Undergraduate Curriculum Committee
October 26, 2017

FROM: JANET APPLIN, UCC CHAIR

The Undergraduate Curriculum Committee submits the following report for consideration to the University Senate:

University College	
Type of Action	**Description of Item and Contact Information**
Consent	Proposal to Revise Course Prerequisites/Corequisites Item: HON 251 Contact Person: Alexander Olson Email: alexander.olson@wku.edu Phone: 5-4201
Action	Proposal to Create a New Course Item: AFAM 353 Contact Person: Cheryl Hopson Email: cheryl.hopson@wku.edu Phone: 5-5385
Action	Proposal to Revise a Program Item: Minor in African American Studies Contact Person: Andrew Rosa Email: Andrew.rosa@wku.edu Phone: 5-2729
Action	Proposal to Revise a Program Item: Major in Organizational Leadership Contact Person: Ron Mitchell Email: ron.mitchell@wku.edu Phone: 780-2535
Action	Proposal to Revise a Program Item: Minor in Organizational Leadership Contact Person: Ron Mitchell Email: ron.mitchell@wku.edu Phone: 780-2535
Action	Proposal to Revise a Program Item: Organizational Leadership Certificate Contact Person: Ron Mitchell Email: ron.mitchell@wku.edu Phone: 780-2535

Ogden College of Science and Engineering	
Type of item	**Description of Item & Contact Information**
Consent	**Proposal to Delete a Course** AGMC 177, Farm Equipment Safety, 3 hrs. Contact: Cris Scudder, cris.scudder@wku.edu, x52969
Consent	**Proposal to Revise a Course Prerequisite** AGEC 468, World Food Development, 3 hrs. Contact: Stephen King, Stephen.king2@wku.edu, x55964
Consent	**Proposal to Revise a Course Prerequisite/Corequisites** AGMC 392, Turf Irrigation, 3 hrs. Contact: Cris Scudder, cris.scudder@wku.edu, x52969
Consent	**Proposal to Revise a Course Prerequisite/Corequisites** AGMC 425, Applied Hydraulics and Pneumatics, 3 hrs. Contact: Cris Scudder, cris.scudder@wku.edu, x52969
Consent	**Proposal to Revise a Course Prerequisite** AGRI 291, Introduction to Data Analysis and Interpretation, 3 hrs. Contact: Todd Willian, todd.willian@wku.edu, x55969
Consent	**Proposal to Revise a Course Prerequisite** AGRI 491, Data Analysis and Interpretation, 3 hrs. Contact: Stephen King, Stephen.king2@wku.edu, x55964
Consent	**Proposal to Revise a Course Prerequisite/Corequisites** MATH 307, Introduction to Linear Algebra, 3 hrs. Contact: Tom Richmond, tom.richmond@wku.edu, x6219
Consent	**Proposal to Revise a Course Prerequisite/Corequisites** MATH 405, Numerical Analysis I, 3 hrs. Contact: Tom Richmond, tom.richmond@wku.edu, x6219
Consent	**Proposal to Revise a Course Prerequisite/Corequisites** MATH 421, Problem Solving for Secondary Teachers, 3 hrs. Contact: Tom Richmond, tom.richmond@wku.edu, x6219
Consent	**Proposal to Revise a Course Prerequisite/Corequisites** MATH 423, Geometry II, 3 hrs. Contact: Tom Richmond, tom.richmond@wku.edu, x6219

Action	**Proposal to Create a New Course**
	BIOL 388, Contemporary Issues in Biotechnology, 0-1
	Contact: Sigrid Jacobshagen, Sigrid.jacobshagen@wku.edu, x55994
Action	**Proposal to Revise a Program**
	Ref. 714, Major in Investigative Biotechnology, 48 hrs.
	Contact: Sigrid Jacobshagen, Sigrid.jacobshagen@wku.edu, x55994
Action	**Proposal to Make Multiple Revisions to a Course**
	CHEM 470, Chemistry/Middle School, 3 hrs.
	Contact: L.L. Pesterfield, lester.pesterfield@wku.edu, x53603
Action	**Proposal to Revise a Program**
	Ref. 623, Major in Chemistry, 30-53 hrs.
	Contact: Jeremy Maddox, Jeremy.maddox@wku.edu, x58725
Action	**Proposal to Create a New Course**
	STAT 440, Categorical Data Analysis, 3 hrs.
	Contact: Ngoc Nguyen, ngoc.nguen@wku.edu, x56621
Action	**Proposal to Revise a Program**
	Ref. 313, Minor in Applied Statistics, 19 hrs.
	Contact: Melanie Autin, Melanie.autin@wku.edu, x56171

Potter College of Arts and Letters

Type of Item	DESCRIPTION OF ITEM & CONTACT INFORMATION
Information	Proposal to Create a Temporary Course - Approved
	Item: JAPN 310 Adv Japan Conversation Abroad
	Contact: Laura McGee
	Email: laura.mcgee@wku.edu
	Phone: (270) 745-2401
Consent	Action: Proposal to Revise Course Title
	Item: COMM 240-Critical Listening/Effective Listening
	Contact person: Angela M. Jerome
	Email: angela.jerome@wku.edu
	Phone: 270-745-3296
Consent	Action: Proposal to Suspend a Course
	Item: COMM 249-Interpretation of Literature
	Contact person: Angela M. Jerome
	Email: angela.jerome@wku.edu
	Phone: 270-745-3296

Consent	Action: Proposal to Suspend a Course Item: COMM 343-Speech Writing and Analysis Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: AD 240-Advertising in a Digital World Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: AD 300-Research in Advertising and Public Relations Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: AD 330-Branding Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: AD 349-Advertising Media Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: AD 410-Portfolio Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 200-Communication Foundations Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 300-Introduction to Communication Research Methods Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 330-Leadership Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 345-Advanced Public Speaking Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 346-Persuasion Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 348-Interpersonal Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 362-Organizational Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 374-Gender Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 388-Political Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 440-Health Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 448-Advanced Interpersonal Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 450-Family Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 451-Communication in the Digital Age Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 462-Advanced Organizational Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 463-Advanced Intercultural Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 470-Organizational Relationships Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 489-Internship in Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: COMM 495-Independent Study in Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: IXD 320-User Experience Design Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: IXD 400-Advanced Interactive Design Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: PR 356- Digital Tactics in Public Relations Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: PR 358-Public Relations Writing and Production Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: PR 454-Public Relations Strategy and Planning Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Revise Course Prerequisites/Corequisites Item: PR 456-Public Relations Management Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Create an Equivalent Course Item: AD 210: Software Studio Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Create an Equivalent Course Item: COMM 212: Introduction to Digital Texts and Media Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Consent	Action: Proposal to Create an Equivalent Course Item: COMM 315: Sport Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Create an Equivalent Course Item: IXD 330-Interactive Design Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Create an Equivalent Course Item: IXD 340-Programming for Media Platforms Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Consent	Action: Proposal to Suspend a Course Item: PS 440—Elements of Public Administration Contact: Daniel Boden E-mail: daniel.boden@wku.edu Phone: 270-745-6357
Consent	Action: Proposal to Suspend a Course Item: PS 441—Public Personnel Administration Contact: Daniel Boden E-mail: daniel.boden@wku.edu, Phone: 270-745-6357
Consent	Action: Proposal to Suspend a Course Item: PS 442—Government Financial Administration Contact: Daniel Boden E-mail: daniel.boden@wku.edu Phone: 270-745-6357
Action	Action: Proposal to Make Multiple Revisions to a Course Item: AD 448-Advertising Internship or Practicum (to AD 489) Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Make Multiple Revisions to a Course Item: COMM 400-Special Topics in Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Action	
Action	Action: Proposal to Make Multiple Revisions to a Course Item: COMM 410-Study Abroad in Communication (to COMM 415) Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Make Multiple Revisions to a Course Item: COMM 460-Organizational Interviewing Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Make Multiple Revisions to a Course Item: PR 458-PR Internship or Practicum (to PR 489) Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise a Course Number Item: PR 355-Fundamentals of Public Relations (to 255) Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise Course Number Item: DANC 200 Contact Person: Amanda Clark Email: Amanda.clark@wku.edu Phone: 270-745-2956
Action	Action: Proposal to Revise Course Credit Hours Item: DANC 235 Contact Person: Meghen McKinley Email: , Meghen.McKinley@wku.edu Phone: 270-745-5845
Action	Action: Proposal to Create a New Course Item: AD 310-Visual Concepts of Advertising Contact person: Kelley Coppinger Email: Kelley.coppinger@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: AD 400-Special Topics in Advertising Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Action	
Action	Action: Proposal to Create a New Course Item: AD 415-Study Abroad in Advertising Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: AD 495-Independent Study in Advertising Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: COMM 364-Crisis Communication Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: COMM 471-Communication in Multinational Organizations Contact person: Kumi Ishii Email:kumi.ishii@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: PR 350-Legal and Ethical Foundations of Strategic Communication Contact: Julie Shadoan; Ken Payne Email: julie.shadoan@wku.edu; ken.payne@wku.edu Phone: 270-780-2539; 270-745-3968
Action	Action: Proposal to Create a New Course Item: PR 400-Special Topics in Public Relations Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: PR 415-Study Abroad in Public Relations Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Create a New Course Item: PR 495-Independent Study in Public Relations Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Action	Proposal to Create a New Course Item: HIST 316 The American Civil War in Film Contact: Glenn W. LaFantasie Email: glenn.lafantasie@wku.edu Phone: 270-745-4950
Action	Proposal to Create a New Course Item: ARBC 357 Arabic for International Service Contact: David Dimeo Email: david.dimeo.@wku.edu Phone: (270) 745-6408
Action	Proposal to Create a New Course Item: ARBC 418 Business Arabic Contact: David Dimeo Email: david.dimeo.@wku.edu Phone: (270) 745-6408
Action	Action: Proposal to Revise a Program Item: Major in Advertising #727 Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise a Program Item: Major in Corporate and Organizational Communication #522 Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise a Program Item: Major in Public Relations #763 Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal Revise a Program Item: AB in Dance Contact Person: Amanda Clark Email: Amanda.clark@wku.edu Phone: 270-745-2956

University College
Honors Academy
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Alexander Olson, alexander.olson@wku.edu, 270-745-4201

1.   Identification of course:
  1.1   Course prefix: Honors 251
  1.2   Course title: Citizen and Self

2.   Current prerequisites/corequisites/special requirements: Good standing in the Honors College or Honors eligibility (minimum 3.2 GPA). Sophomore standing or approval from instructor required.

3.   Proposed prerequisites/corequisites/special requirements: Good standing in the Honors College or Honors eligibility (minimum 3.2 GPA).

4.   Rationale for the revision of prerequisites/corequisites/special requirements: We would like to remove this portion of the requirement: "Sophomore standing or approval from instructor required." Honors 251 is a first-year experience course in the Honors curriculum. This requirement is a vestige from when the class was a sophomore colloquium, but it has not been enforced for at least five years, since the vast majority of students who enroll are first-year students. As a result, we process overrides for nearly 150 students every semester, which is a significant and unnecessary administrative burden.

5.   Effect on completion of major/minor sequence: None

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Honors Academy	9/22/2017
University College Curriculum Committee	10/3/2017
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

University College
Diversity and Community Studies
Proposal to Create a New Course
(Action Item)

Contact Person: Dr. Cheryl R. Hopson, cheryl.hopson@wku.edu, x5385

1. Identification of proposed course:

      1.3   Course prefix (subject area) and number: AFAM 353
              Course title: AFAM 353 Radical Blackness

      1.4   Abbreviated course title: Radical Blackness
              (maximum of 30 characters or spaces)
      1.5   Credit hours: 3   Variable credit (yes or no)
      1.6   Grade type: 1
      1.7   Prerequisites/corequisites: none
      1.8   Interdisciplinary study of contemporary Black radical thought through an examination of African American material culture, i.e. symbols, art, music, literature, performance, and cultural studies.

2. Rationale:

      2.1   Reason for developing the proposed course: AFAM 353 Radical Blackness will be offered through the Department of Diversity and Community Studies (DCS), which houses African American Studies (AFAM), Gender and Women's Studies (GWS), and the Center for Citizenship and Social Responsibility (CCSJ). AFAM 353 will count as one of three core requirements in the minor. With a focus on the cultural dimensions of African American social and political experience, AFAM 353 complements the social and historical focus of AFAM 343 Communities of Struggle, and rounds out a curriculum that offers an interdisciplinary introduction to the study of the peoples of African descent as a central component of American culture.

              Its interdisciplinary focus on African American experiences in relation to social, political, and cultural movements is also consistent with the university's mission of developing curricula that foster national and global awareness.

      2.2   Projected enrollment in the proposed course: 20-25. Other 300-level courses in the department routinely fill with this enrollment. The primary student body will be African American Studies minors. It will also be appealing to all DCS minors, as well as to other students across campus.

      2.3   Relationship of the proposed course to courses now offered by the department: The subject, content, and scope of AFAM 353 will enhance existing course offerings relative to the African American experience: AFAM 190 The African American Experience, AFAM 343 Communities of Struggle and AFAM 490 Special Topics. Other 300-level courses that count towards the major are DCS 300 Public Problem Solving, CSJ 301 Seminar in Social Responsibility, and GWS 375 American Masculinities. All DCS courses address socio-cultural

phenomena and speak to the department's commitment to promote frameworks of analyses that enable students to identify, examine, and understand, from interdisciplinary perspectives, a range of challenges faced by diverse communities as well as the rich cultural contributions of its members.

2.4   Relationship of the proposed course to courses offered in other departments: In terms of its general focus on cultural analysis, AFAM 353 may occasionally share some content with ENG 393 in that it draws on twentieth-century African American literature, as well as Black intellectual thought. The focus in AFAM 353 is on African Americans' creative and intellectual engagement with a range of civil rights struggles of the latter half of the twentieth and twenty-first centuries. By examining the African American experience discursively, with attention to culturally specific expressions and some historical context, AFAM 353 overlaps with some aspects of HIST 359 Blacks in American History Since 1877 and with HIST 430 The Civil Rights Movement; and also with SOCL 375 Diversity in American Society, SOCL 350 Systems of Social Inequality, and SOCL 312 Collective Behavior and Social Movements. Even though there is some overlap, AFAM 353 is an original course that enhances existing courses.

2.5   Relationship of the proposed course to courses offered at other institutions: Among benchmarks, there is little regularity in the courses required for the minor (or in some cases, certificate). However, several of them either require or offer as an elective course that shares some of the concerns of AFAM 353. Three courses in particular share significant topics or emphases.

- Indiana State University: AFRI 212- African American Cultural Traditions: A focused and analytical examination of Black thought, ideology, and culture, as well as the institutional aspects of Black American life.
- Northern Illinois University offers BKST 440- Black Liberation Movements, which shares some features with AFAM 353, particularly the "analysis of the liberation movements of African Americans and Black South Africans."
- Ohio University's AAS 3680 American Political Thought, which shares with AFAM 353 its examination of "thinkers of African descent who shaped several social and political movements and theories."

Similarly, among Kentucky schools, there is little regularity among the required curricula. Several programs offer a wide range of options, but usually including a required "cultural studies" component (e.g., University of Louisville). Two courses may serve as examples of Kentucky courses sharing some content with AFAM 353:

- EKU: AFA 356- African American Political Thought: Examination of political ideas espoused by African American activist from the nineteenth century to the present.
- UK: AAS Psychology of the Black Experience. From a lengthy course description, this sentence is an example of shared purpose: "to develop and refine ideas and mindsets that will foster and reflect innovate ways of thinking about how to enhance the life experiences of Black persons."

It's clear from this review that there is no standard-bearer among our benchmarks or other Kentucky universities. What all those institutions with at least a certificate do share are courses that grapple with the intellectual thought of African Americans, their creative

contributions (music, art, literature), and the historical arc of political thought, social movements, and diasporic communities. This variability is often the case with interdisciplinary (and perhaps strictly disciplinary) programs and is a result of at least two factors: first, what courses and framework best serve the community at that particular institution? What are the strengths of the faculty? These two factors have gone into determining the need for and particular shape of AFAM 353 as a required course in the African American Studies minor.

3. **Discussion of proposed course:**

3.1   Schedule type: S
3.2   Learning outcomes: Students will consider the ethical questions and shared cultural values that shape societal norms and behaviors, the independent and collective artistic expression of those values, and/or the role of social and cultural institutions in developing and sustaining norms, values, and beliefs. Students will demonstrate the ability to:
- Analyze the development of self in relation to others and society.
- Examine diverse values that form civically engaged and informed members of society.
- Evaluate solutions to real-world social and cultural problems.

3.3   Content outline:
Unit I: From Civil Rights to Black Nationalism: The Continued Struggle for African American National identity, Selfhood, and Autonomy

Diane McWhorter, *A Dream of Freedom: The Civil Rights Movement from 1954-1968*

Kara Walker (artist)

Alice Walker's *In Search of Our Mothers' Gardens* excerpts

Gwendolyn Brooks – poems (Emmett Till, etc.)

Four Little Girls DVD

Eyes on the Prize DVD

Presentation: Trayvon Martin as a 21st century Emmett Till?

Unit II: Black Power: From Integrationist to Separatist Politics

Amiri Baraka (LeRoi Jones)

Sonia Sanchez – *Shake Loose My Skin*

Faith Ringgold (artist)

DVD: *Eyes on the Prize*

DVD: *Harry Belafonte: Sing Your Song*

Presentation: From "Black Power" to "Black Lives Matter," mapping an intellectual and political trajectory

Unit III: Women's Liberation: From "Ain't I A Woman" to "A Raisin in the Sun"

Alice Walker's novel *Meridian*

Angela Davis – selections from *Women, Race, and Class*

Nikki Finney – *Head Off & Split*

DVD: *Jump at the Sun!*

DVD: *A Place of Rage*

Presentation: To Be Young Gifted and Black – Spotlight on Lorraine Hansberry

Unit IV: The Gay Liberation Movement: "The Truth That Never Hurts": The Challenge of Homophobia in Black Communities

James Baldwin, *Giovanni's Room*

Audre Lorde, excerpts from *Sister Outsider* and *Coal*

DVD: *A Litany for Survival*

DVD: *James Baldwin*

DVD: *Beauty in Truth*

Presentation: Barbara Smith, and the Combahee River Collective

3.4 Student expectations and requirements: This is a seminar course. Examples of assignments include quizzes, group work, research paper, student presentation and or student performance, and reflective essays.

3.5 Tentative texts and materials: course materials include poetry collections, novels, critical texts, and documentaries.

Baldwin, James, *Giovanni's Room,* Dial Press, 1956.

Baraka, Amiri, *Somebody Blew Up America, & Other Poems,* House of Nehesi; Reissue edition, 2014.

Finney, Nikky, *Head Off & Split,* TriQuarterly Books, 2011.

McWhorter, Diane, *A Dream of Freedom: The Civil Rights Movement from 1954-1968,* Scholastic Inc., 2004.

Walker, Alice, *Meridian,* Harcourt Inc., 1976.

Documentaries:

Alice Walker: Beauty in Truth, Dir. Pratbha Parmar, Women Make Movies, 2013.

A Place of Rage, Dir. Pratbha Parmar, Women Make Movies, 1991.

Eyes on the Prize: America's Civil Rights Years 1954-1965, Dir. Henry Hampton, World Channel, 1993.

Harry Belafonte: Sing Your Song, Dir. Michael Cohl, Belafonte Productions, 2011.

I Am Not Your Negro, Dir. Raoul Peck, Velvet Film, 2016.

And other readings available via Blackboard

4. **Resources:**

   4.1   Library resources: Sufficient
   4.2   Computer resources: Sufficient

5. **Budget implications:**

   5.1   Proposed method of staffing: Current WKU staffing
   5.2   Special equipment needed: None
   5.3   Expendable materials needed: None
   5.4   Laboratory materials needed: None

6. **Proposed term for implementation:** Spring 2018

7. **Dates of prior committee approvals:**

   Department of Diversity & Community Studies   September 13, 2017

   University College Curriculum Committee   October 3, 2017

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

University College
Diversity and Community Studies
Proposal to Revise a Program
(Action Item)

Contact Person: Andrew Rosa, Andrew.rosa@wku.edu, 5-2729

1.   Identification of program:

1.1   Current program reference number: 305
1.2   Current program title: Minor in African American Studies
1.3   Credit hours: 21

2.   Identification of the proposed program changes:

- Change the number of required courses from four to three (9 hours)
- Change the number of electives from three to four (12 hours)
- Delete FLK/AFAM 377 as a requirement in the minor
- Delete HIST/AFAM 358/359 as a requirement in the minor
- Delete ENG/AFAM 393 as a requirement in the minor
- Add ENG/AFAM 393 as an elective in the minor
- Add HIST/AFAM 359 as an elective in the minor
- Add AFAM 343 as a required core course
- Add AFAM 353 as a required core course
- Add list of electives

3.   Detailed program description:

Current Program Requirements	*Revised Program Requirements*
The minor in African American Studies requires a minimum of 21 semester hours. Required courses are AFAM 190, AFAM 358 or AFAM 359, AFAM 377, AFAM 393 and nine hours of restricted electives. The minor in African American Studies recognizes an attempt to compress the unique and diverse experiences of the African American into a manageable and definable program of study. Viewed from the cross-disciplinary perspective, the African American Studies minor is concerned with providing a comprehensive and honest picture of the life and institutions of the American people of	The minor in African American Studies requires a minimum of 21 semester hours. This includes three required courses: AFAM 190, **AFAM 343, AFAM 353,** and **twelve additional credit hours of restricted electives, as follows: at least one history course from HIST 330, HIST 359, or HIST 390; at least one cultural studies course from the following: ENG 393, COMM 463, FLK 330, or REL 309; and remaining six hours from the electives listed below. The minor in African American Studies compresses the unique and diverse experiences of African Americans into a manageable and definable program of study that acknowledges the interconnectedness of these experiences with the peoples of Africa and the African Diaspora. Viewed from multidisciplinary and cross-disciplinary perspectives, courses in the**

~~African ancestry and of their role in the development of the United States.~~ ~~The person who completes the African American Studies minor will have enlarged perspectives and increased awareness of diverse cultures; these are skills well suited for jobs in governmental departments and agencies and with private organizations. As a related minor on any teacher certification program, African American Studies adds~~ ~~new dimensions to K-12 classroom teaching.~~ In fulfilling the minimum requirements for a minor, the student normally should not include more than six hours of electives ~~in any one department. All exceptions must be approved in advance by the director of the African American Studies Program~~.	**African American Studies minor provide the opportunity for students to study, analyze and develop a comprehensive understanding of the African American experience in ways that both link and differentiate past and present circumstances in the African Diaspora. A diaspora approach to the study of the African American experience is concerned with the following two issues: 1) the way in which African cultural, social, religious, and political forms influence African descended persons and communities, and how such forms change through interaction with non-African cultures; and 2) comparisons and correspondence among communities of African descended people who are geographically separated and/or culturally distinct.** **A person who completes the African American Studies minor will have enlarged perspectives and increased awareness of the diversity of experiences within African American American cultures; these are skills well suited for advanced study at the undergraduate and graduate levels, and for jobs in governmental departments and agencies and with private organizations.** In fulfilling the minimum requirements for a minor, the student normally should not include more than 6 hours of electives **with any one course prefix**. **Approved electives include: at least one of the following history courses: HIST 330, HIST 359, or HIST 390; at least one of the following cultural studies courses: ENG 393, COMM 463, FLK 330, or REL 309; and two additional courses from the following: AFAM 490, CSJ 200, CRIM 361, SOCL 260, and SOCL 362. Additional courses may be approved by the advisor.**

4.   Rationale for the proposed program change:

Faculty changes in the African American Studies Program have precipitated a revision and reorganization of the curriculum to maximize the expertise and interests of faculty. With the

loss of an instructor position, we can no longer teach AFAM 377 on a regular basis. The program hired two tenure track faculty – one with expertise in African Diasporic Literature and Culture and the other in African Diasporic history. Based on the teaching and research interests of our faculty, the African American Studies

Program is now prepared to offer an interdisciplinary and multidisciplinary approach to studying and understanding the African American experience within a Diaspora Studies framework. Core courses in the African American Studies minor emphasize two thematic areas of instruction: social and historical analysis and cultural expression. These two areas of concentration represent the thematic tracks of most African American Studies Programs at the undergraduate level. Additionally, the emphasis on offering courses with a Diaspora Studies focus reflects current trends in teaching and research in the field of African American Studies.

Looking at the benchmarks is not an adequate way to locate this program in the nation's practice of African American Studies. The leading programs offer the following emphases:

- The University of Louisville, which offers a major in African American Studies, is multidisciplinary in its composition with a geographical focus on the African Diaspora.
- Eastern Kentucky University, which offers a minor, approaches the study of the African American experience by engaging the histories, stories, and experiences of Africans and peoples of African descent around the world.
- The Department of African American Studies at Duke University, the University of Massachusetts, and Vanderbilt University offer interdisciplinary, cross-cultural, and comparative perspectives of the histories, literatures, and cultures of people of African descent around the world; particular regions of focus include Africa, the Americas, and the Caribbean, with Vanderbilt's program adding a new emphasis on Black Europe.
- UC Santa Barbara's Department of Black Studies focus on the African Diaspora in both their research and teaching, and the faculty seeks to determine the influences and intersections of Africa and the African Diaspora on the formation and future of the modern world.

It is clear from our review that there is no standard-bearer among our benchmarks or other Kentucky universities. What all those institutions with at least a certificate do share are courses that grapple with the intellectual thought of African Americans, their creative contributions (music, art, literature), and the historical arc of political thought, social movements, and diasporic communities.

5.   Proposed term for implementation and special provisions (if applicable): Fall 2018

6.   Dates of prior committee approvals:

Department of Diversity & Community Studies	September 13, 2017
University College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

University College
School of Professional Studies
Proposal to Revise a Program
(Action Item)

Contact Person: Dr. Kristie Guffey, kristie.guffey@wku.edu, 270-745-3966

1.   Identification of program:

    1.1   Current program reference number: 545
    1.2   Current program title: Major in Organizational Leadership
    1.3   Credit hours: 48

2.   Identification of the proposed program changes: Add an upper level LEAD elective (LEAD-EL-U) of up to six credit hours to the elective options.

3.   Detailed program description:

Current		Proposed	
LEAD 200 or 300	3	LEAD 200 or 300	3
LEAD 325	3	LEAD 325	3
LEAD 330	3	LEAD 330	3
LEAD 395	3	LEAD 395	3
LEAD 400	3	LEAD 400	3
LEAD 440	3	LEAD 440	3
LEAD 450	3	LEAD 450	3
LEAD 465	3	LEAD 465	3
Credit hours	24	Credit hours	24
24 hours of Electives: ACCT 200 OR ACC 200C OR ACCT 201 OR ACC 201C AMS 390; AMS 430; BA 110; BCOM 201; BE 350; BUS 210C, 212C, 257C COMM 240,263,463, COMM 330, ECON 206; ENG 306; ENT 308, 312, 425, 463;		24 hours of Electives: ACCT 200 OR ACC 200C OR ACCT 201 OR ACC 201C AMS 390; AMS 430; BA 110; BCOM 201; BE 350; BUS 210C, 212C, 257C COMM 240,263,463, COMM 330, ECON 206; ENG 306; ENT 308, 312, 425, 463;	

FIN 330, HCA 340,342, HCA 344,346,442 IDST 395, MGT 200,210, 301, 303, 305 311, 313, 314, 316, 326, 333, 361, 383, 400, 411, 413 417,419 MKT 220, 321, 322, 323, 324, 325, 331, 420, 421, 422, 423, 424, 425, 491; PLS 200 PS 311,338, 355,440, 493, PSY 350; PSY 355; PSY 371; PSYS 350; PSYS 370; REC 302; REC 460; SOCL 360; SOCL 375; SPS 300	FIN 330, HCA 340,342, HCA 344,346,442 IDST 395, MGT 200,210, 301, 303, 305 311, 313, 314, 316, 326, 333, 361, 383, 400, 411, 413 417,419 MKT 220, 321, 322, 323, 324, 325, 331, 420, 421, 422, 423, 424, 425, 491; PLS 200 PS 311,338, 355,440, 493, PSY 350; PSY 355; PSY 371; PSYS 350; PSYS 370; REC 302; REC 460; SOCL 360; SOCL 375; SPS 300; **6 advisor approved professional electives from previous program/degree; or 6 hours of upper level LEAD electives (LEAD-EL-U).**
Credit hours: 24	Credit hours: 24
Total Credit Hours: 48	Total Credit Hours: 48

4.   Rationale for the proposed program change: Adding the upper level LEAD elective (LEAD-EL-U) will make military and veteran students enrolling in the Organizational Leadership program more seamless.

5.   Proposed term for implementation: Fall 2018

6.   Dates of prior committee approvals:

School of Professional Studies	September 21, 2017
University College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

University College
School of Professional Studies
Proposal to Revise a Program
(Action Item)

Contact Person: Dr. Kristie B. Guffey, kristie.guffey@wku.edu, 270-745-3966

1.   Identification of program:

1.1   Current program reference number: 431
1.2   Current program title: Minor in Organizational Leadership
1.3   Credit hours: 21

2.   Identification of the proposed program changes: Clearly establish courses that are required and courses that are electives. Decrease the minimum credit hours from 21 to 18. Add LEAD 300 as an alternate mandatory class. LEAD 325, LEAD 330, LEAD 395, and LEAD 400 are now not mandatory classes. Added LEAD 440, LEAD 450, LEAD 465 and upper level LEAD elective (LEAD EL-U) are now optional courses.

3.   Detailed program description:

Current		Proposed	
		Required	
		~~LEAD 200~~	~~3~~
LEAD 200	3	**LEAD 200 or LEAD 300**	**3**
		Electives	
		Choose 15 credit hours from the courses below:	
		LEAD 325	3
LEAD 325	3	LEAD 330	3
LEAD 330	3	LEAD 395	3
LEAD 395	3	LEAD 400	3
LEAD 400	3	**LEAD 440**	**3**
		LEAD 450	**3**
		LEAD 465	**3**

		LEAD EL-U	**6**
		(upper level LEAD elective)	
Two Electives	6	~~Two Electives~~	~~6~~
Total Credit Hours:	21	~~Total Credit Hours~~	~~21~~
		Total Credit Hours	**18**

4.   Rationale for the proposed program change: The leadership capstone class is not designed for students who are minoring, and will reduce the total hours to 18. Providing more electives will allow students additional options to take courses that will enhance program focus. The evolution of the LEAD curriculum necessitates more flexibility for students to focus on a specific leadership topic/area. Adding the upper level LEAD elective (LEAD El-U) component will accommodate transfer, military, and veteran students who enroll in the Organizational Leadership program.

5.   Proposed term for implementation: Fall 2018

6.   Dates of prior committee approvals:

School of Professional Studies   September 21, 2017

University College Curriculum Committee   October 3, 2017

Undergraduate Curriculum Committee   October 26, 2017

University Senate

University College
School of Professional Studies
Proposal to Revise a Program
(Action Item)

Contact Person: Ron Mitchell, ron.mitchell@wku.edu, 270 780-2535

1.   Identification of program:

    1.1   Current program reference number: 1721
    1.2   Current program title: Organizational Leadership Certificate
    1.3   Credit hours: 14

2.   Identification of the proposed program changes: Clearly establish courses that are required and courses that are electives. Decrease the minimum credit hours for the certificate from 14 to 12. Remove LEAD 400 as a mandatory course, and include up to 6 credit hours of any upper level LEAD elective (LEAD EL-U) as part of the 9 hours of elective LEAD courses.

3.   Detailed program description:

Current	**Proposed**
	Required
LEAD 200 or LEAD 300 3	LEAD 200 or LEAD 300 3
LEAD 400 2	~~LEAD 400 2~~
	Electives
	~~Choose three of the following:~~
Choose three of the following:	Choose 9 credit hours from below:
LEAD 325 3	LEAD 325 3
LEAD 330 3	LEAD 330 3
LEAD 395 3	LEAD 395 3
LEAD 440 3	**LEAD 400 3**
LEAD 450 3	LEAD 440 3
	LEAD 450 3

	LEAD 465 **3**
	LEAD EL-U (Not more than 6 hours)
	(upper level LEAD elective)
Total Credit Hours: 14	~~Total Credit Hours:~~ ~~15~~
	Total Credit Hours **12**

4.   **Rationale for the proposed program change:** The majority of certificates are in the 12 credit hour range, which is more appropriate for the students and program. Not requiring specific courses in the certificate allows for more flexibility to choose classes that fit student's current major or professional pursuits. Adding the upper level LEAD elective (LEAD EL-U) component will accommodate transfer, military, and veterans enrolling in the Organizational Leadership program.

5.   **Proposed term for implementation**: Fall 2018

6.   **Dates of prior committee approvals:**

School of Professional Studies   September 21, 2017

University College Curriculum Committee   October 3, 2017

Undergraduate Curriculum Committee   October 26, 2017

University Senate

Ogden College of Science and Engineering
Department of Agriculture
Proposal to Delete a Course
(Consent Item)

Contact Person: Cris Scudder, cris.scudder@wku.edu, 745-2969

1.   **Identification of course:**

        1.4   Current course prefix (subject area) and number: AGMC 177
        1.5   Course title: Farm Equipment Safety

2.   **Rationale for the course deletion:** AGMC 176 (Farm Safety) is inclusive of more aspects of farm safety and has replaced this course.

3.   **Effect of course deletion on programs or other departments, if known:** none

4.   **Proposed term for implementation:** First available

5.   **Dates of prior committee approvals:**

        Department of Agriculture   September 14, 2017

        Ogden College Curriculum Committee   October 3, 2017

        Undergraduate Curriculum Committee   October 26, 2017

        University Senate

Ogden College of Science and Engineering
Agriculture Department
Proposal to Revise Course Prerequisite
(Consent Item)

Contact Person: Stephen King, Stephen.King2@wku.edu, 270-745-5964

1.   **Identification of course:**

    1.1   Course prefix (subject area) and number: AGEC 468
    1.2   Course title: World Food Development

2.   **Current prerequisites:** AGEC 360 or instructor's consent.

3.   **Proposed prerequisites:** AGEC 160 or ECON 150 or ECON 202, or ECON 203.

4.   **Rationale for the revision of prerequisites:** AGEC 468 employs introductory economic principles toward analyzing production problems and opportunities in feeding the global population. A new introductory economic principles course in our department (AGEC 160) is designed to provide students adequate prerequisite knowledge to perform well in AGEC 468. AGEC 160 shares some similarity with lower level ECON principles courses, such as ECON 150, ECON 202, and ECON 203, thus it is proposed that these ECON courses also be approved as allowable prerequisites; these changes also improve the opportunity for students from other disciplines to take this important course as part of their program of study.

5.   **Effect on completion of major/minor sequence:** None

6.   **Proposed term for implementation:** first available.

7.   **Dates of prior committee approvals:**

Department of Agriculture   September 14, 2017

Ogden College Curriculum Committee   October 3, 2017

Undergraduate Curriculum Committee   October 26, 2017

University Senate

Ogden College of Science and Engineering
Department of Agriculture
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Cris Scudder, cris.scudder@wku.edu, 745-2969

1.   **Identification of course:**

  1.1   Course prefix (subject area) and number: AGMC 392
  1.2   Course title: Turf Irrigation

2.   **Current prerequisites/corequisites/special requirements:** Corequisite: AGMC 393. Prerequisites:
         MATH 116 and AGRO 110.

3.   **Proposed prerequisites/corequisites/special requirements**: Corequisite: AGMC 393. Prerequisites:
         MATH 115 or MATH 116, AGRO 110.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements**: Requisite mathematics
         skills necessary for this course are covered in either MATH 115 or MATH 116.

5.   **Effect on completion of major/minor sequence:** N/A

6.   **Proposed term for implementation: F**irst available

7.   **Dates of prior committee approvals:**

  Department of Agriculture   September 14, 2017

  Ogden College Curriculum Committee   October 3, 2017

  Undergraduate Curriculum Committee   October 26, 2017

  University Senate

Ogden College of Science and Engineering
Department of Agriculture
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Cris Scudder, cris.scudder@wku.edu, 745-2969

1.   Identification of course:

      1.1   Course prefix (subject area) and number: AGMC 425
      1.2   Course title: Applied Hydraulics and Pneumatics

2.   Current prerequisites/corequisites/special requirements: Prerequisite: MATH 116 or higher.

3.   Proposed prerequisites/corequisites/special requirements: Prerequisite: MATH 115 or MATH 116.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Requisite mathematics skills necessary for this course are covered in either MATH 115 or MATH 116.

5.   Effect on completion of major/minor sequence: N/A

6.   Proposed term for implementation: First available

7.   Dates of prior committee approvals:

Department of Agriculture	September 14, 2017
Ogden College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Agriculture
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Todd Willian, todd.willian@wku.edu, 745-5969

1.   Identification of course:

      1.1   Course prefix (subject area) and number: AGRI 291
      1.2   Course title: Introduction to Data Analysis and Interpretation

2.   Current prerequisites/corequisites/special requirements: Prerequisite: Six hours of natural and/or social science and MATH 116.

3.   Proposed prerequisites/corequisites/special requirements: Prerequisite: MATH 115 or MATH 116.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Requisite mathematics skills necessary for this course are covered in either MATH 115 or MATH 116.

5.   Effect on completion of major/minor sequence: N/A

6.   Proposed term for implementation: First available

7.   Dates of prior committee approvals:

Department of Agriculture	September 14, 2017
Ogden College Curriculum Committee	October 3, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Agriculture
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Stephen King, stephen.king2@wku.edu, 745-5964

1.   Identification of course:

      1.1   Course prefix (subject area) and number: AGRI 491
      1.2   Course title: Data Analysis and Interpretation

2.   Current prerequisites/corequisites/special requirements: Prerequisites: AGRI 291 or MATH 116, senior standing, and 3.0 cumulative GPA.

3.   Proposed prerequisites/corequisites/special requirements: Prerequisite: MATH 115 or higher and junior standing.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Requisite mathematics skills necessary for this course are covered in MATH 115 or higher level course. Agriculture students are now required to take either AGRI 291 or AGRI 491; therefore, AGRI 291 as a pre-requisite for AGRI 491 is no longer applicable.

5.   Effect on completion of major/minor sequence: N/A

6.   Proposed term for implementation: First Available

7.   Dates of prior committee approvals:

Department of Agriculture	September 14, 2017
Ogden College Curriculum Committee	October 3, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Mathematics
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Tom Richmond, tom.richmond@wku.edu 270-745-6219

1.   Identification of course:

1.1   Course prefix (subject area) and number: MATH 307
1.2   Course title: Introduction to Linear Algebra
1.3   Credit hours: 3.0

2.   Current prerequisites/corequisites/special requirements:

MATH 137 with a grade of "C" or better or MATH 136 with a grade of "A" or MATH 142 with a   grade of "A".

3.   Proposed prerequisites/corequisites/special requirements:

MATH 137 with a grade of "C" or better or MATH 136 with a grade of "A" or MATH 142 with a   grade of "A" or both MATH 136 and CS 221 with grades of "C" or better.

4.   Rationale for the revision of prerequisites/corequisites/special requirements:

This change is in response to a request from the Computer Science faculty. It will allow their students who may not need MATH 137 to take MATH 307, which is more applicable to their discipline.

5.   Effect on completion of major/minor sequence: There is no effect on completion of   major/minor sequence

6.   Proposed term for implementation: Summer 2018

7.   Dates of prior committee approvals:

Department of Mathematics	August 16, 2017
Ogden College Curriculum Committee	September 7, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Mathematics
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Tom Richmond, tom.richmond@wku.edu 270-745-6219

1. **Identification of course:**

1.1   Course prefix (subject area) and number: MATH 405
1.2   Course title: Numerical Analysis I
1.3   Credit hours: 3.0

2. **Current prerequisites/corequisites/special requirements:**

MATH 237 or 307 or 310, and CS 180 or CS 146 all with grades of C or better.

3. **Proposed prerequisites/corequisites/special requirements:**

MATH 137, and MATH 237 or MATH 307 or MATH 310, and CS 180 or CS 146, all with grades of "C" or better.

4. **Rationale for the revision of prerequisites/corequisites/special requirements:**

An accompanying proposal will eliminate MATH 137 as a required prerequisite for MATH 307.

This could potentially allow a student to enter MATH 405 without having MATH 137. The proposed revision will rectify this.

5. **Effect on completion of major/minor sequence:**

There is no effect on completion of major/minor sequence

6. **Proposed term for implementation:** Summer 2018

7. **Dates of prior committee approvals:**

Department of Mathematics	August 16, 2017
Ogden Curriculum Committee	September 7, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Mathematics
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Tom Richmond, tom.richmond@wku.edu 270-745-6219

1.   Identification of course:

   1.1   Course prefix (subject area) and number: MATH 421
   1.2   Course title: Problem Solving for Secondary Teachers
   1.3   Credit hours: 3.0

2.   Current prerequisites/corequisites/special requirements:

   MATH 307 or 310 with a grade of "C" or better or permission of the instructor.

3.   Proposed prerequisites/corequisites/special requirements:

   MATH 137 and MATH 307 or MATH 310 with grades of "C" or better or permission of the instructor.

4.   Rationale for the revision of prerequisites/corequisites/special requirements:

   An accompanying proposal will eliminate MATH 137 as a required prerequisite for MATH 307.

   This could indirectly allow a student to enter MATH 421 without having MATH 137. The proposed revision will rectify this.

5.   Effect on completion of major/minor sequence:

   There is no effect on completion of major/minor sequence

6.   Proposed term for implementation:

   Summer 2018

7.   Dates of prior committee approvals:

Department of Mathematics	August 16, 2017
Ogden Curriculum Committee	September 7, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Mathematics
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Tom Richmond, tom.richmond@wku.edu 270-745-6219

1.   Identification of course:

   1.1   Course prefix (subject area) and number: MATH 423
   1.2   Course title: Geometry II
   1.3   Credit hours: 3.0

2.   Current prerequisites/corequisites/special requirements:

   MATH 323 with a grade of "C" or better or permission of the instructor.

3.   Proposed prerequisites/corequisites/special requirements:

   MATH 137 and MATH 323 with grades of "C" or better or permission of the instructor.

4.   Rationale for the revision of prerequisites/corequisites/special requirements:

   An accompanying proposal will eliminate MATH 137 as a required prerequisite for MATH 307.

   This could indirectly allow a student to enter MATH 423 without having MATH 137. The proposed revision will rectify this.

5.   Effect on completion of major/minor sequence:

   There is no effect on completion of major/minor sequence

6.   Proposed term for implementation: Summer 2018

7.   Dates of prior committee approvals:

Department of Mathematics	August 16, 2017
Ogden Curriculum Committee	September 7, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Biology
Proposal to Create a New Course
(Action Item)

Contact Person: Sigrid Jacobshagen, sigrid.jacobshagen@wku.edu, 270-745-5994

1. **Identification of proposed course:**

    1.1   Course prefix (subject area) and number: BIOL 388
    1.2   Course title: Contemporary Issues in Biotechnology
    1.3   Abbreviated course title: Contemp Biotechnology Issues
    1.4   Credit hours: 0-1
    1.5   Grade type: Pass/fail
    1.6   Special requirement: Restricted to majors of the Molecular Biotechnology program
    1.7   Course description: Examination of recent advances, ethics and career opportunities in biotechnology through discussions, seminars, and field trips.

2. **Rationale:**

    2.1   Reason for developing the proposed course: The proposed course requires students to integrate what they learn in the classroom to broader issues of the quickly evolving field of biotechnology. It helps prepare students for the biotechnological workplace and contributes to retention of Molecular Biotechnology majors by providing a cohort-based environment for support and nurturing purposes. Students will take the course for 0 credit hours each semester that they are declared a Molecular Biotechnology major before they will take the course for 1 credit hour in their final semester. The every-semester requirement of the course will bring together all Molecular Biotechnology majors, from freshman to senior.
    2.2   Projected enrollment in the proposed course: Up to 50 students per semester. This number is based on previous graduation rates for the old biotechnology-relevant major Recombinant Genetics and the current graduation rate for a similar specialty-major, Biochemistry.
    2.3   Relationship of the proposed course to courses now offered by the department: The proposed course is unique in bringing together all students with the same major and fostering their interactions.
    2.4   Relationship of the proposed course to courses offered in other departments:
            Seminar-type courses on contemporary or current issues for a particular major are offered by a number of departments across WKU. Examples would be AMS 401 Contemporary Issues in Architecture and Manufacturing or GEOG 486 Environmental Seminar. Most provide a forum for discussions, a few include also field trips such as PSYS 499 Senior Seminar in Psychology and a few others are also pass/fail such as HMD 459 Senior Seminar in Hospitality Management and Dietetics. A course that must be taken repeatedly for 0 credit hours as a pass/fail course is also offered at WKU with the example of MUS 155, which requires students to attend a number of recitals. The proposed course is unusual in involving all student levels from freshmen to seniors while fostering their interactions.
    2.5   Relationship of the proposed course to courses offered in other institutions:

Among the universities in the Commonwealth, courses are offered that are similar to parts of the proposed course although none combines all its aspects. For example, the University of Kentucky offers a biotechnology-related course that requires writings, presentations and discussions. The course is called Technical Writing and Presentations in Biotechnology (ABT 301). Morehead State University offers a seminar course that is similar to the proposed course in focusing on contemporary issues in a particular discipline of a major although not in Biotechnology but in a related field. The course is called Issues in Biomedical Science (BIO 499) and supports its Biomedical Science major. Of the benchmark institutions, James Madison University offers a quite similar course with its Biotechnology Seminar (BIOT 260), whose "topics include research opportunities, careers and current topics in biotechnology".

3. Discussion of proposed course:

3.4 Schedule type: S—Seminar: Group discussion and exchange of information
3.5 Learning Outcomes: Students will be able to
1. correctly interpret and deliberate upon laboratory safety procedures.
2. interpret and articulate recent advances in biotechnology.
3. discuss ethical considerations connected with biotechnological procedures.
4. comment upon the various work environments that biotechnologists may encounter and demonstrate career preparation through resume development.
3.6 Content outline:
Laboratory safety.

Recent biotechnology-relevant research and advances.

Ethics of biotechnological procedures.

The biotechnological work place

Resume or curriculum vitae

Assessment and student survey

3.7 Student expectations and requirements: Readings, presentations and active discussions of biotechnological issues including ethics, attendance at scientific seminars, participation in field trips, participation in career development activities, and taking an assessment and survey.
3.8 Tentative texts and course materials: No textbook required.

4. Resources:

4.3 Library resources: Adequate. Access to primary scientific literature.
4.4 Computer resources: Adequate. Access to the internet through a student's personal computer or through University-owned computers are available.

5. Budget implications:

5.5 Proposed method of staffing: Current full-time faculty related to the Molecular Biotechnology major.
5.6 Special equipment needed: None

      5.7   Expendable materials needed: None

      5.8   Laboratory materials needed: None

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Biology	September 22, 2017
Ogden College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science and Engineering
Department of Biology
Proposal to Revise A Program
(Action Item)

Contact Person: Sigrid Jacobshagen, sigrid.jacobshagen@wku.edu, 270-745-5994

1.   **Identification of program:**

    1.9   Current program reference number: 714
    1.10   Current program title: Major in Investigative Biotechnology
    1.11   Credit hours: 48

2.   **Identification of the proposed program changes:**

- Change title of major from Investigative Biotechnology to Molecular Biotechnology.
- Change credit hours from 48 to 55.
- Drop as required courses:
    o   BIOL 150 (Investigative Biotechnology Core I)
    o   BIOL 151 (Investigative Biotechnology Core II)
    o   BIOL 199 (Introduction to Research Experience)
    o   BIOL 275 (Colloquia)
    o   BIOL 495 (Molecular Genetics).
- Add as required courses:
    o   BIOL 120/121 (Biological Concepts: Cells, Metabolism, and Genetics & Laboratory)
    o   BIOL 122/123 (Biological Concepts: Evolution, Diversity and Ecology & Laboratory)
    o   BIOL 212 (Genome Discovery and Exploration)
    o   BIOL 226/227 (Microbial Biology and Diversity & Laboratory)
    o   BIOL 319/322 (Introduction to Molecular and Cell Biology & Laboratory)
    o   BIOL 382 (Introductory Biostatistics)
    o   BIOL 388 (Contemporary Issues in Biotechnology)
    o   BIOL 447 (Lab Biochemistry I)
    o   BIOL 489 (Professional Aspects of Biology).
- Drop as electives the choice of any biology course applicable to the two biology majors.
- Add as electives the list of courses:
    o   BIOL 222/223 (Plant Biology and Diversity & Laboratory) or BIOL 224/225 (Animal Biology and Diversity & Laboratory)
    o   BIOL 316 (Evolution)
    o   BIOL 328 (Immunology)
    o   BIOL 330 (Animal Physiology)
    o   BIOL 331 (Animal Physiology Laboratory)
    o   BIOL 335 (Neurobiology)
    o   BIOL 400 (Plant Physiology)
    o   BIOL 403 (Molecular Basis of Cancer)
    o   BIOL 404 (Electron Microscopy)

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- o BIOL 407 (Virology)
- o BIOL 412 (Cell Biology Laboratory)
- o BIOL 420 (Introduction to Toxicology)
- o BIOL 440 (Developmental Genetics)
- o BIOL 464 (Endocrinology)
- o BIOL 467 (Biochemistry II)
- o BIOL 470 (Pathogenic Microbiology)
- o BIOL 490 (Plants as Alternative Therapeutics)
- o BIOL 495 (Molecular Genetics)
- o BIOL 496 (Plant Biotechnology).
- Drop as required supporting course:
  - o BIOL 283 (Introductory Biostatistics).
  - o CHEM 314 (Introduction to Organic Chemistry)
- Add as required supporting courses:
  - o MATH 117 (Trigonometry) as the choice with MATH 136 (Calculus I) from which the students have to choose one.
  - o AMS 371 (Quality Assurance) or AMS 390 (Project Management) or AMS 430 (Technology Management/Team Building).

3.   **Detailed program description:**

Current program	Proposed program
Title	Title
Major in ~~Investigative~~ Biotechnology	Major in **Molecular** Biotechnology
Required coursework (~~38~~ hrs)	Required coursework (**45** hrs)
~~BIOL 150: Investigative Biotechnology Core I (5)~~	**BIOL 120/121: Biological Concepts: Cells, Metabolism, and Genetics & Laboratory (4)**
~~BIOL 151: Investigative Biotechnology Core II (5)~~	**BIOL 122/123: Biological Concepts: Evolution, Diversity and Ecology & Laboratory (4)**
~~BIOL 199: Introduction to Research Experience (1)~~	**BIOL 212: Genome Discovery and Exploration (2)**
~~BIOL 275: Colloquia (1)~~	**BIOL 226/227: Microbial Biology and Diversity & Laboratory (4)**
BIOL 312: Bioinformatics (4)	BIOL 312: Bioinformatics (4)
BIOL 327: Genetics (4)	**BIOL 319/322: Introduction to Cellular and Molecular Biology & Laboratory (4)**
BIOL 350: Introduction to Recombinant Genetics (3)	
BIOL 369: Cooperative Education in Biology (3)	BIOL 327/337: Genetics & Laboratory (4)
or BIOL 399: Research Problems in Biology (3)	

BIOL 411: Cell Biology (3)	BIOL 350: Introduction to Recombinant Genetics (3)
BIOL 446: Biochemistry I (3)	BIOL 369: Cooperative Education in Biology (3)
~~BIOL 495: Molecular Genetics (3)~~	or BIOL 399: Research Problems in Biology (3)
	BIOL 382: Introductory Biostatistics (3)
	BIOL 388: Contemporary Issues in Biotechnology (5x0, 1x1)
	BIOL 411: Cell Biology (3)
	BIOL 446: Biochemistry I (3)
	BIOL 447: Biochemistry Laboratory (2)
	BIOL 489: Professional Aspects of Biology (1)
	Elective coursework (10 hrs) chosen from the following list
Elective coursework (10 hrs)	**BIOL 222/223: Plant Biology and Diversity & Laboratory (4) or BIOL 224/225: Animal Biology and Diversity & Laboratory (4)**
~~Any course in the biology curriculum applicable to the biology major may be used as an elective for the Investigative Biotechnology major in consultation with the student's advisor.~~	**BIOL 316: Evolution (3)**
	BIOL 328: Immunology (4)
	BIOL 330: Animal Physiology (3)
	BIOL 331: Animal Physiology Laboratory (1.5)
	BIOL 335: Neurobiology (3)
	BIOL 400: Plant Physiology (4)
	BIOL 403: Molecular Basis of Cancer (3)
	BIOL 404: Electron Microscopy (4)
	BIOL 407: Virology (3)
	BIOL 412: Cell Biology Laboratory (1)
	BIOL 420: Introduction to Toxicology (3)
	BIOL 440: Developmental Genetics (3)

	BIOL 464: Endocrinology (3)
	BIOL 467: Biochemistry II (3)
	BIOL 470: Pathogenic Microbiology (3)
	BIOL 490: Plants as Alternative Therapeutics (3)
	BIOL 495: Molecular Genetics (3)
	BIOL 496: Plant Biotechnology (4)
	Supporting coursework
	MATH 117: Trigonometry (3)
Supporting coursework	or MATH 136: Calculus I (4)
~~BIOL 283: Introductory Biostatistics (4)~~	CHEM 120/121: College Chemistry I & Lab (5)
or MATH 136: Calculus I (4)	CHEM 222/223: College Chemistry II & Lab (5)
CHEM 120/121: College Chemistry I & Lab (5)	CHEM 340/341: Organic Chemistry I & Lab (5)
CHEM 222/223: College Chemistry II & Lab (5)	CHEM 342/343: Organic Chemistry II & Lab (5)
~~CHEM 314: Introduction to Organic Chemistry (5)~~	PHYS 231/232: Introduction to Physics and Biophysics I & Lab (4)
or [CHEM 340/341: Organic Chemistry I & Lab (5)	PHYS 332/233: Introduction to Physics and Biophysics II & Lab (4)
and CHEM 342/343: Organic Chemistry II & Lab (5)]	**AMS 371: Quality Assurance (3)**
PHYS 231/232: Introduction to Physics and Biophysics I & Lab (4)	**or AMS 390: Project Management (3)**
PHYS 332/233: Introduction to Physics and Biophysics II & Lab (4)	**or AMS 430: Technology Management/Team Building (3)**

This major requires a minimum of 55 hours of molecular biotechnology-related courses in biology that involve subjects such as genome discovery, molecular biology, microbiology, bioinformatics and research experience or an internship, among others. At least 28 of these hours must be at the 300 or higher level. No minor is required. All students are required to complete BIOL 120/121, BIOL 122/123, BIOL 212, BIOL 226/227, BIOL 312, BIOL 319/322, BIOL 327/337, BIOL 350, BIOL 382, BIOL 411, BIOL 446, BIOL 447, and BIOL 489. Students must also take BIOL 388 every semester for a minimum of 5 at 0 credit hours before being able to take

the course for 1 credit hour in their last semester. In addition, students must take either BIOL 369 or BIOL 399.

Students must also select 10 credit hours of elective courses from BIOL 222/223 or BIOL 224/225, BIOL 316, BIOL 328, BIOL 330, BIOL 331, BIOL 335, BIOL 400, BIOL 403, BIOL 404, BIOL 407, BIOL 412, BIOL 420, BIOL 440, BIOL 464, BIOL 467, BIOL 470, BIOL 490, BIOL 495, BIOL 496.

Because an understanding of mathematics, chemistry and physics is required for a full understanding of Molecular Biotechnology and because an understanding of workplace-related issues is important for a successful application of molecular biotechnology, students are required to complete the supporting courses of either MATH 117 or MATH 136, of CHEM 120/121, CHEM 222/223, CHEM 340/341 and CHEM 342/343, of PHYS 231/232 and PHYS 332/233, and of either AMS 371 or AMS 390 or AMS 430.

4. **Rationale for the proposed program change:**

Overall, the proposed changes are the result of intensive research on current and projected requirements and conditions for work in the biotechnology industry or in biotechnology research in an academic setting. The changes are also intended to better align the courses with departmental resources and with recently developed biotechnology-related courses.

- The new title of the major (Molecular Biotechnology instead of Investigative Biotechnology) reflects the focus on molecular processes and molecular technologies.
- The change in credit hours of the major from 48 to 55 hours is necessary to achieve the intended depth of education, particularly in light of modern developments in the field of molecular biotechnology.
- The previously required introductory series specific for the major (BIOL 150/151: Investigative Biotechnology Core I/II) and the equally specific Introduction to Research Experience (BIOL 199) will be replaced with the introductory series required for the Biology major (BIOL120/121 and 122/123: Biological Concepts in Cells, Metabolism, & Genetics as well as in Evolution, Diversity and Ecology, with their laboratories) and with the recently developed Genome Discovery and Exploration course (BIOL 212). The aims of each set of courses are the same, i.e. to lay a basic foundation of required knowledge but at the same time to also instill enthusiasm for the scientific approach through hands-on, investigative exercises. The proposed changes make the approach far superior, however, because they rely on well-developed courses in the department. The Genome Discovery and Exploration course in particular relies on molecular biotechnology-related research specifically geared towards freshmen and has already produced many student presentations, student databank entries and publications with student authors. The changes will also better integrate the Molecular Biotechnology major into the Biology Department for more efficient use of resources and faculty time.
- Replacing the required Colloquia (BIOL 275) with Contemporary Issues in Biotechnology (BIOL 388) will not increase the number of credit hours (both are 1 credit hour), but it will elevate this requirement to a branding course for the major creating a cohort-based environment that fosters peer-to-peer learning. It will be taken each semester by every Molecular Biotechnology major, from freshman to senior. For a minimum of 5 times, BIOL 388 will be taken as a 0 credit hour course before the student can take the course for 1 credit hour in the last semester. Since molecular biotechnology changes rapidly, the frequent course interval will also allow students to become better acquainted with these changes.

- The additional required courses, which are Microbial Biology and Diversity & Laboratory (BIOL 226/227), Introduction to Molecular and Cell Biology & Laboratory (BIOL 319/322), Introductory Biostatistics (BIOL 382), and Biochemistry Laboratory (BIOL 447) will provide necessary content that is required for mastering concepts in molecular biotechnology.
- The addition of a required Professional Aspects of Biology (BIOL 489) upon the completion of a supervised internship experience (BIOL 369) or independent research project (BIOL 399) will cap the experience by employing peer-to-peer learning to leverage the research or internship exposure, while preparing the students for careers in the molecular biotechnology field.
- Listing these particular courses as electives instead of allowing any course as an elective that is also applicable to the biology majors will ensure that students are on a path of learning where they gain a solid understanding of the breadth of concepts in molecular biotechnology.
- Removing Introductory Biostatistics (BIOL 283) as the choice with Calculus I as supporting course is necessary, since Introductory Biostatistics (which lately received the new number of BIOL 382) has been made a required course in line with the importance the subject plays in molecular biotechnology, where large amounts of data are often produced and analyzed. Instead, the Trigonometry (MATH 117) as the other choice with Calculus I is added, because Trigonometry is required as prerequisite for Introductory Biostatistics. As a consequence, the mathematics that is required is made more clear.
- Introduction to Organic Chemistry (CHEM 314) is removed because the Chemistry Department does not offer the course anymore.
- Three AMS courses are added as supporting courses from which students have to choose one in order to better prepare themselves for the biotechnological workplace in industry or academia.

5. **Proposed term for implementation and special provisions (if applicable):**

    Fall of 2018

6. **Dates of prior committee approvals:**

Department of Biology	**September 22, 2017**
Ogden College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science & Engineering
Department of Chemistry
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: L.L. Pesterfield, lester.pesterfield@wku.edu, 5-3603

1. **Identification of course:**
   1.1   CHEM 470
   1.2   Chemistry / Middle School

2. **Revise course title:** NA

3. **Revise course number:** NA

4. **Revise course prerequisites/corequisites/special requirements:**
   4.1   Current prerequisites: None
   4.2   Proposed prerequisites: CHEM 105 or 120
   4.3   Rationale for revision of course prerequisites: For the course content to be covered at an appropriate level, students must have background knowledge of the fundamental concepts in chemistry. The course is not an introductory course but builds on previous content knowledge.
   4.4   Effect on completion of major/minor sequence: None

5. **Revise course catalog listing:**
   5.1   Current catalog listing: Chemical theories and principles in the middle school science curricula (elective credit only).
   5.2   Proposed course catalog listing: A study of the atomic and electronic structure of atoms, bonding theories, types of chemical reactions, intermolecular forces and the structure of solids as related to the middle school science curriculum. The course may not be used to fulfill the requirements for a chemistry major or minor.
   5.3   Rationale for revision of course catalog listing: The current catalog listing lacks sufficient detail to give the reader an understanding of the content of the course. Additionally, the "elective credit only" statement is misleading for Middle School Science Program majors.

6. **Revise course credit hours:**
   6.1   Current course credit hours: 2-4
   6.2   Proposed course credit hours: 3
   6.3   Rationale for revision of course credit hours: Historically the course has only been offered as 3 credit hours. Additionally the course is part of the Middle School Science Program which requires the course to be offered as 3 credit hours.

7. **Revise grade type:** NA

8. **Proposed term for implementation:** Fall 2018

9.   **Dates of prior committee approvals:**

Department of Chemistry	September 1, 2017
Ogden College Curriculum Committee	October 3, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Ogden College of Science & Engineering
Department of Chemistry
Proposal to Revise A Program
(Action Item)

Contact Person: Jeremy B. Maddox, jeremy.maddox@wku.edu, 5-8725

1.   **Identification of program:**

1.1   Current program reference number: 623
1.2   Current program title: Major in Chemistry
1.3   Credit hours: 30-53

2.   **Identification of the proposed program changes:**

2.1   The General Chemistry Major Concentration is revised to add a restriction that students must complete a second major. The previous requirement was that a minor or second major must be completed.
2.2   The General Chemistry Major Concentration is revised to require both CHEM 340/341 and CHEM 342/343 and eliminates a 2-hour unspecified CHEM elective. This increases the number of CHEM credit hours for the concentration from 30 to 33, which will also be the new minimum number of CHEM credit hours required for a chemistry degree.
2.3   The General Chemistry Major Concentration is revised to require MATH 136 and either PHYS 255/256 or PHYS 231/232 as support courses.
2.4   A new concentration, the Foundations Chemistry Major, is proposed and will require either a minor or a second major. The number of required CHEM credit hours for the proposed concentration is 37 with additional requirements of MATH 136 and either PHYS 255/256 or PHYS 231/232 as support courses.

3.   **Detailed program description:**

Current Program	Proposed Program
The major in chemistry requires a minimum of 30 semester hours and leads to the Bachelor of Science degree.	The major in chemistry requires a minimum of 30 **33** semester hours and leads to the Bachelor of Science degree.
A second major or minor or the ACS-certified concentration is also required. The department offers three concentrations that lead to a Bachelor of Science degree in chemistry. The most common are a Chemistry major with American Chemical Society (ACS) certification	A second major or minor or the ACS-certified concentration is also required. The department offers three **four** concentrations that lead to a Bachelor of Science degree in chemistry. The most common are a Chemistry major with American Chemical Society (ACS) certification

and a standard major in Chemistry, typically for pre-professional and/or double majors.	and a ~~standard~~ **general** major in Chemistry, typically for pre-professional ~~and/or double majors~~ **students with a double major.**
ACS Certified Chemistry Major Concentration	*ACS Certified Chemistry Major Concentration*
CHEM course requirements (53 hours):	CHEM course requirements (53 hours):
CHEM 120/121 (5)	CHEM 120/121 (5)
CHEM 222/223 (5)	CHEM 222/223 (5)
CHEM 320 (3)	CHEM 320 (3)
CHEM 330 (5)	CHEM 330 (5)
CHEM 340/341 (5)	CHEM 340/341 (5)
CHEM 342/343 (5)	CHEM 342/343 (5)
CHEM 398 (1)	CHEM 398 (1)
CHEM 399 (2)	CHEM 399 (2)
CHEM 420 (3)	CHEM 420 (3)
CHEM 421 (1)	CHEM 421 (1)
CHEM 446 (3)	CHEM 446 (3)
CHEM 435 (3)	CHEM 435 (3)
CHEM 436 (2)	CHEM 436 (2)
CHEM 450/451 (5)	CHEM 450/451 (5)
CHEM 452/453 (5)	CHEM 452/453 (5)
Cognate course requirements (16-18 hours):	Cognate course requirements (16-18 hours):
MATH 136 (4)	MATH 136 (4)
MATH 137 (4)	MATH 137 (4)
PHYS 231/232 (4) or 255/256 (5)	PHYS 231/232 (4) or 255/256 (5)

PHYS 332/233 (4) or 265/266 (5)	PHYS 332/233 (4) or 265/266 (5)
General Chemistry Major Concentration CHEM course requirements (30 hours): CHEM 120/121 (5) CHEM 222/223 (5) CHEM 330 (5) CHEM 314 or 340/341 (5) CHEM 320 or 446 (3) CHEM 412 or 450/451 (5) CHEM 300+ (2)	*General Chemistry Major Concentration* **A second major is required for this concentration.** CHEM course requirements (~~30~~ 33 hours): CHEM 120/121 (5) CHEM 222/223 (5) CHEM 330 (5) ~~CHEM 314 or~~ 340/341 (5) **CHEM 342/343 (5)** CHEM 320 or 446 (3) CHEM 412 or 450/451 (5) ~~CHEM 300+ (2)~~ **Cognate course requirements (8-9 hours):** **MATH 136 (4)** **PHYS 231/232 (4) or 255/256 (5)**
	Foundations Chemistry Major Concentration **A minor or second major is required for this concentration.** **CHEM course requirements (37 hours):** **CHEM 120/121 (5)**

	CHEM 222/223 (5)
	CHEM 320 (3)
	CHEM 330 (5)
	CHEM 340/341 (5)
	CHEM 342/343 (5)
	CHEM 398 (1)
	CHEM 446 (3)
	CHEM 412 or 450/451 (5)
	Cognate course requirements (8-9 hours):
	MATH 136 (4)
	PHYS 231/232 (4) or 255/256 (5)
Chemistry Major with Teacher Certification Concentration	*Chemistry Major with Teacher Certification Concentration*
Students interested in teaching chemistry must declare a second major in Science and Mathematics Education (SMED) available through the College of Education and Behavioral Sciences.	Students interested in teaching chemistry must declare a second major in Science and Mathematics Education (SMED) available through the College of Education and Behavioral Sciences.
CHEM course requirements (35 hours):	CHEM course requirements (35 hours):
CHEM 120/121 (5)	CHEM 120/121 (5)
CHEM 222/223 (5)	CHEM 222/223 (5)
CHEM 314 (5)	CHEM 314 (5)
CHEM 320 (3)	CHEM 320 (3)
CHEM 330 (5)	CHEM 330 (5)
CHEM 399 (2)	CHEM 399 (2)

CHEM 412 (5)	CHEM 412 (5)
CHEM 446/447 (5)	CHEM 446/447 (5)
Cognate course requirements (16 hours):	Cognate course requirements (16 hours):
MATH 136 (4)	MATH 136 (4)
PHYS 231/232 (4)	PHYS 231/232 (4)
PHYS 332/233 (4)	PHYS 332/233 (4)
GEOL 111/113 (4)	GEOL 111/113 (4)
Chemistry Major with Teacher Certification Concentration (continued)	*Chemistry Major with Teacher Certification Concentration (continued)*
SMED course requirements (37 hours):	SMED course requirements (37 hours):
SMED 101 (1-1.5)	SMED 101 (1-1.5)
SMED 102 (2-3)	SMED 102 (2-3)
SMED 310 (3)	SMED 310 (3)
SMED 320 (3)	SMED 320 (3)
SMED 340 (3)	SMED 340 (3)
SMED 360 (3)	SMED 360 (3)
SMED 470 (3)	SMED 470 (3)
SMED 489 (3)	SMED 489 (3)
SPED 330 (3)	SPED 330 (3)
SEC 490 (5-10)	SEC 490 (5-10)
LTCY 421 (3)	LTCY 421 (3)

4.   **Rationale for the proposed program change:**

The Department of Chemistry has recently undertaken a comprehensive review of its curriculum relative to a set of 15 internally selected benchmark institutions. After careful consideration of many different factors, the Department has proposed the revisions listed above to the *General Chemistry Major* concentration and also proposed the creation of a new *Foundations Chemistry Major* concentration. The revised course requirements will provide a more comprehensive and rigorous program of study for all Chemistry majors. Specifically, the requirement that chemistry majors take two semesters of organic chemistry and support courses in calculus and physics are basically standard across the institutions examined in the Department's benchmark study. The proposed revisions will make the WKU Chemistry curriculum consistent with these standards, as well as internally consistent with course revisions approved in the previous academic year, e.g., calculus and physics are now prerequisites for the physical chemistry coursework that all chemistry majors are required to take. The proposed revisions will also provide the Department with flexibility to accommodate a wide range of students with varying academic and career objectives. Each of the four chemistry major concentrations is designed to meet the particular needs and pre-professional requirements for a specific sub-populations of chemistry majors. The ACS-certified concentration primarily serves students wanting to pursue graduate studies in Chemistry or to enter the workforce as a chemist. The *Teacher Certification* concentration serves future high school chemistry teachers. The *General Chemistry Major* concentration (with the proposed requirement of a second major) is most appropriate for students whose career path requires a strong background in chemistry, but are not planning to be practicing chemists. The proposed *Foundations Chemistry Major* (with the requirement of a minor or second major) will serve students whose primary undergraduate focus is chemistry and that require a very strong formal background in all five of the traditional sub-disciplines within chemistry (analytical, biochemistry, inorganic, organic, and physical).

5.   **Proposed term for implementation and special provisions (if applicable):** First available

6.   **Dates of prior committee approvals:**

Department of Chemistry	September 1, 2017
Ogden College Curriculum Committee	October 3, 2017
Professional Education Council	October 11, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Proposal Date: 8/16/17

Ogden College of Science and Engineering
Department of Mathematics
Proposal to Create a New Course
(Action Item)

Contact Person: Ngoc Nguyen, ngoc.nguyen@wku.edu, 270-745-6221

1. **Identification of proposed course:**

    1.1   Course prefix (subject area) and number: STAT 440
    1.2   Course title: Categorical Data Analysis
    1.3   Abbreviated course title: Categorical Data Analysis
            (maximum of 30 characters or spaces)
    1.4   Credit hours: 3   Variable credit (yes or no) No
    1.5   Grade type: Standard letter grade
    1.6   Prerequisites/corequisites:
            Prerequisite: A grade of C or better in STAT 301

            Pre/Corequisite: STAT 330

    1.7   Course description: Categorical data analysis topics including contingency tables, log-linear models, relative risk and odds, and logistic regression. Statistical software packages will be used for data analyses.

2. **Rationale:**

    2.1   Reason for developing the proposed course:
            Categorical data analysis consists of statistical methods used when one or more variables under consideration are measured in a nominal or ordinal scale. There are numerous areas including business, finance, education, sociology, and psychology, where categorical data analysis is essential in analysis of data. This course will expose students to many important categorical data analysis techniques that are not covered in a typical introductory statistics course and will strengthen students' ability to work with different types of data.

    2.2   Projected enrollment in the proposed course:
            It is expected that applied statistics minors will have interest in this course initially, as will students who have interest in conducting research that involves categorical data. Considering only the number of applied statistics minors, STAT 440 is projected to enroll approximately 10 students per section. However, it is expected that this number will increase as students from other departments are informed about the course and as the applied statistics minor continues to grow.

    2.3   Relationship of the proposed course to courses now offered by the department:

This course will be an elective for the minor in applied statistics offered by the Department of Mathematics. Analysis methods for categorical data are not typically covered in courses currently offered by the department.

2.4   Relationship of the proposed course to courses offered in other departments:
At the undergraduate level, some of these topics are taught in a discipline-focused setting in BIOL 283, BIOL 483, PSY 313, and SOCL 300, most of which also require one or more prerequisites in the same discipline. STAT 440 will cover techniques for categorical data analysis which can be used in a broad range of applications across many disciplines. At the graduate level, some of these topics are taught in courses offered by the department of agriculture, biology, psychology, and psychological sciences and in the educational leadership program.

2.5   Relationship of the proposed course to courses offered in other institutions:
Many mathematics and/or statistics department offer an undergraduate categorical data analysis course.

Benchmark institutions with an undergraduate categorical data analysis course:

- Eastern Michigan University: Math 469 Introduction to Categorical Data Analysis
- Oakland University: STA 424 Analysis of Categorical Data
- Youngtown State University: STAT 5846 Categorical Data Analysis

Kentucky public institutions with an undergraduate categorical data analysis course:

- Northern Kentucky University: STA 327 Categorical Data Analysis

3.   Discussion of proposed course:

3.1   Schedule type: L

3.2   Learning Outcomes:
A student who has successfully completed this course should be able to:

- Have basic knowledge of various types of models for categorical data
- Use appropriate techniques to test hypotheses about associations between two or more dichotomous variables
- Conduct statistical inferences and interpret of the results of logistic regression, log-linear models, and multicategory logit models
- Analyze real data sets using categorical data analysis
- Use statistical software package(s) to aid in performing the above tasks

3.3   Content outline:
- Contingency tables, measures of association, and Chi-squared test for independence
  - Binomial and multinomial data
  - Measures of association
  - Relative risk and odds ratio in 2x2 tables
  - Confidence interval for odds ratio

- Chi-squared test for independence
- Fisher's exact test for small samples
- IxJ tables
- Test of independence for ordinal data
  - Logistic Regression
    - Fitting logistic regression models
    - Statistical inferences and model goodness-of-fit
    - Model selection
  - Log-linear model for contingency tables
  - Multicategory Logit models

3.4   Student expectations and requirements:
Regular attendance is required. The student's grade in the course will be determined by performance on homework, computer assignments, tests, class project(s), and a comprehensive final examination.

3.5   Tentative texts and course materials:
Agresti, A. 2012. *Categorical Data Analysis* (3rd Edition). New York: Wiley

Agresti, A. 2007. *An introduction to Categorical Data Analysis* (2nd Edition). New York: Wiley

David, C. S., and Koch, G. G. 2012. *Categorical Data Analysis using SAS* (3rd Edition). SAS Publishing.

Xie, Y. and Powers, D. 2008. *Statistical Methods for Categorical Data Analysis* (2nd Edition). Emerald Group Publishing.

4.   Resources:

4.1   Library resources:
See attached bibliography and Library Resources Form.

4.2   Computer resources:
Computers with installation of SAS computing software.

5.   Budget implications:

5.1   Proposed method of staffing:
Existing faculty will teach this course.

5.2   Special equipment needed:
A classroom equipped with an instructor desktop (with installed statistical software) hooked to an LCD projector is sufficient; the department has access to such classrooms.

5.3   Expendable materials needed: None
5.4   Laboratory materials needed: None

6.   Proposed term for implementation: Spring 2018

7. Dates of prior committee approvals:

Department of Mathematics	September 15, 2017
Ogden College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Proposal Date: August 16, 2017

Ogden College of Science and Engineering
Department of Mathematics
Proposal to Revise A Program
(Action Item)

Contact Person: Melanie Autin, melanie.autin@wku.edu, 5-6171

1.   Identification of program:

   1.1   Current program reference number: 313
   1.2   Current program title: Minor in Applied Statistics
   1.3   Credit hours: a minimum of 19 hours

2.   Identification of the proposed program changes:

   - Remove MATH 382 and MATH 470 as optional courses in the minor.
   - Add STAT 402 to required courses.
   - Change the required coursework hours from 13 to 16 and the elective hours from 6 to 3.

3.   Detailed program description:

A minor in applied statistics requires a minimum of 19 semester hours. This program is designed for a student seeking a career as a statistical programmer/analyst/consultant in a knowledge-based industry or in a research institution.	A minor in applied statistics requires a minimum of 19 semester hours. This program is designed for a student seeking a career as a statistical programmer/analyst/consultant in a knowledge-based industry or in a research institution.
The student who elects a minor in applied statistics must complete a minimum of ~~13~~ credit hours, as follows: MATH 136 or MATH 142; STAT 301, STAT 330, and STAT 401. In addition, the student is required to take ~~relevant elective courses to total~~ at least ~~6~~ credit hours from the following: (1) any 300-level or 400-level STAT course other than STAT 301, STAT 330, and STAT 401; (2) ~~MATH 382,~~ MATH 482~~, or MATH 470~~; (3) at ~~most~~ 3 credit hours of 300-400 level statistical coursework relevant to the student's area of study (with prior approval from the Statistics Education Committee of the Department of Mathematics).	The student who elects a minor in applied statistics must complete a minimum of **16 required** credit hours, as follows: MATH 136 or MATH 142; STAT 301, STAT 330, STAT 401, **and STAT 402**. In addition, the student is required to take at least **3** credit hours **of relevant elective coursework** from the following: (1) any 300-level or 400-level STAT course other than STAT 301, STAT 330, STAT 401, **and STAT 402**; (2) MATH 482; (3) at **least** 3 credit hours of 300-400 level statistical coursework relevant to the student's area of study (with prior approval from the Statistics Education Committee of the Department of Mathematics).

(Side-by-side table is required for most program changes showing revised program on the right and identifying deletions by strike-through and additions in boldface.)

4.   Rationale for the proposed program change:

Overall, these changes will allow for a more inclusive opportunity for students wishing to minor in Applied Statistics. Currently, it is very difficult for students who are not already studying mathematics to complete the minor, since most students in the minor must take MATH 382 and MATH 482 to complete the requirements. These two courses are mathematically rigorous in content and require an additional 11 hours in mathematics prerequisites. Adding STAT 402 as a required course will allow for a more discipline-diverse student population in the minor. More detailed justifications for each of the proposed changes are as follows:

- Although MATH 382 Probability & Statistics I and MATH 470 Introduction to Operations Research are applied mathematics courses, they are not applied statistics courses. In fact, there is very little statistics in either of these courses. MATH 482 can be kept as an option in the minor, as the material in this course lays a theoretical foundation for statistical inference; however, MATH 382 almost exclusively covers probability.
- STAT 402 Experimental Design is a fundamental applied statistics course. This course gives students the foundational skills of designing and analyzing experiments, with emphasis on the interpretation of statistical results and the use of statistical software. The American Statistical Association includes design of experiments in its list of specific topics to include in a minor in statistics (second to only applied regression, which is currently required in the minor). Furthermore, adding STAT 402 as a requirement will allow for a more frequent, traditional offering of the course. As it is not currently required in the minor, it has been offered recently as only an independent study course.
- Since STAT 402 is being added as a requirement, only 3 additional elective hours are needed to complete the minor.

5.   **Proposed term for implementation and special provisions (if applicable):** Fall 2018

6.   **Dates of prior committee approvals:**

Department of Mathematics	September 15, 2017
Ogden College Curriculum Committee	October 3, 2017
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

May 18, 2017

Potter College of Arts & Letters
Modern Languages
Proposal to Create a Temporary Course
(Information Item)

Contact Person: Laura McGee, laura.mcgee@wku.edu, 270-745-2401

1. **Identification of proposed course:**
   1.6   Course prefix (subject area) and number: JAPN 310
   1.7   Course title: Advanced Japanese Conversation Abroad
   1.8   Abbreviated course title: Advanced Japanese Conv Abroad
           (maximum of 30 characters or spaces)
   1.9   Credit hours: 3
   1.10 Schedule type: L
   1.11 Prerequisites/corequisites: Japanese 202 or equivalent
   1.12 Grade type: _X___ standard letter grade ____ pass/fail ____in progress (IP)
   1.13   Course description: To enhance the vocabulary and oral communication skills of the student with a
             background of two year of college Japanese or equivalent. The course involves intensive speaking
             and writing, and emphasis will be placed on bringing the student into contact with the Japanese
             people and various aspects of their culture. **Fulfills World Language with a grade of C or better.**

2. **Rationale**
   2.6   Reason for offering this course on a temporary basis: This first time offering is designed to assess the
             demand for such a course, and to gather information on language acquisition and cultural
             encounters in the abroad context. The Kentucky Institute for International Studies and its faculty will
             work with the Department of Modern Languages to assess the viability of this course as a regular
             offering.
   2.7   Relationship of the proposed course to courses offered in other academic units: The course builds
             on the four semesters of language study available on campus at WKU, and it can become an elective
             in the Japanese curriculum. It will be of interest to students majoring in Asian Religions and Cultures
             and in International Affairs.

3. **Description of proposed course**
   3.1 Course content outline: The content of the course will include assignments from a course packet

   and authentic materials. Students may expect to listen and speak to native speakers of Japanese in

   order to develop their speaking skills, engage in "role play" in class, offer oral reports and

   participate in discussions. A final project will be completed and presented at the end of the

   course.

   3.2 Tentative text(s): Course packet with materials to support the location as a laboratory for

   learning.

4. **Second offering of a temporary course (if applicable)**
   4.1 Reason for offering this course a second time on a temporary basis: NA
   4.2 Term course was first offered: NA
   4.3 Enrollment in first offering: Expected enrollment of 10.

5. **Term of Implementation:** Summer 2018

6. **Dates of review/approvals:**

   Department of Modern Languages   **5/18/2017**
   _____

   Dean, Potter College of Arts & Letters   **5/22/2017**
   _____

   Office of the Provost
   _____

Potter College of Arts & Letters
Communication
Proposal to Revise Course Title
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1 Identification of proposed course:

      1.1   Course prefix (subject area) and number: COMM 240
      1.2   Course title: Critical Listening
      1.3   Credit Hours: 3

2.   **Proposed course title:** Effective Listening

3.   **Proposed abbreviated course title:** Effective Listening

4.   **Rationale for the revision of course title:** Critical Listening is only one narrow aspect of listening intended to listen to evaluate or judge. Effective listening describes the overall purpose of the course more accurately.

5.   **Proposed term for implementation:** Fall 2018

6.   **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	N/A
General Education Committee (if applicable)	N/A
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Suspend a Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Current course prefix (subject area) and number: COMM 249
    1.2   Course title: Interpretation of Literature

2. **Rationale for the course suspension:** Course has not been taught in many years and no existing faculty wish to teach it in the foreseeable future.

3. **Effect of course suspension on programs or other departments, if known:** None

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   **12 Oct 2017**

    Professional Education Council (if applicable)   N/A

    General Education Committee (if applicable)   N/A

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Suspend a Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Current course prefix (subject area) and number: COMM 343
    1.2   Course title: Speech Writing and Speech Analysis

2. **Rationale for the course suspension:** This course is being suspended because it has a great deal of overlap with COMM 345: Advanced Public Speaking. The speech/message analysis components not covered in COMM 345 are or will be covered in COMM 388: Political Communication and COMM 346: Persuasion going forward.

3. **Effect of course suspension on programs or other departments, if known:** As COMM 343 is only an elective, it should not affect students negatively. There are numerous other elective options for COMM majors. This course is being suspended rather than COMM 345 or COMM 346 because it is used by few, if any, other majors as an elective. COMM 345 and COMM 346 are used as electives by numerous majors.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   **12 Oct 2017**

    Professional Education Council (if applicable)   NA

    General Education Committee (if applicable)   N/A

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Music
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Dr. Matthew Herman matthew.herman@wku.edu   (270) 745-5400

1.   Identification of course:

      1.1   Course prefix (subject area) and number: MUS 206
      1.2   Course title: Composition

2.   Current prerequisites/corequisites/special requirements: none

3.   Proposed prerequisites/corequisites/special requirements:

    Prerequisite: MUS 101 or consent of the instructor

4.   Rationale for the revision of prerequisites/corequisites/special requirements:

    Students must possess a fluency with music fundamentals (notes, rhythm & meter, scales and triads) in order to properly complete course assignments and projects

5.   Effect on completion of major/minor sequence: none

6.   Proposed term for implementation: First Available

7.   Dates of prior committee approvals:

Department/ Unit   **Music**   **August 16, 2017**

College Curriculum Committee   **7 Sept 2017**

Professional Education Council (if applicable)

General Education Committee (if applicable)

Undergraduate Curriculum Committee   October 26, 2017

University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

      1.1   Course prefix (subject area) and number: AD 240
      1.2   Course title: Advertising in a Digital World

2.   Current prerequisites/corequisites/special requirements:

      Prerequisites: SJB 101 and 102 or instructor permission

3.   Proposed prerequisites/corequisites/special requirements: None

4.   Rationale for the revision of prerequisites/corequisites/special requirements: This change will facilitate earlier student engagement into the major and likely increase student retention. It also reflects the movement of the advertising major from the School of Journalism and Broadcasting to the Department of Communication.

5.   Effect on completion of major/minor sequence: Expedites it

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

      1.1   Course prefix (subject area) and number: AD 300
      1.2   Course title: Research in Advertising and Public Relations

2.   Current prerequisites/corequisites/special requirements:

      Prerequisites: Either AD 240 for majors in advertising or PR 355 for majors in

      public relations and a statistics course: ECON 206 or SOCL 300 or MATH 183 or

      PSY 313 / PSYS 313 or AMS 271.

3.   Proposed prerequisites/corequisites/special requirements:

      Prerequisites: AD 240 **OR** COMM 200 **OR** PR 255, or instructor permission; and Math 109 or
      higher.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Statistics is no longer a necessary prerequisite for this course or SOCL 302. This change also reflects the movement of the advertising and public relations majors to the Department of Communication.

5.   Effect on completion of major/minor sequence: Expedites it

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Theatre & Dance
Proposal to Revise Course Number
(Action Item)

Contact Person: Amanda Clark, Amanda.clark@wku.edu, 52956

1. **Identification of proposed course**
    1.1   Course prefix (subject area) and number: DANC 200
    1.2   Course title: Dance Pedagogy

2. **Proposed course number:** 301

3. **Rationale for revision of course number:** Dance Pedagogy is offered to B.A. in Dance majors during their junior or senior year. Upon review of our curriculum, in preparation for membership renewal with our accrediting body, the National Association of Schools of Dance, we recognize that a revision of this course number is long overdue. This course was incorrectly numbered at its conception. The discussion topics, assignments, projects, and overall workload, which are not being revised, are equivalent to a 300-level course. With new leadership in the program, this issue is finally being resolved. This revised course number also aligns with similar courses offered at benchmark institutions.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

    Department of Theatre & Dance: 08/15/2017

    Potter College Curriculum Committee: **7 Sept 2017**

    Undergraduate Curriculum Committee: **12 Oct 2017**

    University UCC   October 26, 2017

    University Senate:

Potter College of Arts & Letters
Department of Theatre & Dance
Proposal to Revise Course Credit Hours
(Action Item)

Contact Person: Meghen McKinley, Meghen.McKinley@wku.edu, 270-883-9589

1. **Identification of course:**

    1.1   Current course prefix (subject area) and number: DANC 235
    1.2   Course title: Dance Improvisation
    1.3   Credit hours: 3

2. **Proposed course credit hours: 2**

3. **Rationale for the revision of course credit hours:**

    Dance Improvisation, a movement based course, educates students in the exploration of movement and the use of improvisation as a tool in movement innovation. Revising the credit hour requirement from three to two credit hours establishes a more appropriate parallel to the other movement courses offered within the Dance Program. Two credit hours better reflects the assignments, projects, and overall student workload required within this course. This credit hour adjustment also aligns with similar courses offered at our benchmark institutions.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

    Department of Theatre & Dance: 8/15/17

    Potter College Curriculum Committee   **7 Sept 2017**

    Undergraduate Curriculum Committee   **12 Oct 2017**

    University UCC   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

      1.1   Course prefix (subject area) and number: AD 330
      1.2   Course title: Branding

2.   **Current prerequisites/corequisites/special requirements:**

      Prerequisites: AD 300 or permission of instructor.

3.   **Proposed prerequisites/corequisites/special requirements:**

      Prerequisites: AD 300 **_OR_** COMM 300 **_OR_** PS 301 **_OR_** SOCL 302 with a grade of "C" or better or instructor permission.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** This change reflects the movement of the advertising and public relations majors to the Department of Communication as well as the department's decision to allow any of the listed courses to fulfill a student's research requirement for any of its majors. The Department Heads of both Sociology and Political Science are aware of and agreed to this change.

5.   **Effect on completion of major/minor sequence:** Expedites it

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

      Department of Communication   September 7, 2017

      Potter College Curriculum Committee   **12 Oct 2017**

      Professional Education Council (if applicable)

      General Education Committee (if applicable)

      Undergraduate Curriculum Committee   October 26, 2017

      University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

    1.1   Course prefix (subject area) and number: AD 349
    1.2   Course title: Advertising Media

2.   **Current prerequisites/corequisites/special requirements:**

    Prerequisites: AD 300 or permission of instructor.

3.   **Proposed prerequisites/corequisites/special requirements:**

    Prerequisites: AD 300 _**OR**_ COMM 300 _**OR**_ PS 301 _**OR**_ SOCL 302 or instructor permission

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** This change reflects the movement of the advertising and public relations majors to the Department of Communication as well as the department's decision to allow any of the listed courses to fulfill a student's research requirement for any of its majors. The Department Heads of both Sociology and Political Science are aware of and agreed to this change.

5.   **Effect on completion of major/minor sequence:** Expedites it

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

   1.1   Course prefix (subject area) and number: AD 410
   1.2   Course title: Portfolio

2.   **Current prerequisites/corequisites/special requirements:**

   Prerequisite: IXD 400 or permission of instructor

3.   **Proposed prerequisites/corequisites/special requirements:**

   Prerequisites: Permission of Instructor. For Advertising majors only.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** IXD 400 is no longer a required course in the major.

5.   **Effect on completion of major/minor sequence:** Expedites it

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

   1.1   Course prefix (subject area) and number: COMM 200
   1.2   Course title: Communication Foundations

2.   Current prerequisites/corequisites/special requirements:

   Prerequisite: COMM 145

   Prerequisite: ENG 100

3.   Proposed prerequisites/corequisites/special requirements:

   Prerequisite: COMM 145 or its OC Equivalent, and ENG 100 or its W1 equivalent, or instructor permission.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Students have trouble registering for COMM 200 with the current prerequisite language because their transfer courses, which WKU counts as OC and W1 equivalent courses for Colonnade, are not designated COMM 145/ENG 100. The department currently waives COMM 145 for students transferring in with an Oral Communication equivalent. This change reflects our processes.

5.   Effect on completion of major/minor sequence: Expedites it.

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

   Department of Communication   September 7, 2017

   Potter College Curriculum Committee   **12 Oct 2017**

   Professional Education Council (if applicable)

   General Education Committee (if applicable)

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1 Course prefix (subject area) and number: COMM 300
    1.2 Course title: Introduction to Communication Research Methods

2. **Current prerequisites/corequisites/special requirements:**

    Prerequisites: COMM 145 and Math 109 or 116

    Prerequisite/Corequisite: COMM 200

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisites: COMM 200, and MATH 109 or higher or instructor permission. (COMM 200 may be taken concurrently)

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** Completion of COMM 145 is not a necessary pre-requisite for research methods. However, students need foundational knowledge of communication theory and academic writing, which they get in COMM 200, prior to or while taking this course. The math prerequisite change reflects changes in Math offerings. For example, Math now has Math 115 which is an acceptable course for our students as well.

5. **Effect on completion of major/minor sequence:** Expedites it.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: COMM 330
    1.2   Course title: Leadership Communication

2. **Current prerequisites/corequisites/special requirements:** None

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisite: Sophomore standing, permission of instructor

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** The sophistication of the readings and the challenge of the topics discussed in the course make this course more appropriate for sophomore-level students and above.

5. **Effect on completion of major/minor sequence:** None

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

   1.1   Course prefix (subject area) and number: COMM 345
   1.2   Course title: Advanced Public Speaking

2.   Current prerequisites/corequisites/special requirements:

   Prerequisite: COMM145 or permission of instructor

3.   Proposed prerequisites/corequisites/special requirements:

   Prerequisite: COMM 145 with a grade of "C" or better, or permission of instructor

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Students in COMM 345 need strong foundational public speaking skills.

5.   Effect on completion of major/minor sequence: None

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

      1.1   Course prefix (subject area) and number: COMM 346
      1.2   Course title: Persuasion

2.   **Current prerequisites/corequisites/special requirements:** None

3.   **Proposed prerequisites/corequisites/special requirements**:

      Prerequisite: COMM 200 **_OR_** ENG 300, or permission of instructor. (COMM 200 or ENG 300 may be taken concurrently)

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** Students in COMM 346 need strong foundational writing, research, and critical thinking skills as well as advanced understanding of the APA writing style. Those concepts are thoroughly covered by the writing in the disciplines courses that will now be a pre-req or co-req for this course.

5.   **Effect on completion of major/minor sequence:** As students are allowed to take COMM 346 and their writing in the disciplines course as co-reqs, this change should not slow down time to degree.

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

Department of Communication   September 7, 2017

Potter College Curriculum Committee   **12 Oct 2017**

Professional Education Council (if applicable)

General Education Committee (if applicable)

Undergraduate Curriculum Committee   October 26, 2017

University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: COMM 348
    1.2   Course title: Interpersonal Communication

2. **Current prerequisites/corequisites/special requirements:** None

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisite: COMM 200 **_OR_** ENG 300, or permission of instructor. (COMM 200 or ENG 300 may be taken concurrently)

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** Students in COMM 348 need strong foundational writing, research, and critical thinking skills as well as an advanced understanding of the APA writing style. Those concepts are thoroughly covered by the writing in the disciplines courses that will now be a pre-req or co-req for this course.

5. **Effect on completion of major/minor sequence:** As students are allowed to take COMM 348 and their writing in the disciplines course as co-reqs, this change should not slow down time to degree.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   **12 Oct 2017**

    Professional Education Council (if applicable)

    General Education Committee (if applicable)

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

    1.1   Course prefix (subject area) and number: COMM 362
    1.2   Course title: Organizational Communication

2.   Current prerequisites/corequisites/special requirements: None

3.   Proposed prerequisites/corequisites/special requirements:

    Prerequisite: COMM 200 **_OR_** ENG 300, or permission of instructor. (COMM 200 or ENG 300 may be taken concurrently).

4.   Rationale for the revision of prerequisites/corequisites/special requirements: Students in COMM 362 need strong foundational writing, research, and critical thinking skills as well as an advanced understanding of the APA writing style. Those concepts are thoroughly covered by the writing in the disciplines courses that will now be a pre-req or co-req for this course.

5.   Effect on completion of major/minor sequence: As students are allowed to take COMM 362 and their writing in the disciplines course as co-reqs, this change should not slow down time to degree.

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication   September 7, 2017

Potter College Curriculum Committee   __**12 Oct 2017**__

Professional Education Council (if applicable)

General Education Committee (if applicable)

Undergraduate Curriculum Committee   October 26, 2017

University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: COMM 374
    1.2   Course title: Gender Communication

2. **Current prerequisites/corequisites/special requirements:** None

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisite: Sophomore standing, or permission of instructor

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** The sophistication of the readings and the challenge of the topics discussed in the course make this course more appropriate for sophomore-level students and above.

5. **Effect on completion of major/minor sequence:** None

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   __**12 Oct 2017**__

    Professional Education Council (if applicable)   _____

    General Education Committee (if applicable)   _____

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate   _____

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: COMM 388
    1.2   Course title: Political Communication

2. **Current prerequisites/corequisites/special requirements:**
    2.1   **Prerequisite:** Senior standing or permission of the instructor

3. **Proposed prerequisites/corequisites/special requirements:**
    3.1   **Prerequisite**: Sophomore standing, or permission of instructor

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** The sophistication of the readings and the challenge of the topics discussed in the course make this course more appropriate for sophomore-level students and above. However, requiring students to wait for their senior year to take this course is unnecessarily prohibitive.

5. **Effect on completion of major/minor sequence:** Expedites it

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

1.1   Course prefix (subject area) and number: COMM 440
1.2   Course title: Health Communication

2.   Current prerequisites/corequisites/special requirements:

Prerequisites: COMM 200 or instructor permission for majors only. Non-majors have no prerequisites.

Prerequisite/Corequisite: COMM 300 or instructor permission for majors only. Non-majors have no prerequisites.

3.   Proposed prerequisites/corequisites/special requirements:

Prerequisites: Sophomore standing and COMM 200 ***OR*** ENG 300 with a grade of "C" or better, or permission of instructor.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: COMM 300 is not a necessary pre/co-requisite for COMM 440. Students must know how to read academic journal articles and how to write academically, which they learn in their writing in the disciplines course, prior to taking this course. Thus, COMM 200 or ENG 300 is a necessary prerequisite for this course.

5.   Effect on completion of major/minor sequence: none

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

      1.1   Course prefix (subject area) and number: COMM 448
      1.2   Course title: Advanced Interpersonal Communication

2.   **Current prerequisites/corequisites/special requirements:**

      Prerequisites: COMM 200 and COMM 348

      Prerequisite/Corequisite: COMM 300 or instructor permission

3.   **Proposed prerequisites/corequisites/special requirements**:

      Prerequisites: COMM 348 with a grade of "C" or better, or permission of instructor.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** COMM 300 is not a necessary pre/co-requisite for COMM 448. Students must know the basic tenets of communication theory, how to read academic journal articles, and how to write academically, which they learn in COMM 200, prior to taking this course. This course builds on the knowledge obtained in COMM 348. Thus, COMM 348 is a necessary prerequisite for this course.

5.   **Effect on completion of major/minor sequence:** Expedites it.

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

      Department of Communication   September 7, 2017

      Potter College Curriculum Committee   **12 Oct 2017**

      Professional Education Council (if applicable)

      General Education Committee (if applicable)

      Undergraduate Curriculum Committee   October 26, 2017

      University Senate

Potter College of Arts & Letters
Department of Political Science
Proposal to Suspend a Course
(Consent Item)

Contact Person: Daniel Boden   Daniel.boden@wku.edu 270-745-6357

1. **Identification of course:**

   1.1   Current course prefix (subject area) and number: PS 440
   1.2   Course title: Elements of Public Administration

2. **Rationale for the course suspension:** The department has recently started a Joint Undergraduate-Master's Program (JUMP) program. Due to this change, the department does not anticipate offering this course for several years.

3. **Effect of course suspension on programs or other departments, if known: None**

4. **Proposed term for implementation: Fall 2018**

5. **Dates of prior committee approvals:**

Department/ Unit	**April 17, 2017**
College Curriculum Committee	**7 Sept 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Political Science
Proposal to Suspend a Course
(Consent Item)

Contact Person: Daniel Boden   Daniel.boden@wku.edu 270-745-6357

1. **Identification of course:**

    1.1   Current course prefix (subject area) and number: PS 441
    1.2   Course title: Public Personnel Administration

2. **Rationale for the course suspension:** The department has recently started a Joint Undergraduate-Master's Program (JUMP) program. Due to this change, the department does not anticipate offering this course for several years.

3. **Effect of course suspension on programs or other departments, if known: None**

4. **Proposed term for implementation: Fall 2018**

5. **Dates of prior committee approvals:**

Department/ Unit	**April 17, 2017**
College Curriculum Committee	**7 Sept 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Political Science
Proposal to Suspend a Course
(Consent Item)

Contact Person: Daniel Boden Daniel.boden@wku.edu   270-745-6357

1. **Identification of course:**

     1.1   Current course prefix (subject area) and number: PS 442
     1.2   Course title: Government Financial Administration

2. **Rationale for the course suspension:** The department has recently started a Joint Undergraduate-Master's Program (JUMP) program. Due to this change, the department does not anticipate offering this course for several years.

3. **Effect of course suspension on programs or other departments, if known:** None

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

Department/ Unit	**April 17, 2017**
College Curriculum Committee	**7 Sept 2017**
Professional Education Council (if applicable)	
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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

        1.1   Course prefix (subject area) and number: COMM 450
        1.2   Course title: Family Communication

2.   **Current prerequisites/corequisites/special requirements:**

        Prerequisites: COMM 200 and COMM 348

        Prerequisite/Corequisite: COMM 300 or instructor permission

3.   **Proposed prerequisites/corequisites/special requirements**:

        Prerequisites: COMM 348 with a grade of "C" or better, or permission of instructor.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** COMM 300 is not a necessary pre/co-requisite for COMM 450. Students must know the basic tenets of communication theory, how to read academic journal articles, and how to write academically, which they learn in COMM 200, prior to taking this course. This course builds on the knowledge obtained in COMM 348. Thus, COMM 348 is a necessary prerequisite for this course.

5.   **Effect on completion of major/minor sequence:** Expedites it.

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

        Department of Communication   September 7, 2017

        Potter College Curriculum Committee   **12 Oct 2017**

        Professional Education Council (if applicable)

        General Education Committee (if applicable)

        Undergraduate Curriculum Committee   October 26, 2017

        University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

      1.1   Course prefix (subject area) and number: COMM 451
      1.2   Course title: Communication in the Digital Age

2.   Current prerequisites/corequisites/special requirements:

      Prerequisites: COMM 200 or instructor permission

      Prerequisite/Corequisite: COMM 300 or instructor permission

3.   Proposed prerequisites/corequisites/special requirements:

      Prerequisites: Sophomore standing and COMM 200 **_OR_** ENG 300 with a grade of "C" or better, or permission of instructor.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: COMM 300 is not a necessary pre/co-requisite for COMM 451. Students must know how to read academic journal articles and how to write academically, which they learn in their writing in the disciplines course, prior to taking this course. Thus, COMM 200 or ENG 300 is a necessary prerequisite for this course.

5.   Effect on completion of major/minor sequence: Expedites it.

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

1.1 Course prefix (subject area) and number: COMM 462
1.2 Course title: Advanced Organizational Communication

2. **Current prerequisites/corequisites/special requirements:**

Prerequisites: COMM 200 and COMM 362 or instructor permission

Prerequisite/Corequisite: COMM 300 or instructor permission

3. **Proposed prerequisites/corequisites/special requirements**:

Prerequisite: COMM 362 with a grade of "C" or better, or permission of instructor

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** COMM 300 is not a necessary pre/co-requisite for COMM 462. Students must know the basic tenets of communication theory, how to read academic journal articles, and how to write academically, which they learn in COMM 200, prior to taking this course. This course builds on the knowledge obtained in COMM 362. Thus, COMM 362 is a necessary prerequisite for this course.

5. **Effect on completion of major/minor sequence:** Expedites it.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

   1.1   Course prefix (subject area) and number: COMM 463
   1.2   Course title: Advanced Intercultural Communication

2.   **Current prerequisites/corequisites/special requirements:**

   Prerequisites: COMM 200 or instructor permission

   Prerequisite/Corequisite: COMM 300 or instructor permission

3.   **Proposed prerequisites/corequisites/special requirements**:

   Prerequisites: Any Colonnade K-SC **_OR_** K-LG course, all with a grade of "C" or better, or instructor permission

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** COMM 463 is an elective for the communication studies major and many other programs outside of the Department of Communication such as international business, international affairs, mass communication, African-American studies, military leadership, and advanced professionalism. As an advanced course on intercultural communication, students need to come to the course with the ability to make social and cultural and/or local to global connections. Thus, any Colonnade category K-SC or K-LG course will provide students with an appropriate background for this course.

5.   **Effect on completion of major/minor sequence:** None

6.   **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**<u>12 Oct 2017</u>**
Professional Education Council (if applicable)	
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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

   1.1   Course prefix (subject area) and number: COMM 470
   1.2   Course title: Organizational Relationships

2. **Current prerequisites/corequisites/special requirements:**

   Prerequisites: COMM 200 and COMM 362

   Prerequisite/Corequisite: COMM 300 or instructor permission

3. **Proposed prerequisites/corequisites/special requirements**:

   Prerequisites: COMM 200 with a grade of "C" or better and COMM 348 OR COMM 362 with a grade of "C" or better or permission of instructor

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** COMM 300 is not a necessary pre/corequisite for COMM 470. Students must know the basic tenets of communication theory, how to read academic journal articles, and how to write academically, which they learn in COMM 200, prior to taking this course. They also need basic understanding in either interpersonal or organizational communication prior to taking this course. Thus, the retention of COMM 200 and COMM 362 as a pre-reqs and the addition of COMM 348 as an option.

5. **Effect on completion of major/minor sequence:** Expedites it.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	12 Oct 2017
Potter College of Arts & Letters	
Professional Education Council (if applicable)	
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Undergraduate Curriculum Committee	October 26, 2017
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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

      1.1   Course prefix (subject area) and number: COMM 489
      1.2   Course title: Internship in Communication

2.   **Current prerequisites/corequisites/special requirements:**

      Prerequisites: COMM 200, 362, and junior standing. For departmental majors only.

      Prerequisite/Corequisite: COMM 300 or instructor permission

3.   **Proposed prerequisites/corequisites/special requirements**:

      Prerequisites: COMM 200 and 362 with a grade of "C" or better, and junior standing. For departmental majors only.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** Faculty have determined that the knowledge base students get in COMM 300 is not necessary for the content of this course.

5.   **Effect on completion of major/minor sequence:** Expedites it.

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

      Department of Communication   September 7, 2017

      Potter College Curriculum Committee   **12 Oct 2017**

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      Undergraduate Curriculum Committee   October 26, 2017

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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: COMM 495
    1.2   Course title: Independent Study in Communication

2. **Current prerequisites/corequisites/special requirements:**

    Prerequisites: COMM 200 or instructor permission

    Prerequisite/Corequisite: COMM 300

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisites: COMM 200 with a grade of "C" or better, and permission of instructor.

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** Faculty have determined that the knowledge base students get in COMM 300 is not necessary for the content of this course.

5. **Effect on completion of major/minor sequence:** Expedites it.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
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Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

   1.1   Course prefix (subject area) and number: IXD 320
   1.2   Course title: User Experience Design

2.   Current prerequisites/corequisites/special requirements:

   Prerequisites: SJB 210 and AD 240

3.   Proposed prerequisites/corequisites/special requirements:

   Prerequisites: AD/SJB 210 and AD 240 with a grade of "C" or better, or permission of instructor.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: This change reflects the movement of the AD and IXD programs to the Department of Communication, as well as the creation of course equivalencies.

5.   Effect on completion of major/minor sequence: None

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

   Department of Communication   September 7, 2017

   Potter College Curriculum Committee   **12 Oct 2017**

   Professional Education Council (if applicable)

   General Education Committee (if applicable)

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

 1.1   Course prefix (subject area) and number: IXD 400
 1.2   Course title: Advanced Interactive Design

2.   **Current prerequisites/corequisites/special requirements:**

 Prerequisites/Corequisites: AD 300, 330 and IXD 350; or permission of instructor.

3.   **Proposed prerequisites/corequisites/special requirements:**

 Prerequisites: IXD 320, IXD 330/SJB 330, and IXD/SJB 340, all with a grade of "C" or better, or permission of instructor.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** IXD 400, Advanced Interactive Design, is a lab course for students pursuing advanced knowledge in Interactive Experience Design (IXD). The course provides students an in-depth application of the structure, planning, and process of designing successful interactive projects. Students will utilize skills gained from more basic design and programming classes found in the advertising curriculum to complete interactive projects. As such, IXD 320 User Experience Design, IXD/SJB 330 Introduction to Interactive Design, and IXD/SJB 340 Programming for Media Platforms should be categorized as prerequisites for the course.

5.   **Effect on completion of major/minor sequence:** None

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

 Department of Communication   September 7, 2017

 Potter College Curriculum Committee   **12 Oct 2017**

 Professional Education Council (if applicable)

 General Education Committee (if applicable)

 Undergraduate Curriculum Committee   October 26, 2017

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Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: PR 356
    1.2   Course title: Digital Tactics in Public Relations

2. **Current prerequisites/corequisites/special requirements:**

    Prerequisites: PR 355

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisites: PR 255 and JOUR 202 with a grade of "C" or better, or permission of instructor.

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** PR 355 is undergoing a course number change to PR 255. The skills students learn in JOUR 202 are necessary for success in PR 356.

5. **Effect on completion of major/minor sequence:** Expedites it.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**

    1.1   Course prefix (subject area) and number: PR 358
    1.2   Course title: Public Relations Writing and Production

2.   **Current prerequisites/corequisites/special requirements:**

    Prerequisites: PR 355

3.   **Proposed prerequisites/corequisites/special requirements**:

    Prerequisites: PR 255 and JOUR 202 with a grade of "C" or better, or permission of instructor.

4.   **Rationale for the revision of prerequisites/corequisites/special requirements:** PR 355 is undergoing a course number change to PR 255. The skills students learn in JOUR 202 are necessary for success in PR 355.

5.   **Effect on completion of major/minor sequence:** Expedites it.

6.   **Proposed term for implementation:** Fall 2018

7.   **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**

    1.1   Course prefix (subject area) and number: PR 454
    1.2   Course title: Public Relations Strategy and Planning

2. **Current prerequisites/corequisites/special requirements:**

    Prerequisites: AD 300, PR 356, PR358

3. **Proposed prerequisites/corequisites/special requirements**:

    Prerequisites: AD 300 **_OR_** COMM 300 **_OR_** PS 301 **_OR_** SOCL 302, and PR 356 **_OR_** PR 358, all with a grade of "C" or better, or instructor permission.

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** A faculty analysis of the syllabi in AD 300, COMM 300, PS 301, and SOCL 302 determined that the learning outcomes in each course provided sufficient methodological background for students. Further, it makes double-majoring in these disciplines easier. The skills in either PR 356 or 358 also provide similar preparation. All departments involved have been contacted and agree to the listing of their courses as options.

5. **Effect on completion of major/minor sequence:** Expedites it.

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of course:

      1.1   Course prefix (subject area) and number: PR 456
      1.2   Course title: Public Relations Management

2.   Current prerequisites/corequisites/special requirements:

      Prerequisites: AD 300, PR 454

3.   Proposed prerequisites/corequisites/special requirements:

      Prerequisites: PR 454 with a grade of "C" or better or instructor permission.

4.   Rationale for the revision of prerequisites/corequisites/special requirements: As PR 454 is a pre-req for this course and a research methods course is a pre-req for 454 (whose pre-reqs are also being revised in this packet), there is no need to list AD 300 as a pre-req for PR 456.

5.   Effect on completion of major/minor sequence: Expedites it.

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create an Equivalent Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of existing course:**
    1.1   Current course prefix (subject area) and number: SJB 210
    1.2   Course title: Software Studio for Designers

2. **Identification of proposed equivalent course prefix (es) and numbers:** AD 210

3. **Rationale for each equivalent course:** This course originally was created and has been taught solely by Advertising faculty. It is a key course in their curriculum. The course also serves programs in the School of Journalism and Broadcasting. Since Advertising faculty members are now are located in the Department of Communication, courses taught only by them should carry an IXD/AD prefix. The Department of Communication asks for equivalency rather than a complete change of prefix so that School of Journalism and Broadcasting students can continue to take the course as an elective with the current SJB prefix, thereby avoiding accrediting issues. Further, the Department of Communication agrees SJB faculty members should have the opportunity to teach sections of this course under their prefix if they so choose. The School of Journalism and Broadcasting was consulted and supports the proposal.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   **12 Oct 2017**

    Professional Education Council (if applicable)

    General Education Committee (if applicable)

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create an Equivalent Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of existing course:**
   1.1   Current course prefix (subject area) and number: ENG 212
   1.2   Course title: Introduction to Digital Texts and Media

2. **Identification of proposed equivalent course prefix (es) and numbers:** COMM 212

3. **Rationale for each equivalent course:** In 2016, the Department of English proposed this course. As the Department of Communication was in the middle of its merger with Public Relations and Advertising, The Department of Communication asked to be able to offer an equivalent course in the future. The English proposal states, "Representatives from the Departments of English and Communication agree that an equivalent course may be proposed by the Department of Communication in the future." Given the department's expanding focus on digital communication, this course will serve students going forward.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

   Department of Communication   September 7, 2017

   Potter College Curriculum Committee   **12 Oct 2017**

   Professional Education Council (if applicable)

   General Education Committee (if applicable)

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create an Equivalent Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of existing course:**
    1.1   Current course prefix (subject area) and number: SPM 315
    1.2   Course title: Sport Communication

2. **Identification of proposed equivalent course prefix (es) and numbers:** COMM 315

3. **Rationale for each equivalent course:** In 2013, the Department of Kinesiology, Recreation, and Sport created this course. At that time, representatives of COMM and PR asked to be able to offer an equivalent course in the future. As stated in that proposal, "Representatives of the Departments of Kinesiology, Recreation & Sport, Communications, and Journalism met to discuss this course. In the future, it was agreed that equivalent courses will be proposed by the Department of Communication and Journalism." As PR is now a member of the Department of Communication, such a course is not only prudent, but able to be staffed on a regular rotation.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

	September 7, 2017
Department of Communication	
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Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
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Potter College of Arts & Letters
Department of Communication
Proposal to Create an Equivalent Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of existing course:**
   1.1 Current course prefix (subject area) and number: SJB 330
   1.2 Course title: Interactive Design

2. **Identification of proposed equivalent course prefix (es) and numbers:** IXD 330

3. **Rationale for each equivalent course:** This course originally was created and has been taught solely by Advertising faculty members. It is a key course in their IXD curriculum. The course also serves programs in the School of Journalism and Broadcasting. Since Advertising faculty members are now located in the Department of Communication, courses taught only by them should carry an IXD/AD prefix. The Department of Communication asks for equivalency rather than a complete change of prefix so that School of Journalism and Broadcasting students can continue to take the course as an elective with the current SJB prefix, thereby avoiding accrediting issues. Further, the Department of Communication agrees SJB faculty members should have the opportunity to teach sections of this course under their prefix if they so choose. The School of Journalism and Broadcasting was consulted and supports the proposal.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

   Department of Communication   September 7, 2017

   Potter College Curriculum Committee   **12 Oct 2017**

   Professional Education Council (if applicable)

   General Education Committee (if applicable)

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create an Equivalent Course
(Consent Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of existing course:**
    1.1   Current course prefix (subject area) and number: SJB 340
    1.2   Course title: Programming for Media Platforms

2. **Identification of proposed equivalent course prefix (es) and numbers:** IXD 340

3. **Rationale for each equivalent course:** This course originally was created and has been taught solely by Advertising faculty members. It is a key course in their IXD curriculum. The course also serves programs in the School of Journalism and Broadcasting. Since Advertising faculty members are now located in the Department of Communication, courses taught only by them should carry an IXD/AD prefix. The Department of Communication asks for equivalency rather than a complete change of prefix so that School of Journalism and Broadcasting students can continue to take the course as an elective with the current SJB prefix, thereby avoiding accrediting issues. Further, the Department of Communication agrees SJB faculty members should have the opportunity to teach sections of this course under their prefix if they so choose. The School of Journalism and Broadcasting was consulted and supports the proposal.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**
        1.1   Current course prefix (subject area) and number: AD 448
        1.2   Course title: AD Internship or Practicum

2.   **Revise course title:**
        2.1   Current course title: N/A
        2.2   Proposed course title: N/A
        2.3   Proposed abbreviated title: N/A
        2.4   Rationale for revision of course title: N/A

3.   **Revise course number:**
        3.1   Current course number: AD 448
        3.2   Proposed course number: AD 489
        3.3   Rationale for revision of course number: With the merger of AD into the COMM department, the curriculum committee decided that the course numbers for each major's internship course should align. This change reflects that alignment as COMM's internship is COMM 489.

4.   **Revise course prerequisites/corequisites/special requirements:**
        4.1   Current prerequisites/corequisites/special requirements:
                    Prerequisite: 18 hours in the major and permission of sequence head.

        4.2   Proposed prerequisites/corequisites/special requirements:
                    Prerequisite: 18 hours in the major, and permission of instructor. For departmental majors only.

        4.3   Rationale for revision of course prerequisites/corequisites/special requirements: This language reflects changes in departmental structure. There is no "sequence head" in our revised structure.

        4.4   Effect on completion of major/minor sequence: Expedites it.

5.   **Revise course catalog listing:**
        5.1   Current course catalog listing: Professional-quality experience outside or inside the University for a fixed period of time and conforming to minimum standards established by the School. Follow-up with consist student reports and employer evaluation.

5.2 Proposed course catalog listing: Professional-quality experience outside or inside the University for a fixed period of time. Follow-up with consist student reports and employer evaluation. Open only to Advertising majors. Course will be repeatable once for credit (only 3 hours will count for credit toward major).

5.3 Rationale for revision of course catalog listing: The new language reflects changes in department structure as PR is now part of the Department of Communication. It also makes the PR Internship registration and repeat policies similar to those of the COMM Internship.

6. Revise course credit hours:
6.1 Current course credit hours: N/A
6.2 Proposed course credit hours: N/A
6.3 Rationale for revision of course credit hours: N/A

7. Revise grade type:
7.1 Current grade type: N/A
7.2 Proposed grade type: N/A
7.3 Rationale for revision of grade type: N/A

8. Proposed term for implementation: Fall 2018

9. Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**
         1.1   Current course prefix (subject area) and number: COMM 400
         1.2   Course title: Special Topics in Communication

2.   **Revise course title:**
         2.1   Current course title: N/A
         2.2   Proposed course title: N/A
         2.3   Proposed abbreviated title: N/A
         2.4   Rationale for revision of course title: N/A

3.   **Revise course number:**
         3.1   Current course number: N/A
         3.2   Proposed course number: N/A
         3.3   Rationale for revision of course number: N/A

4.   **Revise course prerequisites/corequisites/special requirements:**
         4.1   Current prerequisites/corequisites/special requirements:
                      Prerequisite: COMM 200.
                      Prerequisite/Corequisite: COMM 300 or instructor permission

         4.2   Proposed prerequisites/corequisites/special requirements:
                      Prerequisite: Sophomore standing and COMM 200 **_OR_** ENG 300 with a grade of "C" or
                      better or instructor permission

         4.3   Rationale for revision of course prerequisites/corequisites/special requirements: The
                      sophistication of the readings and the challenge of the topics likely to be discussed in the course
                      make this course more appropriate for sophomore-level students and above. However, the
                      Department of Communication wants students across campus to have access to this course if
                      the special topic fits nicely into their area of study, so we added ENG 300 as a prerequisite
                      option. The level of writing necessary in a 400- level COMM course justifies the need for the "C"
                      or better language.

         4.4   Effect on completion of major/minor sequence: None

5.   **Revise course catalog listing:**

5.1   Current course catalog listing: Offers students courses on various communication topics not covered specifically in the curriculum.

5.2   Proposed course catalog listing: Offers students courses on various communication topics not covered specifically in the curriculum. Repeatable up to 6 hours.

5.3   Rationale for revision of course catalog listing: Sometimes special topics courses may be offered more than once during a student's tenure. If the courses cover different topics, we want students to have the ability to take two special topics course.

6.   Revise course credit hours:
6.1   Current course credit hours: N/A
6.2   Proposed course credit hours: N/A
6.3   Rationale for revision of course credit hours: N/A

7.   Revise grade type:
7.1   Current grade type: N/A
7.2   Proposed grade type: N/A
7.3   Rationale for revision of grade type: N/A

8.   Proposed term for implementation: Fall 2018

9.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**<u>12 Oct 2017</u>**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of course:**
    1.1   Current course prefix (subject area) and number: COMM 410
    1.2   Course title: Study Abroad in Communication

2. **Revise course title:**
    2.1   Current course title: N/A
    2.2   Proposed course title: N/A
    2.3   Proposed abbreviated title: N/A
    2.4   Rationale for revision of course title: N/A

3. **Revise course number:**
    3.1   Current course number: COMM 410
    3.2   Proposed course number: COMM 415
    3.3   Rationale for revision of course number: The department wishes to have the study abroad course for all of its majors possess the same number, as AD 410 is a Portfolio course, a new course number had to be selected for COMM 410 for this to occur.

4. **Revise course prerequisites/corequisites/special requirements:**
    4.1   Current prerequisites/corequisites/special requirements:
           Prerequisite: COMM 200 or permission of instructor

    4.2   Proposed prerequisites/corequisites/special requirements:
           Prerequisite: None

    4.3   Rationale for revision of course prerequisites/corequisites/special requirements: Since multiple universities send their students on our Study Abroad courses through CCSA (the Cooperative Center for Study Abroad), there should be no WKU-centric prerequisites on the Study Abroad Courses in the Department of Communication.

    4.4   Effect on completion of major/minor sequence: None

5. **Revise course catalog listing:**
    5.1   Current course catalog listing: Study of communication interactions, processes, and culture in international and out-of-town locations. Repeatable up to 6 hours.

    5.2   Proposed course catalog listing: Study of communication interactions, processes, and culture in in international and cross-cultural locations. Repeatable up to 6 hours.

5.3   Rationale for revision of course catalog listing: Better reflects the nature of the course.

6. **Revise course credit hours:**
    6.1   Current course credit hours: N/A
    6.2   Proposed course credit hours: N/A
    6.3   Rationale for revision of course credit hours: N/A

7. **Revise grade type:**
    7.1   Current grade type: N/A
    7.2   Proposed grade type: N/A
    7.3   Rationale for revision of grade type: N/A

8. **Proposed term for implementation:** Fall 2018

9. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
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Undergraduate Curriculum Committee	October 26, 2017
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Potter College of Arts & Letters
Department of Communication
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**
        1.1   Current course prefix (subject area) and number: COMM 460
        1.2   Course title: Organizational Interviewing

2.   **Revise course title:**
        2.1   Current course title: N/A
        2.2   Proposed course title: N/A
        2.3   Proposed abbreviated title: N/A
        2.4   Rationale for revision of course title: N/A

3.   **Revise course number:**
        3.1   Current course number: COMM 460
        3.2   Proposed course number: COMM 260
        3.3   Rationale for revision of course number: Faculty teaching the course originally focused on scholarly interviewing techniques for research projects, which was appropriate for a 400-level course in the department at the time. The new course number reflects a departmental shift to placing skills-based courses at the 200-level, with more highly theoretical courses at the 300 and 400 level. Course objectives and content will not change.

4.   **Revise course prerequisites/corequisites/special requirements:**
        4.1   Current prerequisites/corequisites/special requirements:
                    Prerequisite: COMM 200 for COMM majors only; Junior or senior standing for students outside the major.
                    Prerequisite/Corequisite: COMM 300 or instructor permission for majors only; Junior or senior standing for students outside the major

        4.2   Proposed prerequisites/corequisites/special requirements:
                    Prerequisite: Sophomore standing, or permission of instructor.

        4.3   Rationale for revision of course prerequisites/corequisites/special requirements: Students will benefit from access to this course content much earlier in their academic career. Further, the Department of Communication wants to make the content of this course more easily accessible to students across campus and have a standardized set of prerequisites for the course. The content and skills in the original pre-requisites are not necessary for success in this course.

        4.4   Effect on completion of major/minor sequence: Expedites it.

5. **Revise course catalog listing:**
    5.1 Current course catalog listing: Provides the students with a comprehensive overview of principles and methods suited to oral, one-one-one information gathering in an organizational setting. Practice both in and out of the classroom will be stressed.

    5.2 Proposed course catalog listing: Offers fundamental principles and practices of interviewing from both interviewer and interviewee perspectives. Requires application of course content to interview process.
    5.3 Rationale for revision of course catalog listing: Better reflects the content of the course.

6. **Revise course credit hours:**
    6.1 Current course credit hours: N/A
    6.2 Proposed course credit hours: N/A
    6.3 Rationale for revision of course credit hours: N/A

7. **Revise grade type:**
    7.1 Current grade type: N/A
    7.2 Proposed grade type: N/A
    7.3 Rationale for revision of grade type: N/A

8. **Proposed term for implementation:** Fall 2018

9. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of course:**
    1.1   Current course prefix (subject area) and number: PR 458
    1.2   Course title: PR Internship or Practicum

2.   **Revise course title:**
    2.1   Current course title: N/A
    2.2   Proposed course title: N/A
    2.3   Proposed abbreviated title: N/A
    2.4   Rationale for revision of course title: N/A

3.   **Revise course number:**
    3.1   Current course number: PR 458
    3.2   Proposed course number: PR 489
    3.3   Rationale for revision of course number: With the merger of PR into the COMM department, the curriculum committee decided that the course numbers for each major's internship course should align. This change reflects that alignment as COMM's internship is COMM 489.

4.   **Revise course prerequisites/corequisites/special requirements:**
    4.1   Current prerequisites/corequisites/special requirements:
            Prerequisite: 18 hours in the major and permission of sequence head.
    4.2   Proposed prerequisites/corequisites/special requirements:
            Prerequisite: Permission of instructor. For Public Relations majors only.
    4.3   Rationale for revision of course prerequisites/corequisites/special requirements: This language reflects changes in departmental structure. There is no "sequence head" in our revised structure.
    4.4   Effect on completion of major/minor sequence: Expedites it.

5.   **Revise course catalog listing:**
    5.1   Current course catalog listing: Professional-quality experience outside or inside the University for a fixed period of time and conforming to minimum standards established by the School. Follow-up with consist student reports and employer evaluation.
    5.2   Proposed course catalog listing: Professional-quality experience outside or inside the University for a fixed period of time. Follow-up with consist student reports and employer evaluation. Open only to Public Relations majors. Course will be repeatable once for credit (only 3 hours will count for credit toward major).

5.3   Rationale for revision of course catalog listing: The new language reflects changes in department structure as PR is now part of the Department of Communication. It also makes the PR Internship registration and repeat policies similar to those of the COMM Internship.

6.   Revise course credit hours:
6.1   Current course credit hours: 3
6.2   Proposed course credit hours: 3 (repeatable once for a total of six hours)
6.3   Rationale for revision of course credit hours: N/A

7.   Revise grade type:
7.1   Current grade type: N/A
7.2   Proposed grade type: N/A
7.3   Rationale for revision of grade type: N/A

8.   Proposed term for implementation: Fall 2018

9.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise Course Number
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course**
   1.1   Course prefix (subject area) and number: PR 355
   1.2   Course title: Fundamentals of Public Relations

2. **Proposed course number:** PR 255

3. **Rationale for revision of course number:** To facilitate student engagement and increase retention with public relations majors, The Department of Communication will begin offering the first course in the Public Relations discipline during the sophomore year. The course content, rigor and pedagogy for PR 355 has been restructured to reflect this change. This restructuring lends itself to now lowering the course number to PR255. Course objectives and content will not change.

4. **Proposed term for implementation:** Fall 2018

5. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Kelley Coppinger, kelley.coppinger@wku.edu, (270) 745-2067

1. **Identification of proposed course:**

    1.1   Course prefix (subject area) and number: AD 310
    1.2   Course title: Visual Concepts in Advertising
    1.3   Abbreviated course title: Visual Concepts in Advertising
    1.4   Credit hours: 3   Variable credit (yes or no) No
    1.5   Grade type: Standard Grade
    1.6   Prerequisites: SJB/AD 210 and AD 240, or permission of instructor.
    1.7   Course description: Analyze, create, and organize visual elements of persuasive and sponsored messages across media, targeting specific audiences for measurable impact.

2. **Rationale:**

    2.1   Reason for developing the proposed course:
    The course proposal is a result of an industry identified skills gap in our Advertising Program. Courses in Art and Architectural Sciences address theory and manufacturing issues that impact design but do not specifically address the production skills needed. Faculty Advisors for ImageWest and *The College Heights Herald* have repeatedly asked for a production course.

    Teaching students to create and construct message elements in sponsored communication campaigns and how to effectively prepare files for dissemination across traditional print and online platforms is imperative. The proposed course will provide the foundation for students to learn the value of *design thinking* and strategy in creation of advertising. Further, the course will address the importance of choosing tone when speaking to specific target markets in the following: headlines, sub headlines, body copy, and industry mandated legal disclaimers. Students will learn to evaluate the use of color and image relevant to a particular demographic segment and/or target market and to accomplish a specific advertising goal.

    Advertising strategy, campaign development and presentation skills are taught in AD 240 Advertising in a Digital World and in AD 330 Branding, however, the technical aspects of message development, copywriting and image creation are not sufficiently covered. Students are entering their capstone experience without the necessary technical expertise to solve complex strategic and visual advertising problems. This will provide a more seamless transition into industry. For example, the industry has jobs available in the management and dissemination of campaigns and their electronic files. These are referred to as Traffic Management and Pre-flight Production Management.

    2.2   Projected enrollment in the proposed course: 20, based on the number of majors and that this is a required course.

2.3   Relationship of the proposed course to courses now offered by the department:
There is a precedent for industry based applied skills in the following Public Relations course:

PR 358. PUBLIC RELATIONS WRITING AND PRODUCTION. (3)

Prerequisite: PR 355

Writing and production of print and electronic messages to achieve organizational objectives. Includes writing styles appropriate for various media and publication design strategies to achieve public relations goals.

2.4   Relationship of the proposed course to courses offered in other departments: There are no courses that focus on the individual visual components of a message campaign that consider audience research, marketplace analysis, message strategy, and the various legal and ethical requirements for persuasive messages in various industries as well as impact and ROI-return on investment.
The following courses in the Art department address the fundamentals of design, encourage an aesthetic awareness and imagination but do not apply these principles to advertising messaging and how to construct digital and print ads:

ART 231. GRAPHIC DESIGN. (3)

Prerequisites: ART 130 and 140.

This course teaches the fundamentals of applied visual communication in graphic design projects.

ART 330. GRAPHIC DESIGN. (3)

Prerequisites: ART 231, junior standing.

While the course uses elements to create forms for public viewing and also emphasizes the use of the student's experience gained in other studio areas, its primary concern is to strengthen the student's aesthetic awareness in graphic design.

ART 331. VISUAL THINKING. (3)

Prerequisite: ART 231.

Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execution in various media.

The following course in the Architectural & Manufacturing Science addresses production issues on press from a manufacturing perspective. This course is rarely offered and fails to address innovation in digital press services.

AMS 308. GRAPHIC COMMUNICATION. (3)

Prerequisite: AMS 163 or AMS 205 or JOUR 231.

Includes preparation of camera copy, line copy, photography, halftone photography, making color separations, and offset platemaking. Students explore offset printing and photographic screen printing of half-tone images.

2.5   Relationship of the proposed course to courses offered in other institutions:

Comparable courses include:
Ball State University, a WKU benchmark school, offers JOUR 103 Introduction to Visual Communication, JOUR 354 Advertising Copy & Layout and JOUR 385 Writing & Design in Strategic Communications in their Advertising major.

•University of Kentucky, a Kentucky public institution, offers ISC 331 Advertising Creative Strategy and Execution I., which provides "a strategic approach to creative decision-making across all media."
•University of Texas: Stan Richards School of Advertising & Public Relations offers ADV 325 Introduction to Advertising Creativity. The course is restricted to advertising and public relations majors and is described as "Development of concepts and problem-solving techniques for print and broadcast advertising design and copywriting."

•University of Missouri: J-School: offers JOURN 4200 Principles of Strategic Communication that is required for interactive majors, JOURN 4204 Introduction to Strategic Writing and Design, 4200 Principles of Strategic Communication and 4204 Introduction to Strategic Writing and Design.

•Savannah College of Art and Design: Advertising majors are required to take: ADVE 150 Creative Concepting and ADVE 201 Digital Production for Advertising

3.   Discussion of proposed course:

3.9   Schedule type: C–Lecture/Lab

3.10   Learning outcomes:
        At the end of this course, students should be able to:

• Create visually effective advertisements and sponsored messages
• Incorporate legal and ethical considerations in various business environments
• Use ideation methods for brainstorming and ad development
• Apply personal research to content and design problems
• Understand the importance of visual consistency across the entire user experience

3.11   Content outline:
•Overview: "Advertising is visual"
•Strategy and Branding
•Legal and Ethical Issues: Understanding the "mandatories"
•Concepting: Creating the visual elements of the Big Idea
•Dissecting the Ad
•Design and Visual Tactics: Tell them where to go and what to do
•Campaigns: Synergy and Integration; consider the user experience

3.4   Student expectations and requirements:

Students will be evaluated primarily through practical assignments that will require them to apply audience and market research to create effective advertising. Students will be expected to provide creative solutions to business problems through in-class assignments and discussions. Students and their peers will critique projects and in-class assignments.

3.5   Tentative Texts and Course Materials

Advertising by Design: Generating and Designing Creative Ideas Across Media
Authors: Robin Landa
ISBN-13 978-1118971055

The Advertising Concept Book
Authors: Pete Barry
ISBN-13 978-0500292679

4.   Resources:

4.1   Library resources: Existing resources adequate

4.2   Computer resources: Existing resources adequate

5.   Budget implications:

5.1   Proposed method of staffing: Given programmatic revisions, current staffing is sufficient
5.2   Special equipment needed: Available equipment is adequate
5.3   Expendable materials needed: Current materials are sufficient
5.4   Laboratory materials needed: Current equipment is sufficient.

6. Proposed term for implementation: Fall 2018

7. Dates of prior committee approvals:

Department of Communication   September 7, 2017

Potter College Curriculum Committee   **12 Oct 2017**

Professional Education Council (if applicable)

General Education Committee (if applicable)

Undergraduate Curriculum Committee   October 26, 2017

University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course:**

    1.1   Course prefix (subject area) and number: AD 400
    1.2   Course title: Special Topics in Advertising
    1.3   Abbreviated course title: Special Topics Advertising
            (maximum of 30 characters or spaces)
    1.4   Credit hours: 3   Variable credit (yes or no) NO
    1.5   Grade type: Standard Letter Grade
    1.6   Prerequisites/corequisites:
            Prerequisite: Sophomore standing and COMM 200 **_OR_** ENG 300, with a grade of "C" or better or
            instructor permission

    1.7   Course description: Various advertising topics not covered elsewhere in the curriculum.
            Repeatable once for a total hours.

2. **Rationale:**

    2.1   Reason for developing the proposed course: AD 400 will offer students a wider variety of
            courses to enrich their educational experience. Having a special topics course for each major
            affords the Department of Communication the flexibility to offer specialized courses based on
            industry, societal, or disciplinary developments not already covered in depth in the curriculum
            any time the opportunity arises. A special topics course gives existing faculty an arena to teach
            new material informed by their research and creative activity and offers a space for the
            Department of Communication to house the innovative pedagogy of visiting scholars, part-time,
            and adjunct faculty who have expertise in specialized contexts valuable to students. Currently,
            the advertising curriculum has no special topics course number. Yet, it is a field that changes
            rapidly and would benefit from the flexibility a special topics course number affords its students
    2.2   Projected enrollment in the proposed course: 20-24 students based on prior enrollment in
            special topics courses offered in the Department of Communication.
    2.3   Relationship of the proposed course to courses now offered by the department: Other majors
            offers some version of a special topics course, including Communication Studies: COMM 400:
            Special Topics in Communication, Corporate and Organizational Communication: COMM 400:
            Special Topics in Communication, English: ENG 499: Directed Study in English, and History: HIST
            490: Topics in History 1; HIST 491: Topics in History 2.
    2.4   Relationship of the proposed course to courses offered in other departments: Relationship of
            the proposed course to courses offered in other departments: Other majors offers some version
            of a special topics course, including English: ENG 499: Directed Study in English, and History:
            HIST 490: Topics in History 1; HIST 491: Topics in History 2.

2.5 Relationship of the proposed course to courses offered in other institutions: Dependent on the special topic that is the focus of the course. Special topics courses are common at universities with Advertising programs.

3. **Discussion of proposed course:**

    3.1 Schedule type: L
    3.2 Learning Outcomes: Dependent on the special topic that is the focus of the course.
    3.3 Content outline: Dependent on the special topic that is the focus of the course.
    3.4 Student expectations and requirements: Dependent on the special topic that is the focus of the course.
    3.5 Tentative texts and course materials: Dependent on the special topic that is the focus of the course.

4. **Resources:**

    4.5 Library resources: Existing resources are adequate
    4.6 Computer resources: Existing resources are adequate

5. **Budget implications:**

    5.9 Proposed method of staffing: Current staffing is adequate
    5.10 Special equipment needed: None
    5.11 Expendable materials needed: None
    5.12 Laboratory materials needed: None

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   **12 Oct 2017**

    Professional Education Council (if applicable)

    General Education Committee (if applicable)

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course:**

   1.1 Course prefix (subject area) and number: AD 415
   1.2 Course title: Study Abroad in Advertising
   1.3 Abbreviated course title: Study Abroad in Advertising
        (maximum of 30 characters or spaces)
   1.4 Credit hours: 3   Variable credit NO
   1.5 Grade type: Standard Letter Grade
   1.6 Prerequisites/corequisites:
           Prerequisite: None

   1.7 Course description: Advertising and culture in international and cross-cultural locations. Repeatable
   once for a total of 6 hours.

2. **Rationale:**

   2.1   Reason for developing the proposed course: The Department of Communication has offered and
          plans to continue offering faculty-led study abroad courses to enhance students' global learning
          experiences. It currently offers Study Abroad in Communication for Communication Studies and
          Corporate and Organizational Communication majors. Currently, AD faculty are leading study
          abroad courses under the COMM prefix because they do not have their own number or title.
          However, we would like each major to have its own study abroad number and title so that the
          students' transcripts more accurately reflect the content of their study abroad courses. This may
          also make the study abroad experience more attractive to students as the revised AD curriculum
          will allow students to use an AD study abroad course as a restricted elective.
   2.2   Projected enrollment in the proposed course: Approximately 10 based on past study abroad
          programs.
   2.3   Relationship of the proposed course to courses now offered by the department: The
          Department of Communication currently offers COMM 415--Study Abroad in Communication
          for Communication Studies and Corporate and Organizational Communication majors. As AD is a
          new major in our department, The Department of Communication would like its students to
          have a study abroad course available as well.
   2.4   Relationship of the proposed course to courses offered in other departments: Many other
          departments/majors in PCAL and across the university offer stand-alone study abroad courses.
          ASL 303: International Deaf Studies; CD 496: International Speech Pathology; CHIN 100: Chinese
          Language and Culture On-Site; CHIN 306: Experiencing Chinese Abroad; CRIM 489: Criminology
          Study Abroad; DH 360: International Health and Human Services Learning Program; EDU 490:
          International Student Teaching; ENG 290: English Topics Abroad; EXC 485: Exercise Science
          Study Abroad; MKT 491: Marketing Study Abroad; RELS 399: Study Abroad; SOCL 489: Sociology
          Study Abroad

2.5   Relationship of the proposed course to courses offered in other institutions: Several benchmark institutions have stand-alone study abroad courses across multiple departments and programs, including Ohio University (ART 3902: Study Abroad Interior Architecture; JPC 3100: Field Study in Japan), Middle Tennessee State University (ART 2500: Art Study Abroad; MKT 4840: Study Abroad; PS 3780: Study Abroad), and East Carolina University (AAAS 2000: Study Abroad; NUTR 4400: Study Abroad – Global Perspectives in Nutrition; RELI 2500: Study Abroad).

3.   Discussion of proposed course:

3.1   Schedule type: S-Seminar
3.2   Learning Outcomes: Specific outcomes will vary by program, specific course topic, syllabus, and course duration. But, by the end of a study abroad in AD course, students should be able to: understand AD processes in the destination of study, apply advertising theories and concepts in these contexts, and compare and contrast AD principles and outcomes across various cultures.
3.3   Content outline: Will vary with program, dependent on topic, location, syllabus, and course duration.
3.4   Student expectations and requirements: Students may be evaluated by exams, field work, field trip attendance, written essays, or applied fieldwork depending on the structure of the course. Study abroad/away trips must meet the university required 2200-2300 minutes of instruction for a 3 credit hour course. Instructional time must be purposeful and planned and not include time engaged in leisurely tours, shopping, dining etc. The total instruction time must include instruction in country/out-of-town location and may include pre/post-trip activities.
3.5   Tentative texts and course materials: Will vary by program, specific course topic, syllabus, and course duration

4.   Resources:

4.1   Library resources: Existing resources are adequate
4.2   Computer resources: Existing resources are adequate

5.   Budget implications:

5.1 Proposed method of staffing: Existing staffing is adequate
5.2 Special equipment needed: None
5.3 Expendable materials needed: None
5.4 Laboratory materials needed: None

6.   Proposed term for implementation: Fall 2018

7. Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course:**

    1.1   Course prefix (subject area) and number: AD 495
    1.2   Course title: Independent Study in Advertising
    1.3   Abbreviated course title: Independent Study in AD
           (maximum of 30 characters or spaces)
    1.4   Credit hours: (1-6)   Variable credit Yes
    1.5   Grade type: Standard Letter Grade
    1.6   Prerequisites/corequisites: COMM 200 with a grade of "C" or better, and permission of
           instructor.
    1.7   Course description: Develops directed research in Advertising. Students must submit a written
           petition for faculty approval of the study in the semester prior to enrolling.

2. **Rationale:**

    2.1   Reason for developing the proposed course: The Department of Communication offers COMM
           495 for Communication Studies and Corporate and Organizational Communication majors to
           allow those wanting to conduct more concentrated inquiry into a particular topic of interest to
           do so. The current AD curriculum has no mechanism by which to offer students such an
           opportunity. However, the new AD curriculum will allow students to develop a faculty-mentored
           independent study project as an alternative. This creates an avenue for AD students to engage
           in and gain credit for undergraduate student research and creative activity which the
           department hopes to increase over the coming years
    2.2   Projected enrollment in the proposed course: Will vary depending on offering
    2.3   Relationship of the proposed course to courses now offered by the department: The
           Department offers COMM 495 for its Communication Studies and Corporate and Organizational
           Communication majors. As AD is a new major in our department, The Department of
           Communication would like the AD curriculum to have its own course number and title so that
           student transcripts will most accurately reflect the nature of their work.
    2.4   Relationship of the proposed course to courses offered in other departments: Several PCAL
           departments as well as other departments across campus offer independent study
           opportunities to their majors (e.g., AFAM 480: Directed Independent Study in African American
           Topics, AMS 380: Independent Study in Industrial Sciences, ARBC 499: Advanced Studies in
           Arabic, and BCOM 481: Problems in Mass Communication)
    2.5   Relationship of the proposed course to courses offered in other institutions: Several other
           university offer similar courses (e.g., University of Southern Indiana: ADV 400: Independent
           Study in Advertising, and University of Nebraska-Lincoln: ADPR 496: Independent Study in
           Advertising and Public Relations)

3. **Discussion of proposed course:**

   3.1   Schedule type: I
   3.2   Learning Outcomes: Vary dependent on study topic and study type.
   3.3   Content outline: Varies dependent on study topic and study type.
   3.4   Student expectations and requirements: Varies dependent on study topic and study type. However, a written contract detailing this information will be filled out by the student and the faculty member overseeing the project and submitted to the department's Academic Program Coordinator for approval.
   3.5   Tentative texts and course materials: Varies dependent on study topic and study type.

4. **Resources:**

   4.1   Library resources: Existing resources will typically be adequate
   4.2   Computer resources: Existing resources will typically be adequate

5. **Budget implications:**

   5.1 Proposed method of staffing: Current Faculty
   5.2 Special equipment needed: Existing resources will typically be adequate
   5.3 Expendable materials needed: Existing resources will typically be adequate
   5.4 Laboratory materials needed: Existing resources will typically be adequate

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course:**

   1.1   Course prefix (subject area) and number: COMM 364
   1.2   Course title: Crisis Communication
   1.3   Abbreviated course title: Crisis Communication
           (maximum of 30 characters or spaces)
   1.4   Credit hours: 3   Variable credit NO
   1.5   Grade type: Standard Letter Grade
   1.6   Prerequisites/corequisites: COMM 200 with a grade of "C" or better or instructor permission
   1.7   Course description: Examines communicative pre-crisis preparation and post-crisis response
           strategies.

2. **Rationale:**

   2.1   Reason for developing the proposed course: Crisis communication is an integral part of
           corporate and organizational communication and public relations as is evidenced by any number
           of current events (e.g., the Las Vegas Massacre and Hurricanes Harvey and Irma).
           Communication practitioners in organizations are often looked upon to develop crisis
           communication plans and to develop post-crisis response strategies. Many of our students will
           leave WKU and become a communication staff of one. They will be expected to handle the crisis
           communication of their employer should a crisis arise. Even if they become part of a large
           communication staff, having crisis communication training will set them apart from those
           without such training. While courses like organizational communication, advanced
           organizational communication, public relations strategy and planning, and persuasion may
           touch on elements of crisis communication, it is not the central focus of any of those courses.
           That is not enough. If coverage of crisis communication in those courses is increased, other
           integral elements of corporate and organizational communication and public relations will have
           to be removed. That is not an optimal solution. Students who seek to work in careers where
           crisis communication is key need in-depth training.
   2.2   Projected enrollment in the proposed course: 30 based on enrollment in other communication
           elective courses.
   2.3   Relationship of the proposed course to courses now offered by the department: This course will
           enhance the department's corporate and organizational communication and public relations
           offerings. It will extend students training beyond what can be offered in courses such as
           Organizational Communication (COMM 362), Advanced Organizational Communication (COMM
           462), Persuasion (COMM 346), and PR Strategy and Planning (PR 454).
   2.4   Relationship of the proposed course to courses offered in other departments: To our
           knowledge, the content of this course will not overlap in any significant way with any other

undergraduate course at WKU. However, it may function as a viable elective for majors in other departments such as marketing and management.

2.5 Relationship of the proposed course to courses offered in other institutions: Universities such as the University of North Carolina-Greensboro: COMM 343: Crisis Communication, Penn State: COMM 373: Crisis Communication in Public Relations, and College of Charleston: COMM 346: Crisis Communication offer undergraduate courses in crisis communication.

3. **Discussion of proposed course:**

3.1 Schedule type: L

3.2 Learning Outcomes: By the end of this course, students should be able to:
- Explain all of the key theoretical concepts and terminology of crisis communication
- Explain the best practices of crisis preparation and response
- Understand what goes into building effective crisis management teams and contingency plans
- Recognize potential crisis trigger events and suggest mitigation techniques
- Use crisis communication theory and best practices to prepare for organizational crises, analyze crisis response campaigns, and build appropriate crisis response campaigns.

3.3 Content outline: The course will cover the following topics: crisis definitions and stages, conducting crisis audits, contingency planning, crisis communication theory, handling the media and employees post-crisis, the intricate balance between communication and legal issues in crisis response, the ways cultural and situational factors effect crisis communication, and crisis response strategy.

3.4 Student expectations and requirements: Students will be asked to demonstrate their aptitude in these areas through a series of assignments. These assignments may take the form of writing assignments (e.g., crisis audits, contingency plans, case analyses, crisis response plans), simulations, exams, and presentations.

3.5 Tentative texts and course materials:

Benoit, W. L. (2014). *Accounts excuses, and apologies: Image repair theory and research* (2nd ed.). New York: SUNY Press.

Blaney, J. R. (2016) P*utting image repair to the test: Quantitative applications of image restoration theory.* New York: Lexington Books.

Blaney, J. R., Lippert, L. R., & Smith, J. S. (2014). *Repairing the athlete's image: Studies in sports image restoration.* New York: Lexington Books.

Coombs, W. T. (2015). *Ongoing crisis communication: Planning, managing, and responding* (4th ed.). Los Angeles: Sage.

Fearn-Banks, K. (2011). *Crisis communications: A casebook approach.* New York: Routeledge.

Seeger, M. W., & Sellnow, T. L. (2016). *Narratives of crisis: Telling Stories of ruin and renewal*. Stanford: Stanford University Press.

Ulmer, R. R., Sellnow, T. L., and Seeger, M. W. (2015). *Effective crisis communication: Moving from crisis to opportunity*. Sage.

Other reading materials will be chosen from academic research articles via EBSCO and posted on Blackboard.

4. **Resources:**

   4.3 Library resources: Existing resources are adequate
   4.4 Computer resources: Existing resources are adequate

5. **Budget implications:**

   5.5 Proposed method of staffing: Existing Faculty
   5.6 Special equipment needed: None
   5.7 Expendable materials needed: None
   5.8 Laboratory materials needed: None

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

   Department of Communication   September 7, 2017

   Potter College Curriculum Committee   **<u>12 Oct 2017</u>**

   Professional Education Council (if applicable)

   General Education Committee (if applicable)

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Kumi Ishii, kumi.ishii@wku.edu; 745-5203

1. **Identification of proposed course:**

   1.1   Course prefix (subject area) and number: COMM 471
   1.2   Course title: Communication in Multinational Organizations
   1.3   Abbreviated course title: Communication in MNOs
          (maximum of 30 characters or spaces)
   1.4   Credit hours: 3   Variable credit No
   1.5   Grade type: Standard Letter Grade
   1.6   Prerequisites/corequisites: COMM 362 with a grade of "C" or better or instructor permission
   1.7   Course description:
          Overview of the significant roles of communication in multinational organizations
          (MNOs). Analysis and application of theories and principles for effective
          communication among a diverse group of employees in various MNO contexts.

2. **Rationale:**

   2.1   Reason for developing the proposed course:
          Many organizations today operate in multiple countries with a diverse group of employees.
          Consequently, organizational communication has become more complex than ever.
          Organizational members, however, are expected to effectively communicate with any members
          who may have different cultural backgrounds to achieve organizational goals. This course will
          meet emergent needs for student careers in a global society. While the department does offer
          Advanced Intercultural Communication, Advanced Organizational Communication, and
          International Public Relations, they focus on intercultural and international communication
          issues far less or in distinctly different ways than will be the case in this new course. Advanced
          Intercultural Communication focuses on communication across multiple communication
          contexts. It has only one unit on intercultural communication in the workplace. Advanced
          Organizational Communication touches on multinational issues as well, but again, the nature of
          that course does not allow for in-depth analysis of intercultural issues in organizational contexts.
          International Public Relations focuses only on public relations related communication issues.
          However, in-depth training in all aspects of multinational organization communication will
          better prepare students for communication careers as organizations are increasingly
          multinational

   2.2   Projected enrollment in the proposed course: 25-30 based on enrollment in other COMM
          elective courses of a similar nature.
   2.3   Relationship of the proposed course to courses now offered by the department:

This new course (COMM 471) will enhance the department's corporate and organizational communication program by meeting the emergent needs from practitioners in multinational/global organizations. The Department of Communication already offers this subject for graduate students (COMM 561: Multinational Organizational Communication).

2.4 Relationship of the proposed course to courses offered in other departments:
To our knowledge, the content of this course will not overlap in any significant way with any other undergraduate course at WKU. MGT 303 (International Business) touches on some of the same topics, but does not deal with communication issues among organizational members. According to their syllabus, their focus is environmental issues and operation for successful int'l business.

2.5 Relationship of the proposed course to courses offered in other institutions:
This course is cutting-edge, focusing on effective internal communication in multinational organizations, which meets the emergent needs from practitioners for student careers. Like WKU, other universities offer similar courses at the grad level (e.g., DePaul offers CMNS 542: Multinational Communication in the Workplace). However, the Department of Communication at WKU feels undergraduate students would benefit from an opportunity to engage with similar content.

3. Discussion of proposed course:

3.1 Schedule type: L
3.2 Learning Outcomes:
By the end of the course students should be able to:

- Explain the complex nature and significant roles of communication in MNOs.
- Know with important theories, concepts, and research on communication in MNOs.
- Apply the important theories, concepts, and research findings to analyze and evaluate communicative events among a diverse group of employees.
- Develop communication skills for a successful career in MNOs.

3.3 Content outline:
This course examines important practical issues within an MNO from the communication perspective. The topics include management communication (between the headquarters and subsidiary members), supervisor (expatriate) –subordinate (local member) communication, member's socialization/assimilation into an MNO, decision-making, negotiation, conflict management, and relation/trust building (through mediated communication) among a diverse group of employees, etc.

3.4 Student expectations and requirements:
Student outcomes will be evaluated by some combination of papers, exams, and active participation in class activities (e.g., class discussions, interaction with guest speakers, field trips, etc.).

3.5 Tentative texts and course materials:

Mayer, E. (2014). *The culture map*. New York: Public Affairs.

Neeley, T. (2017). *The language of global success: How a common*

tongue transforms multinational organizations. Princeton, NJ: Princeton University Press.

Schmidt, W.V., Conaway, R.N., Easton, S.S., & Wardrope, W.J. (2007*). Communication globally: Intercultural communication and international business.* Thousand Oaks, CA: Sage.

Wiseman & Shuter (1994). *Communicating in multinational organizations*.

Thousand Oaks, CA: Sage.

Other reading materials will be chosen from academic research articles via EBSCO and posted on Blackboard.

4. **Resources:**

   4.1   Library resources: Adequate
   4.2   Computer resources: Adequate

5. **Budget implications:**

   5.1 Proposed method of staffing: Existing staffing is sufficient
   5.2 Special equipment needed: None
   5.3 Expendable materials needed: None
   5.4 Laboratory materials needed: None

1. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

   Department of Communication   September 7, 2017

   Potter College Curriculum Committee   **12 Oct 2017**

   Professional Education Council (if applicable)

   General Education Committee (if applicable)

   Undergraduate Curriculum Committee   October 26, 2017

   University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Julie Shadoan, TPH 256, julie.shadoan@wku.edu, (270) 780-2539

Ken Payne, MMTH 316, ken.payne@wku.edu, (270) 745-3968

1. **Identification of proposed course:**

    1.1   Course prefix (subject area) and number: PR 350
    1.2   Course title: Legal and Ethical Foundations of Strategic Communication
    1.3   Abbreviated course title: Law and Ethics of Strat. Comm
    1.4   Credit hours: 3 Variable credit (yes or no) No
    1.5   Grade type: Standard Grade
    1.6   Prerequisites: None
    1.7   Course description:
            Study of the interconnecting legal and ethical responsibilities relevant to those in public
            relations, advertising, and related communication contexts

2. **Rationale:**

    2.1   Reason for developing the proposed course:
    Most people will encounter legal and ethical dilemmas over the course of their careers.
    Ethical issues arise not only in terms of legality, codes of ethics, and professional norms,
    but also when the way people want to live and the things they want to accomplish seem
    in conflict with the expectations of their clients, peers, bosses, and/or organizations.
    Research demonstrates that people who have thought about legal and ethical issues
    systematically prior to encountering them are much more likely to make responsible
    decisions when difficult issues arise. The course fulfills WKU's mission to prepare
    students to be thoughtful and responsible practitioners when representing a client's
    interests in a diverse and ever-changing public relations environment.

    The addition of this course was necessitated as result of the internal reorganization of
    the advertising and public relations programs from the School of Broadcasting and
    Journalism to the Department of Communication. For example, public relations majors
    are required to take JOUR 301, Press Law and Ethics or BCOM 301 Mass
    Communication Law and Ethics. While this course touches on legal and ethical issues
    relevant to the public relations and advertising practice, a more in depth and specialized
    study is necessary in order to adequately prepare students for employment in fields such
    as public relations, advertising, and communication. The addition of this course is also
    necessary to maintain a competitive edge in the state, regional and national higher
    education markets.

2.2   Projected enrollment in the proposed course: 40 students per offering as this course will be required of all public relations majors (current enrollment estimated at 120) and may be used as an elective for COMM and AD majors.

2.3   Relationship of the proposed course to courses now offered by the department: While several existing courses within the Department of Communication address ethics from a communication perspective, including but not limited to, AD 240, Advertising in a Digital World; AD 300, Research in Advertising and Public Relations; COMM 245, Argumentation and Debate; COMM 263, Intercultural Communication; COMM 345, Advanced Public Speaking; COMM 346, Persuasion; COMM 330, Leadership Communication; COMM 374, Gender Communication; COMM 463 Advanced Intercultural Communication; PR 355, Fundamentals of Public Relations; PR 356, Digital Tactics in Public Relations; and PR 358, Public Relations Writing and Production, none have a sole focus on these issues.

2.4   Relationship of the proposed course to courses offered in other departments:

Many courses that address ethics in various discipline-specific contexts exist

across campus. A representative but not exhaustive list includes: JOUR 301,

Press Law and Ethics; BCOM 301, Mass Communication Law and Ethics; PLS

200, Legal Ethics; BUS 102, Intro. to Ethical Issues in Business; CD 402, ASL Professional Ethics and Issues; CE 326, Engineering Law; CM 426, Construction Law; DH 324, Practice Management and Ethics; DMT 321, Professional Ethics Issues; GEOG 444, Environmental Ethics in Geography; LEAD 330, Leadership Ethics and Decision-Making; MGT 305, Ethics and Critical Thinking; NURS 408, Professional Issues; PHIL 320, Ethics; PHIL 322, Biomedical Ethics; and PHIL 323/REL 323, Social Ethics.   However, none of these courses provide an in-depth study and application of legal concepts and ethical standards for public relations, advertising, and communication specialists. This is a discipline-specific course.

2.5 Relationship of the proposed course to courses offered in other institutions: Several in-state institutions and many out-of-state institutions offer public relations and related majors that require courses with a focus on law and/or ethics. A representative but not exhaustive list includes: ISC 311 (Ethical, Legal and Social Issues in Integrated Social Communication/University of Kentucky); COMM 405 (Media Law/Eastern Kentucky University); JOUR 385 (Mass Communication Law/Northern Kentucky University); JOUR 275 (Media Law and Ethics/Ball State University); JOUR 385 (Mass Communication Law and Ethics/University of Tennessee); Jour 428 (Social, Legal and Ethical Foundations of PR/University of Southern California); PRL 345 (Ethics of Advocacy/Syracuse University); COMM 403 and COMM 409 (Law of Mass Communication and New Media Ethics/Pennsylvania State University); COMM 2404 and PHI 1024 (Law of Public Communication and Media Ethics/St. John's University); COM 481 and 525 (Law of Communication and Public Relations Ethics/Boston University); ADV 3353 (Mass

Media Law/Florida State University); PR 353 (Law and Ethics/University of Texas at Austin); MMC 4200 and PUR 4203 (Law of Mass Communication and Ethics and Professional Responsibility in Public Relations/University of Florida); and CMS 402 (Mass Communication Law/University of Alabama at Birmingham).

3. Discussion of proposed course:

3.1   Schedule type: L–Lecture

3.2   Learning outcomes:
Upon successful completion of this course, students should be able to:
- identify and apply fundamental state and federal legal concepts to media and strategic communication;
- identify and understand the ethical challenges facing the public relations, advertising, and communication industries by exploring beliefs about human nature, philosophical perspectives, ethical principles and industry ethical rules;
- understand the complex interactions among public relations, advertising, and communication and individual, economic, legal and social issues impacting ethical assessments of public relations, advertising, and communication;
- identify and understand the ramifications for violation of legal standards and ethical rules by public relations, advertising, and communication professionals; and,
- think critically to develop and implement practices and protocol to ensure compliance with legal standards and ethical rules.

3.3   Content outline:

Topics to be covered in this course are:
  ▪Ethics Theories: History and Frameworks

  ▪Ethics Codes and Standards for Public Relations, Advertising, and Communication Professionals

  ▪First Amendment

  ▪Commercial Speech Doctrine

  ▪Defamation and Related Torts

  ▪Invasion of Privacy and Related Torts

  ▪Intellectual Property: Copyright, Patents and Trademarks

  ▪Federal Agency Regulations

  ▪Access to Information: FOIA, Open Meetings, Trials

  ▪Technology

  ▪Privileges

3.4   **Student expectations and requirements:**

Student performance will be evaluated by various measures, including, but not limited to: quizzes and exams, application exercises (in-class and out of class), case review and analysis, group projects, and papers.

3.5   **Tentative Texts and Course Materials**

■Patrick Lee Plaisance, *Media Ethics* (2ed., Sage 2014)

■Roy L. Moore, Carmen Maye, Erik L. Collins, *Advertising and Public Relations*

Law (2ed., Routledge 2011)

■Kim Sheehan, *Controversies in Contemporary Advertising* (2ed., University Co- Op 2013)

■Rebecca Tushnet, *Advertising and Marketing Law: Cases and Materials* (2ed.,

2014)

■Online databases including but not limited to Westlaw®; Loislaw®; and

LexisNexis®.

4.   **Resources:**

4.1   Library resources: The WKU Law Library, Westlaw (online legal database) subscription access provided by the paralegal studies program, and free online repositories of law and ethics rules are sufficient library resources for this course.

4.2   Computer resources: The University has several IVS classrooms, computer

labs, and mobile labs which will provide sufficient tech support for this course.

5.   **Budget implications:**

5.1   Proposed method of staffing: As per an agreement between the Departments of Communication and Paralegal Studies, existing paralegal studies, AD, PR, and/or COMM faculty and/or adjuncts will staff this course.

5.2   Special equipment needed: N/A.

5.3   Expendable materials needed: N/A.

5.4   Laboratory materials needed: N/A.

8. Proposed term for implementation: Fall 2018

9. Dates of prior committee approvals:

Department/ Unit	9/25/2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu 270-745-3296

1. **Identification of proposed course:**

   1.1   Course prefix (subject area) and number: PR 400
   1.2   Course title: Special Topics in Public Relations
   1.3   Abbreviated course title: Special Topics PR
          (maximum of 30 characters or spaces)
   1.4   Credit hours: 3   Variable credit (yes or no) NO
   1.5   Grade type: Standard Letter Grade
   1.6   Prerequisites/corequisites: Sophomore standing and COMM 200 **_OR_** ENG 300 or instructor
          permission.
   1.7   Course description: Various public relations topics not covered specifically in the curriculum.
          Repeatable once for a total of 6 hours.

2. **Rationale:**

   2.1   Reason for developing the proposed course: PR 400 will offer students a wider variety of courses
          to enrich their educational experience. Having a special topics course for each major affords the
          Department of Communication the flexibility to offer specialized courses based on industry,
          societal, or disciplinary developments not already covered in depth in the curriculum any time
          the opportunity arises. A special topics course gives existing faculty an arena to teach new
          material informed by their research and creative activity and offers a space for the Department
          of Communication to house the innovative pedagogy of visiting scholars, part-time, and adjunct
          faculty who have expertise in specialized contexts valuable to students. Currently, the public
          relations curriculum has no special topics course number. Yet, it is a field that changes rapidly
          and would benefit from the flexibility a special topics course number affords its students.
   2.2   Projected enrollment in the proposed course: 20-24 students based on prior enrollment in
          special topics courses in the Department of Communication.
   2.3   Relationship of the proposed course to courses now offered by the department: This course will
          serve as an additional offering giving students access to topics not thoroughly covered in the
          existing curriculum.
   2.4   Relationship of the proposed course to courses offered in other departments: Other majors
          offer some version of a special topics course, including English: ENG 499: Directed Study in
          English, and History: HIST 490: Topics in History 1; HIST 491: Topics in History 2.
   2.5   Relationship of the proposed course to courses offered in other institutions: Dependent on
          special topic offered. Special topics courses are common at universities with Public Relations
          programs.

3. **Discussion of proposed course:**

   3.1   Schedule type: L

3.2   Learning Outcomes: Dependent on the special topic that is the focus of the course.

3.3   Content outline: Dependent on the special topic that is the focus of the course.

3.4   Student expectations and requirements: Dependent on the special topic that is the focus of the course.

3.5   Tentative texts and course materials: Dependent on the special topic that is the focus of the course.

4.   Resources:

4.1   Library resources: Existing resources

4.2   Computer resources: Existing resources

5.   Budget implications:

5.1 Proposed method of staffing: Current staffing is sufficient

5.2 Special equipment needed: None

5.3 Expendable materials needed: None

5.4 Laboratory materials needed: None

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course:**

   1.1   Course prefix (subject area) and number: PR 415
   1.2   Course title: Study Abroad in Public Relations
   1.3   Abbreviated course title: Study Abroad PR
           (maximum of 30 characters or spaces)
   1.4   Credit hours: 3   Variable credit NO
   1.5   Grade type: Standard Letter Grade
   1.6   Prerequisites/corequisites:
           Prerequisite: None

   1.7   Course description: Public relations and culture in international and cross-cultural locations.
           Repeatable once for a total of 6 hours.

2. **Rationale:**

   2.1   Reason for developing the proposed course: The Department of Communication has offered and
           plans to continue offering faculty-led study abroad courses to enhance students' global learning
           experiences. It currently offers Study Abroad in Communication (COMM 415) for
           Communication Studies and Corporate and Organizational Communication majors. Currently, PR
           has no study abroad course of its own. If a PR faculty wanted to lead a study abroad, they would
           have to do it under the COMM prefix. We would like each major to have its own study abroad
           number and title so that students' transcripts would more accurately reflect the content of their
           study abroad course. This may also make the study abroad experience more attractive to
           students as the revised PR curriculum will allow students to use a PR study abroad course as a
           restricted elective.
   2.2   Projected enrollment in the proposed course: Approximately 10 based on past study abroad
           programs.
   2.3   Relationship of the proposed course to courses now offered by the department: The
           Department of Communication currently offers Study Abroad in Communication for
           Communication Studies and Corporate and Organizational Communication majors. As PR is a
           new major in our department, the Department of Communication would like PR students to
           have a study abroad course available as well.
   2.4   Relationship of the proposed course to courses offered in other departments: Many other
           departments/majors in PCAL and across the university offer stand-alone study abroad courses.
           CHIN 100: Chinese Language and Culture On-Site; CHIN 306: Experiencing Chinese Abroad; CRIM
           489: Criminology Study Abroad; DH 360: International Health and Human Services Learning
           Program; EDU 490: International Student Teaching; ENG 290: English Topics Abroad; EXC 485:

Exercise Science Study Abroad; MKT 491: Marketing Study Abroad; RELS 399: Study Abroad; SOCL 489: Sociology Study Abroad

2.5 Several benchmark institutions have stand-alone study abroad courses across multiple departments and programs, including Ohio University (ART 3902: Study Abroad Interior Architecture; JPC 3100: Field Study in Japan), Middle Tennessee State University (ART 2500: Art Study Abroad; MKT 4840: Study Abroad; PS 3780: Study Abroad), and East Carolina University (AAAS 2000: Study Abroad; NUTR 4400: Study Abroad – Global Perspectives in Nutrition; RELI 2500: Study Abroad).

2.6 Relationship of the proposed course to courses offered in other institutions: Several benchmark institutions have stand-alone study abroad courses across multiple departments and programs, including Ohio University, Middle Tennessee State University, and East Carolina University.

3. **Discussion of proposed course:**

3.1 Schedule type: S-Seminar

3.2 Learning Outcomes: Specific outcomes will vary by program, specific course topic, syllabus, and course duration. But, by the end of a study abroad in PR course, students should be able to: understand PR processes in the destination of study, apply public relations theories and concepts in these contexts, and compare and contrast PR principles and outcomes across various cultures.

3.3 Content outline: Will vary with program, dependent on topic, location, syllabus, and course duration.

3.4 Student expectations and requirements: Students may be evaluated by exams, field work, field trip attendance, written essays, or applied fieldwork depending on the structure of the course. Study abroad/away trips must meet the university required 2200-2300 minutes of instruction for a 3 credit hour course. Instructional time must be purposeful and planned and not include time engaged in leisurely tours, shopping, dining etc. The total instruction time must include instruction in country/out-of-town location and may include pre/post-trip activities.

3.5 Tentative texts and course materials: Will vary by program, specific course topic, syllabus, and course duration

4. **Resources:**

4.1 Library resources: Existing resources are adequate

4.2 Computer resources: Existing resources are adequate

5. **Budget implications:**

5.1 Proposed method of staffing: Existing faculty are sufficient

5.2 Special equipment needed: None

5.3 Expendable materials needed: None

5.4 Laboratory materials needed: None

6. **Proposed term for implementation:** Fall 2018

7. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)

Contact Person: Angela Jerome, angela.jerome@wku.edu, 270-745-3296

1. **Identification of proposed course:**

   1.1   Course prefix (subject area) and number: PR 495
   1.2   Course title: Independent Study in Public Relations
   1.3   Abbreviated course title: Independent Study in PR
           (maximum of 30 characters or spaces)
   1.4   Credit hours: 1-6   Variable credit Yes
   1.5   Grade type: Standard Letter Grade
   1.6   Prerequisites/corequisites: COMM 200 with a grade of "C" or better, and permission of
           instructor.
   1.7   Course description: Develops directed research in Public Relations. Students must
           submit a written petition for faculty approval of the study in the semester prior to
           enrolling.

2. **Rationale:**

   2.1   Reason for developing the proposed course: The Department of Communication offers
           COMM 495 for Communication Studies and Corporate and Organizational
           Communication majors to allow those wanting to conduct more concentrated inquiry
           into a particular topic of interest to do so. The current PR curriculum has no mechanism
           by which to offer students such an opportunity. However, the new PR curriculum will
           allow students to develop a faculty-mentored independent study project as an
           alternative. This creates an avenue for PR students to engage in and gain credit for
           undergraduate student research and creative activity which the department hopes to
           increase over the coming year.
   2.2   Projected enrollment in the proposed course: Will vary depending on offering.
   2.3   Relationship of the proposed course to courses now offered by the department: The
           Department offers COMM 495 for its Communication Studies and Corporate and
           Organizational Communication majors.
   2.4   Relationship of the proposed course to courses offered in other departments: Several
           PCAL departments as well as other departments across campus offer independent study
           opportunities to their majors (e.g., AFAM 480: Directed Independent Study in African
           American Topics, AMS 380: Independent Study in Industrial Sciences, ARBC 499:
           Advanced Studies in Arabic, and BCOM 481: Problems in Mass Communication)
           opportunities to their majors (e.g., AFAM 480, AMS 380, ARBC 499, and BCOM 481)
   2.5   Relationship of the proposed course to courses offered in other institutions:
           Relationship of the proposed course to courses offered in other institutions: Several
           other university offer similar courses (e.g., Northern Kentucky University: PRE 499:

Independent Study in Public Relations, University of Southern Indiana: PRL 400: Independent Study in Public Relations, and University of Nebraska-Lincoln: ADPR 496: Independent Study in Advertising and Public Relations)

3.   Discussion of proposed course:

   3.1   Schedule type: I
   3.2   Learning Outcomes: Vary dependent on study topic and study type.
   3.3   Content outline: Varies dependent on study topic and study type.
   3.4   Student expectations and requirements: Varies dependent on study topic and study type. However, a written contract detailing this information will be filled out by the student and the faculty member overseeing the project and submitted to the department's Academic Program Coordinator for approval.
   3.5   Tentative texts and course materials: Varies dependent on study topic and study type.

4.   Resources:

   4.1   Library resources: Existing resources will typically be adequate
   4.2   Computer resources: Existing resources will typically be adequate

5.   Budget implications:

   5.1 Proposed method of staffing: Current staffing is sufficient.
   5.2 Special equipment needed: Existing resources will typically be adequate
   5.3 Expendable materials needed: Existing resources will typically be adequate
   5.4 Laboratory materials needed: Existing resources will typically be adequate

6.   Proposed term for implementation: Fall 2018

7.   Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
History Department
Proposal to Create a New Course

Contact Person: Glenn W. LaFantasie, glenn.lafantasie@wku.edu, 270-745-4950

1. **Identification of proposed course:**

   1.1   **Course prefix and number:** HIST 316
   1.2   **Course title:** The American Civil War in Film
   1.3   **Abbreviated course title:** Civil War in Film
   1.4   **Credit hours:**   3.0   Variable credit: No
   1.5   **Grade type:** Standard Letter Grade
   1.6   **Prerequisites:** HIST 101 or HIST 102 or HIST 240
   1.7   **Course description:** Examination of how the American Civil War has been portrayed in film, including the social, political, and military aspects of the war.

2. **Rationale:**

   2.1   **Reason for developing the proposed course:**
   Because of Americans' enduring fixation on the American Civil War, filmmakers have produced thousands of movies about the conflict since the invention of the medium in the early 20th century. Scholars recognize that Americans' views of the conflict since then have been largely shaped by these films, rather than by books and other print media. Because of this evolving relationship between the conflict, its portrayal in movies, and the politics of memory, the examination of the Civil War through film is a distinct, rich area of scholarly teaching and research.

   Three related majors – History/Social Studies, Film/Film Studies, and Popular Culture Studies – need more courses that could be shared across programs. This course in being offered in response to strong student demand for such courses that might count as electives in multiple majors, and for more courses that address the American Civil War. The subject matter covered in the course goes beyond (and complements) other coursework in the History major.

   2.2   **Projected enrollment in the proposed course:** The course will be offered approximately every four semesters, and projected enrollment for this course is approximately 20 students. This projection is based on enrollments in HIST 240 (US History to 1865, 35-40 students each time offered over past two years), HIST 443 (Civil War and Reconstruction, 15-25 students each time offered over past two years), and HIST 490 (Special Topic: Civil War in Film, 13-18 students in two offerings in the past two years).

Students in History, Social Studies, Film, and Pop Culture Studies enrolled in the "Special Topic" offerings of this course.

2.3 **Relationship of the proposed course to courses now offered by the department:** The History Department currently offers two courses on the Civil War era, HIST 443 and HIST 325 – Blacks in the Civil War and Reconstruction. HIST 316 will complement these offerings by adding another Civil War-focused class that also takes the legacies of the conflicts and historical trends introduced in related courses through to the present day, by focusing on the scholarly issue of collective memory of the Civil War through its representations on film.

2.4 **Relationship of the proposed course to courses offered in other departments:** In terms of specific subject matter, there is no similar course offered at WKU. However, the proposed course's subject matter and scholarly/theoretical approaches complement offerings in the Popular Culture Studies and Film majors, and the Film Studies minor, including FILM 201 Introduction to the Cinema; FILM/ENG 366 History of Narrative Film; and FILM/ENG 465 Film Genres.

2.5 **Relationship of the proposed course to courses offered in other institutions:** Many universities and colleges around the country offer courses in the Civil War and Film. Scholars have recognized that our current view of the Civil War has been largely shaped by movies rather than by books and other print media. Other institutions of higher learning that offer courses that are similar to HIST 316 are: New York University, HIST UA 175 War Films and American History; Bowdoin College, HIST 1016/AS1025, The Civil War in Film; College of Southern Maryland, ENG 2480 The Civil War in Film and Literature; Gettysburg College, IDS 217 American Civil War on Film; North Carolina State University, HIST 491i, The Civil War Era in American Popular Culture; Emporia State University, HIST 451, The Civil War in History and Film; University of Texas, HIST 306N, Civil War in Fiction, Fact, and Film.

3. **Discussion of proposed course:**

   3.1 **Schedule type:** S

   3.2 **Learning Outcomes:** After successfully completing this course students should be able to:
   - Understand how Civil War films have shaped the popular understanding of the war and it causes, political and military events, and the phenomenon of "Lost Cause" ideology after the war
   - Analyze theatrical films about the Civil War, not only for content and accuracy, but also for cinematic "license" and intentional manipulation of fact into fiction

- Evaluate how historians, critics, and public have different ways—and different agendas—in which they assess Civil War films
- Express how they perceive the nexus between film and society and to articulate their own grasp of the connections between the past and present, using film as an example
- Gain a fundamental knowledge of film, film criticism, and the significance of film in American culture
- Comprehend the cultural assumptions that prevailed when these motion pictures about the Civil War were produced
- Effectively communicate their ideas in oral and written formats

3.3   **Content outline:** Course units include:

The War that Never Ended: Ongoing Legacies of the Civil War on Film

Overview: Hollywood and Civil War Films

Discussion: Image and Reality in Civil War History

What Caused the Civil War?

Discussion: Facing Slavery on Film

The Civil War and Reconstruction

Discussion: How Do We Visualize the Past?

Discussion: Race as Portrayed in Civil War Movies

Soldiers of the Civil War

Discussion: Are Civil War Films Realistic?

The Confederate Version of the War

The Union Version of the War

Discussion: How were Black Soldiers Treated by White Soldiers?

Hollywood and the Curse of the Civil War's False Myths: Can Films Teach Us Anything about History?

Women and the Homefront

Discussion: How did Women Fight the Civil War?

Historical Accuracy and Civil War Films: The Many Problems of Making Films of Historical Fiction Writing

The Persona of Abraham Lincoln in Film

Personal Life and the War: Fiction, Symbolism, and the War

Guerrilla Warfare

Reconstruction as a Racist Soap Opera

3.4   **Student expectations and requirements:** Students will be required to write film reviews, short papers synthesizing and analyzing films, exams, and critical essays. Students will be required to participate in class discussions.

3.5   **Required texts and course materials:**

Bruce Chadwick, *The Reel Civil War: Mythmaking in American Film* (Vintage/Knopf, 2001), ISBN 978-0-3757-0832-4.

Louis P. Masur, *The Civil War: A Concise History* (Oxford University Press, 2011), ISBN 978-0-1997-4048-2.

Bill Nichols, *Engaging Cinema: An Introduction to Film Studies* (W. W. Norton, 2010, ISBN 978-0-3939-3491-5.

Lillian Ross, *Picture* (1952; Da Capo Press, 2002), ISBN 978-0-3068-1128-9.

4. Resources:

    4.1   **Library resources:** Existing resources are sufficient
    4.2   **Computer resources:** Existing resources are sufficient

5. Budget implications:

    5.1   **Proposed method of staffing:** Current staffing is adequate for projected enrollment.
    5.2   **Special equipment needed:** None
    5.3   **Expendable materials needed:** None
    5.4   **Laboratory materials needed:** None

6. Proposed term for implementation: Earliest Available

7. Dates of prior committee approvals:

History Department	9/15/2017
Potter College Curriculum Committee	**12 Oct 2017**
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Modern Languages
Proposal to Create a New Course

Contact Person: David DiMeo, david.dimeo@wku.edu, (270) 745-6408

1. **Identification of proposed course:**

    1.1   **Course prefix (subject area) and number**: ARBC 357
    1.2   **Course title**: Arabic for International Service
    1.3   **Abbreviated course title**: Arabic for Intl Service
    1.4   **Credit hours**: 3 Variable credit: no
    1.5   **Grade type**: standard letter grade
    1.6   **Pre-requisites**: ARBC 302 or three years of high school Arabic.
    1.7   **Course description**: Develops the specific vocabulary and communication skills essential for a career in diplomacy, government service, or humanitarian service in the Arab world.

2. **Rationale:**

    2.1   **Reason for developing the proposed course**: This course is designed to meet the needs of the large portion of Arabic students intending to pursue careers in government service or non-governmental organizations (NGOs) in the Arab world. It builds upon the linguistic foundation developed in the core Arabic sequence (ARBC 101-302). This course will be an essential component of the Arabic for International Careers Initiative, the curriculum development of which was funded by a Department of Education Grant. The course may, however, be of interest or benefit to any student interested in the politics, government and diplomacy of the Arab world with the necessary language background. The course design parallels similar career-focused courses offered in Spanish at WKU.
    2.2   **Projected enrollment in the proposed course**: Based on the enrollment in current 300 level electives, the expected enrollment for this course is 10-15 students per offering.
    2.3   **Relationship of the proposed course to courses now offered by the department**: This course will build on the foundation established in ARBC 101-302. It will parallel similar career-focused language options in Spanish, such as SPAN 220 *Spanish for Criminal Justice Professionals* and SPAN 230 *Spanish for Medical Professionals*. The course will be an essential component of the Arabic for International Careers program, but will also be of benefit to any Arabic major/minor.
    2.4   **Relationship of the proposed course to courses offered in other departments**: This course is intended to complement offerings in International Affairs and Political Science, particularly PS 365 *Government and Politics of the Middle East,* and specifically address the needs of the sizable portion of Arabic majors and minors who are also International Affairs/Political Science majors. The subject matter and design of the course were developed in conjunction with the advisors for those programs.

2.5 **Relationship of the proposed course to courses offered in other institutions**: This type of course is more commonly found in other languages, such as Spanish, German or French. Arabic offerings of this type are rare, which was a major reason for the federal grant to develop the course. As part of the grant agreement, the course materials will be made available online for other institutions. Carroll College offers AR 330MM *Arabic for Diplomacy*, and the Foreign Service Institute, Middlebury Monterey Institute for International Studies offer specialized intensive courses for diplomats.

3. **Discussion of proposed course:**

3.1 **Schedule type**: L

3.2 **Learning Outcomes**:
- Students will be able to perform essential communication tasks required of diplomats and members of the foreign service using appropriate terminology for technical accuracy and respecting protocol.
- Students will be able to read news items and official announcements of a diplomatic or political nature in Arabic, understanding the precise nuances of diplomatic terminology.
- Students will be able to discuss the types of governments, associated positions and international organizations in the Arab world.
- Students will be able to discuss the functions of non-governmental organizations (NGOs) in the Arab world, using correct terminology.
- Students will be able to perform basic communicative tasks commonly found in diplomatic and government settings in reading, speaking, writing and listening, without the use of an interpreter or translator.

3.3 **Content outline**: The course is structured around four units addressing:
- Types of Government in the Arab World
- Diplomatic Functions
- International Organizations
- International Agreements

3.4 **Student expectations and requirements**:
Students will complete several types of web-based assignments, including online exercises, quizzes, watching video lectures, short writing assignments and recordings, through the WKU learning management system, in addition to classroom writing, listening, and speaking activities.

3.5 **Tentative texts and course materials**:
Alosh, Mahdi. *Using Arabic.* Cambridge, 2005.

Barakat, Gamal. *Dictionary of Diplomatic Terminology.* Librarie Libnan, 1982.
Ben Amor, Tawfiq. *Developing Writing Skills in Arabic.* Routledge, 2013.

Evans, Mark. *Security Arabic.* Edinburgh, 2017.

Kendall, Elisabeth. *The Top 1,300 Words for Understanding Media Arabic.* Georgetown, 2012.

Lahlali, El Mustapha. *Advanced Media Arabic.* Georgetown, 2017.

Manning, Juile. *Intelligence Arabic.* Edinburgh, 2017

Parkinson, Dilworth. *Frequency Dictionary for Arabic*. Routledge, 2011.

Parkinson, Dilworth. *Using Arabic Synonyms*. Cambridge, 2005.

Media Articles from *Al-Sharq al-Awsat, al-Jazeera, al-Hayat, BBCArabic.*

4. **Resources:**

    4.3   **Library resources**: Adequate.
    4.4   **Computer resources**: Adequate.

5. **Budget implications:**

    5.5   Proposed method of staffing: Current staffing is adequate. Course will be included in rotation of Arabic electives with existing courses.
    5.6   Special equipment needed: None.
    5.7   Expendable materials needed: None.
    5.8   Laboratory materials needed: None.

6. **Proposed term for implementation:** Spring 2018.

7. **Dates of prior committee approvals:**

Department of Modern Languages	9/12/2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Modern Languages
Proposal to Create a New Course

Contact Person: David DiMeo ---david.dimeo@wku.edu ---(270) 745-6408

1. **Identification of proposed course:**

   1.1 **Course prefix (subject area) and number**: ARBC 418
   1.2 **Course title**: Business Arabic
   1.3 **Abbreviated course title**: Business Arabic
   1.4 **Credit hours**: 3 Variable credit: no
   1.5 **Grade type**: standard letter grade
   1.6 **Pre-requisites**: ARBC 302 or three years of high school Arabic.
   1.7 **Course description**: Develops the specific vocabulary and communication skills, as well as cultural knowledge essential for a career in business in the Arab world.

2. **Rationale:**

   2.1 **Reason for developing the proposed course**: This course is designed to meet the needs of Arabic students intending to pursue careers in business in or with the Arab world. It builds upon the linguistic foundation developed in the core Arabic sequence (ARBC 101-302). This course will be an essential component of the Business track of the Arabic for International Careers Initiative, the curriculum development of which was funded by a Department of Education Grant. The course may, however, be of interest or benefit to any student interested in the trade and business of the Arab world with the necessary language background. The course design parallels similar career-focused courses offered in French, Chinese, Spanish and German at WKU.

   2.2 **Projected enrollment in the proposed course**: Based on the enrollment in current 300 and 400 level electives, the expected enrollment for this course is 10-12 students per offering.

   2.3 **Relationship of the proposed course to courses now offered by the department**: This course will build on the foundation established in ARBC 101-302. It will parallel similar career-focused language options in French, Spanish, Chinese and German, such as CHIN 318 *Business Chinese,* FREN 331 *Business French*, GERM 331 *Business German*, and SPAN 331 *Business Spanish*. The course will be an essential component of the Arabic for International Careers program, but will also be of benefit to any Arabic major/minor.

   2.4 **Relationship of the proposed course to courses offered in other departments**: This course is intended to complement offerings in International Business, particularly MGT 303 *International Business* and specifically address the needs of the Arabic majors and minors who are also Business majors. The subject matter and design of the course were developed in conjunction with faculty from that program.

2.5 **Relationship of the proposed course to courses offered in other institutions**: This type of course is more commonly found in other languages, such as French, Spanish, German or Chinese. Arabic offerings of this type are rare, which was a major reason for the federal grant to develop the course. As part of the grant agreement, the course materials will be made available online for other institutions. George Washington University is developing a course in Business Arabic.

3. **Discussion of proposed course:**
   3.1 **Schedule type:** L
   3.2 **Learning Outcomes:**
   The targeted proficiency level for this course is advanced low in Arabic. Upon completion of the course, the students should be able to:

   - Understand most ideas in Arabic business settings, both written and spoken (banking, bonds and stocks, selling, buying, negotiations, marketing, and closing real estate deals, etc.).
   - Write effective and formally correct interoffice emails, memos, letters, proposals, rejection letters, etc.
   - Discuss topics such as Arab economic systems, market fluctuations, loan rules, business legal codes, as they apply to business transactions, with technical accuracy.
   - Read, comprehend and produce summaries of original Arabic business documents.
   - Communicate effectively and persuasively during business discussions and contract negotiations, respecting cultural and professional etiquette.
   - Understand key ideas and details from advanced texts that contain specific business terminology, make sound judgments about their content, bias, partiality, inaccuracy, if any and relate these ideas in oral or written summary.
   - Develop notetaking skills for meetings and discussions in Arabic needed for a typical job of business specialists such as bankers, ticketing agents, loan officers, contract negotiators, etc.
   - Handle social interactions in Arabic business settings using, initiate and close conversations using questions in typical business environments.

   3.3 **Content outline**: The course is structured around six units addressing:
   - Types and Techniques of Business Communication in the Arab World
   - Social and Cultural Considerations for Business in the Arab World
   - Principal Business Institutions and their Functions
   - Negotiations and Agreements
   - Local Business Structures and Operations
   - International Business Operations

   3.4 **Student expectations and requirements**: Students will produce summaries and analyses of business correspondence, articles and reports, both orally and in

writing; will draft memoranda and reports; participate in simulated negotiations; produce written and oral reports on major business institutions, trends and events in the Arab World.

3.5 **Tentative texts and course materials**:

'Abd al-Wahhab, Muhammad. *Muqaddima li-Dirasat ilm al-Idara (Introduction to the Study of Administration).* Cairo: University of Cairo Press, 2016.

Al-Maghrabi, Kamal. *Assassiat fii al-Idara (Fundamentals of Administration).* Cairo: *Dar al-Ma'arif,* 1994.

Alosh, Mahdi. *Using Arabic.* Cambridge, 2005.

Al-Sa'id, Mahmud. *Al-Qamus al-Tijari (Business Dictionary).* Cairo: *Dar al-Ma'arif,* 1983

Al-Tarawna, Hani. *Nathariat al-Idara al-Haditha wa Wathi'afaha (Theories of Modern Administration and its Functions).* Amman, Jordan: *Dar al-'Uluum li-l-Nashr,* 2012.

Ben Amor, Tawfiq. *Developing Writing Skills in Arabic.* Routledge, 2013.

Farhud, Muhammad. *Al-Mustalahat al-Iqtisadia wa al-Tijaria (Economic and Commercial Terminology).* Beirut: *Al-Lubnania li-l-Nashr*, 2010.

Parkinson, Dilworth. *Frequency Dictionary for Arabic*. Routledge, 2011.

Parkinson, Dilworth. *Using Arabic Synonyms*. Cambridge, 2005.

Sofer, Morry and Adnane Ettayebi. *Arabic Business Dictionary*. National Book Network, 2006

Tawfiq, Jamil. *Idarat 'Amal (Business Administration)*. Beirut: *Dar al-Shuruq*, 1986.

Articles selected from:

- http://www.arabianbusiness.com/
- http://www.abmisr.com/
- https://www.forbesmiddleeast.com/
- http://www.arabianbusiness.com/
- http://arabic.speak7.com/understanding_arabic_business_culture.htm

4. **Resources:**

    4.1 **Library resources**: Adequate.
    4.2 **Computer resources**: Adequate.

5.   Budget implications:

    5.1   Proposed method of staffing: Current staffing is adequate. Course will be included in rotation of Arabic electives with existing courses.
    5.2   Special equipment needed: None.
    5.3   Expendable materials needed: None.
    5.4   Laboratory materials needed: None.

6.   Proposed term for implementation: Spring 2018.

7.   Dates of prior committee approvals:

Department of Modern Languages	9/12/2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise A Program
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of program:

    1.1   Current program reference number: 727
    1.2   Current program title: Major in Advertising
    1.3   Credit hours: Current: 42-43; Revised: 36

2.   Identification of the proposed program changes:

- Deleting 2 courses from the core (SJB 101 and 102)
- Eliminating concentrations
- Identifying restricted electives (moving courses from prior concentrations)
- modifying prerequisites (to better reflect student preparation needed and align with programmatic changes)
- modifying admission requirements (using COMM 200 instead of ENG 100)
- updating catalog descriptions

3.   Detailed program description:

Current Program	Revised Program
Admission Requirements Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted: 　1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree; 　2. A minimum overall grade point average ~~of 2.5~~;	Admission Requirements: Students wishing to enter the major in Advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted: 　1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;

3. Completion of ~~ENG 100~~ with a grade of "C" or better and 9 additional hours in general education;
4. ~~Completion of the following courses with a grade of "C" or better: SJB 101, SJB 102, and AD 240.~~

~~Students not meeting the above admission requirements will not be admitted to the Advertising major and cannot register for any additional courses in the major.~~

~~Advertising Requirements~~

~~The major in Advertising requires 42-43 semester hours. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.~~ One-half of the hours in the major must be at the 300- or 400-level.

~~Students choose a second major or minor that complements their interests and abilities. Advertising majors who choose the IXD concentration are required to minor in graphic design, which is offered by the Department of Art. A minor in sales or marketing is recommended for advertising majors selecting the Branding concentration.~~

~~Required core courses for a major in Advertising (21 hours):~~ ~~SJB 101, SJB 102,~~ SJB 210, AD 240, AD 300, and AD 330.

~~Restricted elective (3 hours):~~ ~~Additionally during the sophomore year, select one (3-hour) elective course outside of the major, but within the School of Journalism & Broadcasting and approved by the departmental faculty advisor.~~

~~Students then select an additional 21-22 hours in one of the following concentrations. Additional requirements by concentration are:~~

~~Branding~~

~~Required Courses:~~ MKT 220, PR 355, and AD 349.

~~Select one of the following two courses; ENG 306 or MGT 361~~

2. A minimum overall grade point average of 2.3;
3. Completion of **COMM 200** with a grade of "C" or better

All courses in the major must be completed with a grade of "C" or better. At least one-half of the hours in the major must be at the 300- or 400-level.

The following 30 hours of Advertising Core courses are required: COMM 200, AD 210, MKT 220, AD 240, AD 300 *OR* **COMM 300** *OR* **PS 301** *OR* **SOCL 302**, **AD 310,** AD 330, IXD 330, AD 349, and AD 410.

In addition, six hours of restricted electives must be chosen from the following: PR 255, IXD 320, IXD 340, **PR 350, COMM 362**, IXD 400, AD 489.

With departmental approval, students may opt to substitute one of the following courses in fulfillment of an elective requirement: AD 400, AD 415, AD 495.

A minor or second major is required.

~~Select one of the follow three courses: MKT 322, MKT 328, or MKT 331.~~ ~~Select the following capstone course:~~ AD 410~~, or apply for either SJB 495 or SJB 401 / SJB 402~~ ~~Additionally, select one course from the following restricted elective list:~~ IXD 320, SJB 330, SJB 340, AD 448,~~JOUR 481, JOUR 301, BCOM 301.~~ **~~Interactive Experience Design (IXD) Required courses:~~ IXD 320, SJB 330, SJB 340,~~IXD 350, and~~IXD 400** **~~Select the following capstone course: IXD 410, or apply for either SJB 495 or SJB 401 / SJB 402.~~** **~~Additionally, select one course from the following restricted elective list: SJB 241, BCOM 264, AD 349,~~AD 448, JOUR 481, JOUR 301, BCOM 301.~~**	

4. **Rationale for the proposed program change:**

The impetus for this change came with the restructuring of the Department of Communication. Many of these changes reflect the merger of the AD, COMM, PR, and POP majors into one department as well as partnerships forged with other departments across campus. This merger and these partnerships allowed the advertising major to be streamlined, offering students the opportunity to more easily double-major or minor in areas complementary to advertising. Pre-reqs and Co-reqs on several classes are also being altered to better align with the program's goals and to more accurately reflect the knowledge base needed by students prior to entering specific courses in the major. In sum, this revision affords students more flexibility in a number of ways and better prepares them for careers in the advertising industry.

The changes to the core requirements reflect changing needs within the industry for students to gain employment upon graduation, while the changes to the electives were done to provide students with more flexibility. Changes in both cases maintain the academic standards of the program.

5. **Proposed term for implementation and special provisions (if applicable): Fall 2018**

5. **Dates of prior committee approvals:**

Department of Communication	September 25, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts & Letters
Department of Communication
Proposal to Revise a Program
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   **Identification of program:**

   1.1   Current program reference number: 522
   1.2   Current program title: Major in Corporate and Organizational Communication
   1.3   Credit hours: Current: 54; Revised: 36

2.   **Identification of the proposed program changes:**

   - Modifying admission requirements (deleting COMM 145, ENG 100 and MATH 109/116, using COMM 200)
   - Deleting 3 courses from the core, (COMM 345, 348, and 463); COMM 345 will be moved to an elective category
   - Modifying elective categories
   - Modifying prerequisites (to better reflect student preparation needed and align with programmatic changes)
   - Updating catalog descriptions

3.   **Detailed program description:**

Current Program	Revised Program
~~The major in Corporate and Organizational Communication requires a minimum of 54 semester hours and leads to a Bachelor of Arts degree. To be admitted to the program, students must have a minimum GPA of 2.3 and have completed COMM 145, ENG 100, and MATH 109 or MATH 116, with a grade of "C" or better.~~ *NOTE: Students can take no more than 15 hours in the ~~Department of Communication before being admitted to the major.~~* ~~All courses within the major must be completed with a grade of "C" or better.~~ Half	**Admission Requirements:** **Students wishing to enter the major in Corporate and Organizational Communication initially are admitted as majors seeking admission (reference 522P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:**

of the hours-must be at the 300- or 400-level. ~~Students must take~~ the following ~~18~~ hours of communication core courses~~:~~ COMM 200, COMM 300, COMM 345, ~~COMM 348~~, COMM 362, and ~~COMM 463.~~ In addition, ~~students must take 12~~ hours of ~~organizational~~ communication ~~core courses selected from~~ COMM 346, COMM 349, COMM 462, COMM 489 ~~(up to 6 credits, only 3 count towards major); 12 hours of outside courses selected from ACCT 200,~~ MKT 220, ENG 306, MGT 311~~; six hours of communication electives (with only three hours at the 200-level) selected from COMM 240, COMM 247~~, COMM 330, ~~COMM 343, COMM 374, COMM 440,~~ COMM 451, COMM 460, COMM 470 ~~(with advisor~~ approval students may opt to substitute on of the following courses in fulfillment of a Communication Electives: COMM 400, COMM 410, or COMM 495~~; six hours of outside electives selected from MGT 200,~~ MGT 333, MKT 325~~, ACCT 201, ECON 202 or ECON 203, ECON 206, BCOM 325, BCOM 385, AD 341,~~ JOUR 202, PR 355~~, LEAD 330,~~ PSYS 370, PSY 371~~, PS 440, PS 441.~~

1. **Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;**
2. **A minimum overall grade point average of 2.3;**
3. **Completion of COMM 200 with a grade of "C" or better**

All courses in the major must be completed with a grade of "C" or better. At least one-**half** of the hours **in the major** must be at the 300- or 400-level.

The following **21 hours of Organizational Communication** Core courses **are required:** COMM 200, COMM 300 **_OR_ PS 301 _OR_ SOC 302,** COMM 346, COMM 349, COMM 362, COMM 462**,** COMM 489.

In addition, **15** hours of **Corporate Communication electives are required. Six hours of Corporate Communication electives must be taken from the Message Strategy category, 6 hours must be taken from the Human Relations category, and 3 hours must be taken from the Writing Proficiency category.**

Message Strategy (only one course may be taken at the 200-level): MKT 220, **AD 240,** PR 255, COMM 260, COMM 345**, COMM 364, COMM 388,** COMM 451**.**

Human Relations: MGT 311, MKT 325**,** COMM 330, MGT 333, PSY 370, PSY 371, COMM 470, **COMM 471.**

	Writing Proficiency: JOUR 202, **ENG 203, COMM 212 <u>OR</u> ENG 212, ENG 301,** ENG 306, **MGT 361.**
	With departmental approval, students may opt to substitute one of the following courses in fulfillment of a **corporate** communication elective**:** COMM 400, COMM 415, COMM 495.
	A minor or second major is required; neither the Communication Studies minor nor the Communication Studies major may be used to fulfill this requirement.

4.   **Rationale for the proposed program change:**

The impetus for this change came with the restructuring of the Department of Communication. Many of these changes reflect the merger of the AD, COMM, PR, and POP majors into one department as well as partnerships forged with other departments across campus. This merger and these partnerships afford students the opportunity to take a broader array of courses that will benefit them in their careers. Further, COMM faculty took great care to better distinguish the COMM Studies and Corporate and Organizational Communication majors in this revision by adding some electives to this major and dropping others. Pre-reqs and Co-reqs on several classes are also being altered to better align with the program's goals and to more accurately reflect the knowledge base needed by students prior to entering specific courses in the major. In sum, this revision affords students more flexibility in a number of ways and better prepares them for careers in the corporate and organizational communication industry.

The changes to the core requirements reflect changing needs within the industry for students to gain employment upon graduation, while the changes to the electives were done to provide students with more flexibility. Changes in both cases maintain the academic standards of the program.

5.   **Proposed term for implementation and special provisions (if applicable): Fall 2018**

6.   Dates of prior committee approvals:

    Department of Communication   September 7, 2017

    Potter College Curriculum Committee   **<u>12 Oct 2017</u>**

    Professional Education Council (if applicable)

    Undergraduate Curriculum Committee   October 26, 2017

    University Senate

Potter College of Arts & Letters
Department of Communication
Proposal to Revise a Program
(Action Item)

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1.   Identification of program:

      1.1   Current program reference number: 763
      1.2   Current program title: Major in Public Relations
      1.3   Credit hours: Current: 42-43; Revised: 36

2.   Identification of the proposed program changes:

- Modifying admission requirements (using COMM 200 instead of ENG 100)
- Deleting 3 courses from the core (SJB 101, 102, and JOUR/BCOM 301)
- Adding 2 courses to the core (COMM 200 and PLS 350)
- Modifying prerequisites (to better reflect student preparation needed and align with programmatic changes)
- Updating catalog descriptions

3.   Detailed program description:

Current Program	Revised Program
Admission Requirements Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted: 1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree; 2. A minimum overall grade point average of ~~2.5~~;	Admission Requirements: Students wishing to enter the major in Public Relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted: 1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;

3. Completion of ~~ENG 100~~ with a grade of "C" or better ~~and 9 additional hours in general education;~~
4. ~~Completion of the following courses with a grade of "C" or better: SJB 101, SJB 102, and JOUR 202.~~

~~Students not meeting the above admission requirements will not be admitted to the Public Relations major and cannot register for any additional courses in the major.~~

~~**Public Relations Requirements**~~

~~The major in public relations requires 42-43 semester hours. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.~~ One-half of the hours in the major must be at the 300- or 400-level. ~~Popular minors or second majors include International Business, Entrepreneurship, Psychology, Sociology, Foreign Language, Marketing, Sales, Economics, Political Science, Health Care Administration, Business Administration, Nonprofit Administration, Tourism and Meeting, Convention, and Exposition Planning.~~

~~Required courses for a major in public relations: SJB 101, SJB 102,~~ JOUR 202, PR 354, PR 355, PR 356, PR 358, PR 454, PR 456, BCOM 325, AD 300, and either ~~JOUR 301 or BCOM 301. During the sophomore year, students should select one 3-hour course outside the major, but within the School of Journalism & Broadcasting and approved by departmental faculty advisor. Additionally, students should choose one elective from the following list:~~ PR 458, JOUR 323, ~~JOUR 443, JOUR 343, JOUR 481, SJB 495, SJB 401 / SJB 402,~~ MKT 322.

2. A minimum overall grade point average of 2.3;
3. Completion of **COMM 200** with a grade of "C" or better

All courses in the major must be completed with a grade of "C" or better. At least one-half of the hours in the major must be at the 300- or 400-level.

The following 33 hours of Public Relations Core courses are required: COMM 200, JOUR 202, PR 255, **BCOM 265 _OR_ BCOM 325, AD 300 _OR_ COMM 300 _OR_ PS 301 _OR_ SOCL 302, PLS 350**, PR 354, PR 356, PR 358, PR 454, and PR 456.

In addition, three hours of restricted electives must be chosen from the following: PJ 131, POP 201, AD 210, MKT 220, AD 240, BCOM 264, AD 310, COMM 315, JOUR 323, MKT 322, **IXD 330, MKT 331, COMM 346, COMM 362, COMM 364, COMM 388, COMM 440, COMM 451,** PR 489.

With departmental approval, students may opt to substitute one of the following courses in fulfillment of an elective requirement: PR 400, PR 415, PR 495.

A minor or second major is required.

4. **Rationale for the proposed program change:**

The impetus for this change came with the restructuring of the Department of Communication. Many of these changes reflect the merger of the AD, COMM, PR, and POP majors into one department as well as partnerships forged with other departments across campus. This merger and these partnerships afford students the opportunity to take a broader array of courses that will benefit them in their careers. For example, PR faculty sought the creation of a law and ethics course tailored to the needs of their students, thus the addition of PLS 350 in cooperation with the paralegal studies program. Pre-reqs and Co-reqs on several classes are also being altered to better align with the program's goals and to more accurately reflect the knowledge base needed by students prior to entering specific courses in the major. In sum, this revision affords students more flexibility in a number of ways and better prepares them for careers in the public relations industry.

The changes to the core requirements reflect changing needs within the industry for students to gain employment upon graduation, while the changes to the electives were done to provide students with more flexibility. Changes in both cases maintain the academic standards of the program.

5. **Proposed term for implementation and special provisions (if applicable): Fall 2018**

6. **Dates of prior committee approvals:**

Department of Communication	September 7, 2017
Potter College Curriculum Committee	**12 Oct 2017**
Professional Education Council (if applicable)	
Undergraduate Curriculum Committee	October 26, 2017
University Senate	

Potter College of Arts and Letters
Department of Theatre and Dance
Proposal to Revise A Program
(Action Item)

Contact Person: Amanda Clark, Amanda.clark@wku.edu, 52956

1. **Identification of program**

   1.1   Reference number: 630

   1.2   Current program title: AB in Dance

   1.3   Credit hours: 44

2. **Identification of the proposed changes:**

   2.1 Revise the course number for Dance Pedagogy: The course number for Dance Pedagogy is currently DANC 200. We propose to revise this course number to DANC 301

   2.2 Revise the credit hours for Dance Improvisation: Currently, Dance Improvisation is offered as a three credit hour course. We propose to reduce the credit hours to two*.*

   2.3 Add Tap Technique requirement: Currently, B.A. in Dance students are required to take coursework in ballet, jazz, and modern dance technique. We propose to add one tap dance technique class as a requirement of the degree program.

   2.4 Increase the total number of required credits in this major: We propose to increase the total number of credits required in this major from 44 to 45, letting stand the net gain of 1 required credits resulting from the amendments articulated above.

3. **Detailed program description**: Changes are shaded and/or struck through.

<u>**Current**</u> **BA in Dance**   <u>**Proposed**</u> **BA in Dance**

Required courses	C	Notes	Required courses	C	Notes
PERF 175: University Exp. in Perf Arts	2		PERF 175: University Exp. in Perf Arts	2	
PERF 120: Rehearsal and Production I	1		PERF 120: Rehearsal and Production I	1	
PERF 220: Production Lab I	1		PERF 220: Production Lab I	1	
One of the following courses			**One of the following courses**		
THEA 250: Stage Electrics			THEA 250: Stage Electrics		
THEA 241: Costume Technology	3		THEA 241: Costume Technology	3	
DANC 350: Dance History			DANC 350: Dance History		
DANC ~~200~~: Dance Pedagogy	3		**DANC 301: Dance Pedagogy**	3	
DANC 235: Dance Improvisation	~~3~~		**DANC 235: Dance Improvisation**	**2**	
DANC 310: Choreography I	3		DANC 310: Choreography I	3	
DANC 420: Choreography II	3		DANC 420: Choreography II	3	
DANC 445: Dance Anatomy and Kinesiology	3		DANC 445: Dance Anatomy and Kinesiology	3	
Ballet Technique Courses (2 credits each)	8	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and*	Ballet Technique Courses (2 credits each)	8	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and*

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			level 3 in a second genre.
Modern Technique Courses (2 credits each)	4	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.*	Modern Technique Courses (2 credits each)	4	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.*
Jazz Technique Courses (2 credits each)	4	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.*	Jazz Technique Courses (2 credits each)	4	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.*
			Tap Technique Course **(2 credits each)**	**2**	*Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.*
Upper division Restricted Electives in dance or related areas.	3		Upper division Restricted Electives in dance or related areas.	3	
Total required credits	**44**		**Total required credits**	**45**	

4.   **Rationale for the proposed program change:**

- Revise the course number for Dance Pedagogy: Dance Pedagogy is offered to B.A. in Dance majors during their junior or senior year. Upon review of our curriculum, in preparation for membership renewal with our accrediting body, the National Association of Schools of Dance, we recognize that a revision of this course number is long overdue. This course was incorrectly numbered at its conception. The discussion topics, assignments, projects, and overall workload, which are not being revised, are equivalent to a 300-level course. This revised course number also aligns with similar courses offered at benchmark institutions.

- Revise the credit hours for Dance Improvisation: Dance improvisation, a movement based course, educates students in the exploration of movement and the use of improvisation as a tool in creating movement. Revising the credit hour requirement from three to two credit hours establishes a more appropriate parallel to the other movement courses offered within the Dance Program. Two credit hours better reflects the assignments, projects, and overall student workload required within this course. This credit hour adjustment also aligns with similar courses offered at our benchmark institutions.

- Add Tap Technique requirement: Currently, B.A. in Dance students are required to take coursework in ballet, jazz, and modern dance technique. By adding a semester of tap dance technique to the degree requirement, we are furthering our mission of creating well-rounded dancers. Coursework with attention to rhythmical analysis is currently missing from our degree curriculum and encouraged by the National Association of Schools of Dance, our accreditation body. This course has an inherent rhythmical component whose pedagogy is unique from the other dance genres. Additionally, this course will supplement our students' preparation as dance teachers and performers.

- Increase the total number of required credits in this major: The above articulated amendments result in the increase in the total number of credits required in this major from 44 to 45.

5.   **Proposed term for implementation:** Fall 2018

6.   **Dates of prior committee approvals:**

Department of Theatre & Dance: 08/15/2017

Potter College Curriculum Committee   **7 Sept 2017**

Undergraduate Curriculum Committee   ____ October 26, 2017_____

University Senate   _____

I. **Steering Committee Report – Scott Stroot**

II. **Academic Policy Subcommittee Report – Gordon Baylis** (listed below in order)
1. Academic Renewal

University College
Dean's Office
Proposal to Revise an Academic Policy
(Action Item)

Contact Person: Merrall Price, merrall.price@wku.edu, x54200

1. **Identification of proposed policy revision:** Revision of course renewal policy to:
   a. accommodate students needing fewer than 12 hours to graduate, and
   b. remove the requirement that students sit out two years for students with 60 hours of college credit.

2. **Catalog statement of existing policy:**
   An academic renewal program is available to qualified undergraduate students. Academic renewal prevents the voided coursework from counting toward graduation and the computation of the grade point average; however, the voided coursework will remain a part of the transcript. Qualified undergraduate students must not have attended any accredited college or university for at least two previous years and must have a cumulative grade point average, since readmission, of at least 2.0 (with no grade below "D"), computed at the end of the term in which the student completes a minimum of 12 semester hours of courses numbered 100 or above.

   WKU accepts transfer credit retained through academic renewal at other institutions but will use grades from those courses for the computation of the higher education grade point average.

   Students requesting academic renewal are required to complete and submit the "Petition for Academic Renewal" form to the Office of the Registrar, indicating whether one semester or all previous coursework is to be voided. No student may declare academic renewal more than once.

   Note: The application form includes the following statement, that does not appear in the handbook:

   Academic renewal is available only to currently enrolled students seeking a degree from Western Kentucky University.

3. **Catalog statement of proposed policy:**
   An academic renewal program is available to qualified undergraduate students. Academic renewal prevents the voided coursework from counting toward graduation and the computation of the grade point average; however, the voided coursework will remain a part of the transcript.

Qualified undergraduate students must have either at least 60 credit hours (counting hours before and after readmission) or not attended any accredited college or university for at least two previous years. If further courses are required to graduate, students must have a cumulative grade point average, since readmission, of at least 2.0 (with no grade below "D"), computed at the end of the term in which the student completes **the lesser of 12 semester hours of courses numbered 100 or above or the number of such hours required to fulfill all other graduation requirements with the exception of GPA.**

WKU accepts transfer credit retained through academic renewal at other institutions but will use grades from those courses for the computation of the higher education grade point average.

Students requesting academic renewal are required to complete and submit the "Petition for Academic Renewal" form to their department head or equivalent, indicating whether one semester or all previous coursework is to be voided. The approved form will be sent to the Office of the Registrar for final processing. No student may declare academic renewal more than once.

The statement found on the application shall be deleted:

~~Academic renewal is available only to currently enrolled students seeking a degree from Western Kentucky University.~~

Revision of Procedure: The form shall be approved by the student's department chair/head or equivalent.

4. **Rationale for proposed policy revision:** Academic renewal is an excellent option for many students who have had a poor start, but take a lengthy break from academics and then come back with a more mature perspective. However, it is hard to expect them to pay for and take 12 credits to prove a point when they are closer than that to completion. 12 credits is a full-time one-semester or part-time two-year commitment with a minimum current cost of over $4200: these students are adults, often with full-time jobs and little chance of financial aid. This policy change allows such students to take advantage of academic renewal and graduate without incurring a significant financial impact to take courses that are not part of their degree program.

The removal of the requirement that students sit out two years if they have junior standing allows those who have been working to recover from a poor semester at an earlier stage of their academic career to restore their GPAs without a two-year delay in graduation. Removing the two-year requirement across the board, as an earlier proposal considered, would mean that students who are not serious about a college career could extend their stay well beyond the time they would normally be dismissed by declaring academic renewal, an unintended consequence we would be wise to avoid. Removal of the current enrollment rule (on the form but not in the catalog) allows students who would have completed a degree but for a single semester to apply for renewal and receive a degree without taking additional classes.

We believe that it is important that academic renewal be subject to an approval in academic affairs, in case there are academic or other reasons why approval should not be forthcoming. At present, approval is in the Registrar's office, and only checks face validity of the application.

5. **Impact of proposed policy revision on existing academic or non-academic policies:**
   5.1 Impact on policies: None
   5.2 Impact on populations that may be affected: Will allow some students to graduate in a shorter time. Will allow other students who have left WKU to be re-recruited in order to finish.

   The Academic Policy Subcommittee requests that the Office of the Registrar provide a complete report of all instances of academic renewal after a period of two years, in order that the impact of the change and any possible unintended consequences can be assessed.

6. **Proposed term for implementation: First available.**

7. **Dates of prior committee approvals:**

   Department/ Unit   _____   **n/a**

   University College Curriculum Committee (if applicable)   **3/2/17**

   UCC Academic Policy Subcommittee (if applicable)   **10/11/17**

   Undergraduate Curriculum Committee   **10-26-17**

   University Senate