three hours of management electives 	

3 hours of Marketing Electives from:

- [MRKT 3007 - Retailing](#)
- [MRKT 3030 - Entrepreneurial Marketing](#)
- [MRKT 4001 - International](#)
- [MRKT 4003 - Services Marketing](#)
- [MRKT 4010 - Professional Selling](#)
- [MRKT 4011 - Integrated Marketing Campaigns](#)
- [MRKT 4013 - Social Media Marketing](#)
- [MRKT 4092 - Topics in Marketing](#)

Total Hours 30

Freshman Year

- [ENGL 1001 - Composition I](#) ^{ce}
- [ENGL 1002 - Composition II](#) ^{ce}
- Core Social Science **3 cr.** *

- [MATH 1011 - College Algebra](#) or
- [MATH 1013 - Elementary Functions](#)

- [MATH 1016 - Elementary Statistics](#)
- [BUSN 1001 - Business and Society](#)
- Core Natural/Physical Science **6 cr.** *
- Core Humanities **3 cr.** *

- [COMM 1018 - Interpersonal Communication](#) or
- [COMM 2001 - Public Speaking](#) or
- [COMM 2060 - Small Group Communication](#)

- [UNIV 1001 - University Seminar](#)

Total Hours 30

Sophomore Year

- [ACCT 2020 - Introductory Managerial Accounting](#)
- [ACCT 2030 - Introductory Financial Accounting](#)
- [CSCI 1070 - Computer Literacy](#)
- [ECON 2001 - Macroeconomic Principles](#) ^{cs}
- [ECON 2002 - Microeconomic Principles](#)
- Core Fine Arts **3 cr.** *
- Core Humanities **6 cr.** *
- Core Natural/Physical Science **3 cr.** *
- [QMDS 2010 - Statistics and Quality Control](#)

Total Hours 30

Junior Year

- [BUSN 3001 - International Business](#)
- [BUSN 3005 - Business Communication](#)
- [FINA 3015 - Business Finance](#)
- [MGMT 3001 - Management Concepts and Practice](#)

- [MRKT 3001 - Fundamentals of Marketing](#)
- [MRKT 3002 - Consumer Behavior](#)
- [MRKT 3005 - Personal Selling](#)
- [MRKT 3008 - Marketing Research](#)
- [MRKT 3011 - Advertising and Sales Promotion](#)
- Non-Business Elective **3 cr.**

Total Hours 30

Senior Year

- [BLAW 4001 - Legal Environment of Business](#)
- [CINS 3050 - Management Information Systems](#)
- [MGMT 4009 - Strategic Management](#)
- [MRKT 4006 - Business-to-Business Marketing](#)
- [MRKT 4009 - Marketing Management](#)
-
- [MRKT 4010 - Professional Selling](#) or
- [MRKT 4013 - Social Media Marketing](#)
-
- [MRKT 4012 - Digital Marketing](#)
- Marketing Elective **3 cr.**
- Management Elective **3 cr.**
- Non Business Elective **3 cr.**

Total Hours 30

Total hours for degree 120

Proposed Course Description:

Marketing, B.B.A. (521401)

The Bachelor of Business Administration degree in Marketing is offered for students seeking careers in advertising, brand management, industrial marketing, consumer relations, market research, professional selling, purchasing, digital marketing and retailing. Students must complete [the business core](#), [MRKT 3002](#), [MRKT 3005](#), [MRKT 3008](#), [MRKT 3011](#), [MRKT 4006](#) or [MRKT 4012](#), [MRKT 4009](#) or [MRKT 4017](#); [MRKT 4010](#), [MRKT 4011](#) or [MRKT 4013](#); [six](#) hours of marketing electives from [MRKT 3004](#), [MRKT 3007](#), [MRKT 4001](#), [MRKT 4003](#), [MRKT 4006](#), [MRKT 4009](#), [MRKT 4010](#), [MRKT 4011](#), [MRKT 4012](#), [MRKT 4013](#), [MRKT 4017](#) or [MRKT 4092](#); for a major in Marketing.

Required for a Major in Marketing:

- [MRKT 3002 - Consumer Behavior](#)
- [MRKT 3005 - Personal Selling](#)
- [MRKT 3008 - Marketing Research](#)
- [MRKT 3011 - Advertising and Sales Promotion](#)
- [MRKT 4006 - Business-to-Business Marketing](#) or [MRKT 4012 - Digital Marketing](#)
- [MRKT 4009 - Marketing Management](#) or [MRKT 4017 - Sales Management](#)
- [MRKT 4010 - Professional Selling](#) or [MRKT 4011-Integrated Marketing Campaigns](#), or
- [MRKT 4013 - Social Media Marketing](#)

6 hours of Marketing Electives from:

- [MRKT 3007 - Retailing](#)
- [MRKT 3030 - Entrepreneurial Marketing](#)
- [MRKT 4001 - International](#)
- [MRKT 4003 - Services Marketing](#)
- [MRKT 4006](#)
- [MRKT 4009](#)
- [MRKT 4010 - Professional Selling](#)
- [MRKT 4011 - Integrated Marketing Campaigns](#)
- [MRKT 4012](#)
- [MRKT 4013 - Social Media Marketing](#)
- [MRKT 4017](#)
- [MRKT 4092 - Topics in Marketing](#)

Total Hours 30

Freshman Year

- [ENGL 1001 - Composition I](#) ^{ce}
- [ENGL 1002 - Composition II](#) ^{ce}
- Core Social Science **3 cr.** *

- [MATH 1011 - College Algebra](#) or
- [MATH 1013 - Elementary Functions](#)

- [MATH 1016 - Elementary Statistics](#)
- [BUSN 1001 - Business and Society](#)
- Core Natural/Physical Science **6 cr.** *
- Core Humanities **3 cr.** *

- [COMM 1018 - Interpersonal Communication](#) or
- [COMM 2001 - Public Speaking](#) or
- [COMM 2060 - Small Group Communication](#)

- [UNIV 1001 - University Seminar](#)

Total Hours 30

Sophomore Year

- [ACCT 2020 - Introductory Managerial Accounting](#)
- [ACCT 2030 - Introductory Financial Accounting](#)
- [CSCI 1070 - Computer Literacy](#)
- [ECON 2001 - Macroeconomic Principles](#) ^{cs}
- [ECON 2002 - Microeconomic Principles](#)
- Core Humanities **6 cr.** *
- Core Natural/Physical Science **3 cr.** *
- [QMDS 2010 - Statistics and Quality Control](#)
- [MRKT 2010](#)

Total Hours 30

Junior Year

- [BUSN 3001 - International Business](#)
- [BUSN 3005 - Business Communication](#)
- [FINA 3015 - Business Finance](#)
- [MGMT 3001 - Management Concepts and Practice](#)
- [MRKT 3001 - Fundamentals of Marketing](#)
- [MRKT 3002 - Consumer Behavior](#)
- [MRKT 3005 - Personal Selling](#)
- [MRKT 3008 - Marketing Research](#)
- [MRKT 3011 - Advertising and Sales Promotion](#)
- **Core Fine Arts 3 cr. ***

Total Hours 30

Senior Year

- [BLAW 4001 - Legal Environment of Business](#)
- [CINS 3050 - Management Information Systems](#)
- [MGMT 4009 - Strategic Management](#)
- [MRKT 4006 - Business-to-Business Marketing](#) or **MRKT 4012**
- **MRKT 4009 - Marketing Management** or **MRKT 4017**
- [MRKT 4010 - Professional Selling](#) or **MRKT 4011** or
- [MRKT 4013 - Social Media Marketing](#)
- Marketing Elective **6 cr.**
- Non Business Elective **6 cr.**

Total Hours 30

Total hours for degree 120

Credit Hours:	
Current Level:	U
Activity Type:	
Maximum Hours to Be Earned:	
Cross-Listed:	
Change Effective:	Summer 2020
First Term Offered:	
Last Term Offered:	
Offered Fixed/Variable:	
Variable Range:	
Abbreviated Course Title:	
UCC Decision:	APPROVED
Notes:	