

University Curriculum Committee

RECOMMENDATION

SR 25-26-12 CC Recommends approval of the listed **UNDERGRADUATE PROGRAM ADDITION, DELETION, CHANGE** in the following college and/or schools/programs:

INSTRUCTIONS: To view each full proposal (including all forms and attachments), log in to Courseleaf CIM using your MU credentials from the links below

- **All Proposals (by Approval Level)**
<https://nextcatalog.marshall.edu/courseleaf/approve/>
 - Use this link to view **all proposals** (courses/programs/miscellaneous/intents-to-plan) **in the queue of each approval level**. To see the queue, change “Your Role” to the appropriate level (e.g., Faculty Senate Executive Committee).
 - **Programs** <https://nextcatalog.marshall.edu/programadmin/>
 - Use this link to view **program** proposals. To search, enter an asterisk (*) before keywords or CIM key (e.g., *political science).
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Program Additions

College of Liberal Arts

Social Influence (new minor)

CIM Key: 957

Associated major: BA, Communication Studies

Required courses

- CMM 213, Communication in Relationships
- CMM 308, Persuasive Communication
- CMM 409, Social Influence Studies
- CMM 456, Digital Communication

Rationale: Influence has been at the heart of the communication discipline since Aristotle defined rhetoric as the art of speaking well and persuasively over 2,400 years ago. Today, social influence and digital communication are inextricably linked as influencers utilize social media platforms to promote ideas, products, lifestyles, and other tangible and intangible goods. This new minor capitalizes on existing courses and current socio-cultural trends to teach students how to understand influencer-follower communication better and employ persuasive strategies effectively and ethically.

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Health Communication

CIM Key: 962

Associated major: BA, Communication Studies

Required courses

- CMM 374, Health Communication
- CMM 474, Patient-Provider Communication
- CMM 479, Health Promotion and Influence
- One of the following:
 - CMM 315, Communication in Groups
 - CMM 319, Leadership Dynamics
 - CMM 322, Intercultural Communication
 - CMM 410, Crisis & Risk Communication
 - CMM 420, Conflict Communication
 - CMM 456, Digital Communication

Rationale: Health communication is a growing area of interest among students. No new classes are being added; however, grouping health-related courses already offered into a minor can be beneficial for students in a variety of programs. The CMM major used to have an area of emphasis in health communication. However, we deleted all AofE's last year to streamline our curriculum. Adding this minor maintains this needed area of focus while also making it more student-friendly.

Program Changes

College of Health Professions

Health and Wellness

CIM Key: 749

Changes

- Delete the following course options:
 - HS 200, Comp Medical Terminology (CT)
 - ESS 220, Fitness and Wellness
 - DTS 210, Nutrition
 - PH 270, Global Health (CT)
 - PEL aerobic course
 - PEL strength training course

Rationale: Update course options due to courses not offered on regular basis.

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FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: _____ DATE: _____

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: _____ DATE: _____

DISAPPROVED: _____ DATE: _____

COMMENTS:
