

UNDERGRADUATE CURRICULUM COMMITTEE MINUTES

Date: October 24, 2007

Present: Barbara Harrold
Maggie McBride
Mark Jacobson
Barbara Wheeling
Alan Christensen
Cheri Johannes

Loretta Morgan
John Syring
Brian Gurney
Dixie Metheny
Cindy Dell

Absent: Vern Gagnon
Trisha Biggs

Guests: David Weiss
Sarah Keller



Maggie McBride called the meeting to order at 4:02 p.m. on Wednesday, October 24, 2007, in the Missouri room.

The October 10 meeting minutes were accepted as presented.

I. ITEMS – FIRST READING

Item 9.a COMT 420/520 Media Advertising. Change course description.

- Motion by Loretta Morgan, seconded by Dixie Metheny to approve Item 9.a on first reading.

David Weiss, Department of Communication and Theatre, stated that he is teaching this course this semester, and the course description just isn't right. This is not a "how-to" course in marketing as the current course description implies, but rather a course about the social and cultural issues of the media and marketing. The new course description reflects the way the class is being taught and has been taught for the last few years.

- Motion carried.

- Motion by Cindy Dell, seconded by Loretta Morgan to waive second reading of Item 9.a.

- Motion carried.

Item 31 Minor in Health Communication. New program.

- Motion by Dixie Metheny, seconded by Mark Jacobson to approve Item 31 on first reading.

Sarah Keller, Department of Communication and Theatre, stated that this minor has been approved by the Board of Regents. All the courses in the minor are currently available—no new courses and no new faculty. The acceptance of this program will be the certification of something that already exists. Health Communication is an interdisciplinary field, so in the program core students take marketing, health administration, and health & human performance courses. The group of students interested in this program is already growing. Professions and fields available for graduates are diverse and numerous, including research, public health, preventive messages to clients or employees, and use of communication for behavior change.

It was noted that MKT 343 Integrated Marketing Communications is a required course, but it has a prerequisite. Dr. Keller stated that she spoke with the College of Business faculty and they agreed to admit the Health Communication students on a case-by-case basis. MKT 340 Principles of Marketing could also be substituted as needed. It appears that most Health Communication students are better prepared and can handle the MKT 343 course.

- Motion carried.

- Motion by Dixie Metheny, seconded by B.J. Harrold to waive second reading of Item 31.

- Motion carried.

The meeting adjourned at 4:16 p.m.

rjrm