

# Request for Graduate Addition, Deletion, or Change of a Major or Degree

NOTE: Before you submit a request for a new Major or Degree, you must submit an INTENT TO PLAN form. Only after the INTENT TO PLAN goes through the approval process are you ready to submit this request for a new Major or Degree. For detailed information on new programs please see: <http://wvhepcdoc.wvnet.edu/resources/133-11.pdf>.

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHP

Dept/Division: School of Kinesiology

Contact Person: Gary E. McIlvain

Phone: 696-2930

Degree Program MS Athletic Training GH 80

Check action requested: ☐ Addition ☒ Deletion ☐ Change

Effective Term/Year

Fall 20

☐

Spring 20

☐

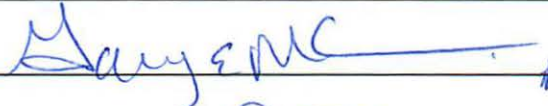
Summer 20

☐ 16

Information on the following pages must be completed before signatures are obtained.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

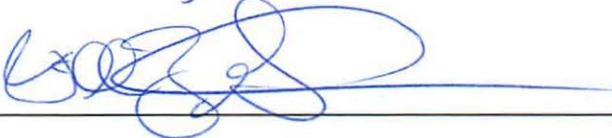
Dept. Chair/Division Head



Date

3-7-16

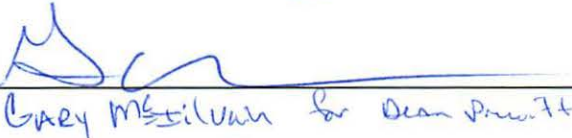
College Curriculum Chair



Date

3/16/16

College Dean

  
Gary McIlvain for Dean

Date

3/23/16

Graduate Council Chair



Date

5-23-16

Provost/VP Academic Affairs

Date

Presidential Approval

Date

Board of Governors Approval

Date

## Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 2

---

Please provide a rationale for addition, deletion, change: (May attach separate page if needed)

Due to a change in undergraduate education in athletic training and it moving to the masters level of education for entry to the field the advance practice masters in athletic training is dissolving. Many programs will move to a clinical doctorate for the advanced practice education in athletic training. We will move advanced practice athletic training as an area of emphasis under MS Exercise Science to allow those that do have bachelor degree athletic training degrees an avenue to complete a MS. Due to low enrollment and the shift in athletic training education we are no longer accepting any students into the MS AT (GH 80) program and wish to delete the program.

Please describe any changes in curriculum:

List course number, title, credit hours. Note whether each course is required or optional. Enter NONE if no change. (May attach separate page if needed)

N/A

**1. ADDITIONAL RESOURCE REQUIREMENTS:** If your program requires additional faculty, equipment or specialized materials to ADD or CHANGE this major or degree, attach an estimate of the time and money required to secure these items.

NOTE: Approval of this form does not imply approval for additional resources. Enter NONE if not applicable.

N/A

**2. NON-DUPLICATION:** If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them. Enter NONE if not applicable.

N/A

***For catalog changes as a result of the above actions, please fill in the following pages.***

# **Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 3**

## **3. Current Catalog Description**

Insert the *Current* Catalog Description and page number from the latest catalog for entries you would like to change.  
(May attach separate page if needed)

N/A

## **4. Edits to the Current Description**

Attach a PDF copy of the current catalog description prepared in MS WORD with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

# **Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 4**

## **5. New Catalog Description**

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

N/A



## Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 5

Please insert in the text box below your change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Major or Degree:

Type of Change: (*addition, deletion, change*)

Rationale:

N/A

School of Kinesiology

The school of Kinesiology requests to make the following changes to two MS degree programs.

1. Major Deletion of GH 80 – MS Athletic Training. This is the advanced practice MS in Athletic training. With our undergraduate program having changed to an entry level MS degree the need for an advanced practice MS is no longer needed and will be phased out across the country as all undergraduate programs must move to the master's level by 2022. We have transitioned our undergraduate athletic training program into a 3-2 Master's program (GHBO-MS Athletic Trng Entry Level) which we will accept the first class beginning fall of 2016.
2. Major Change of GH 50 – MS Exercise Science. To accommodate what few bachelor level athletic training students that wish to pursue an advanced MS we will create the following areas of emphasis under the MS Exercise Science degree program requiring 36 hours. All A of E will share the following common course requirements:

**a. Exercise Science Degree Program Requirements (15 hours)**

Statistics – EDF 517 or equivalent

ESS 578

ESS 670


ESS 601

ESS 642

Students must choose one area of emphasis below.

**b. Area of Emphasis**

- i. Athletic Training (21 hours)  
HS 625, HS 630, HS 646, HS 647  
Advisor Approved 3 hour elective  
Thesis 6 hours or 6 hours advisor approved electives + comprehensive exams
- ii. Cardiometabolic Rehabilitation (21 hours)  
ESS 621, ESS 623, ESS 660, ESS 682, Electives -choose 6 hours from the following: ESS 644, ESS 645, ESS 683
- iii. Exercise Physiology & Human Performance (21 hours)  
ESS 621, ESS 623, ESS 683j, HS 566 Biomechanical Analysis of Movement or HS 610 Advanced Biomechanics, ESS 660 Internship or ESS 681 Thesis 6 hours.

Thank You,  


**WE ARE... MARSHALL.**

**Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 1**

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.  
 2. E-mail one PDF copy without signatures to the Graduate Council Chair. If attachments included, please merge into a single file.  
 3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHP

Dept/Division: School of Kinesiology

Contact Person: Gary E. McIlvain

Phone: 696-2930

Action Requested

Check action requested: ☒ Addition ☐ Deletion ☐ Change

Degree Program Exercise Science

(GH50)

Area of Emphasis Athletic Training

Effective Term/Year Fall 20 ☐ Spring 20 ☐ Summer 20 ☐ 16

Notifications

Attach a copy of written notification regarding this curriculum request to the following:

1. Statement of Non-Duplication: If this area of emphasis will be similar in title or content to an existing area of emphasis, please send a memo to the affected department/division and include a copy with this packet as well as the response received from the affected department.
2. If your department/division requires additional faculty, equipment, or specialized materials, attach an estimate of cost and time required to secure these items.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u><i>Mary E. McIlvain</i></u>	Date <u>3-7-16</u>
Registrar <u><i>Roberta Ferguson</i></u>	Date <u>3/7/16</u>
College Curriculum Chair <u><i>Will Self</i></u>	Date <u>3/16/16</u>
College Dean <u><i>Mary E. McIlvain</i></u>	Date <u>3/23/16</u>
Graduate Council Chair <u><i>Tracy Christofero</i></u>	Date <u>5-23-16</u>
Provost/VP Academic Affairs _____	Date _____
President _____	Date _____

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 2

---

**1. Please provide a rationale for addition, deletion, change:**

Due to a change in undergraduate athletic training education moving to the graduate level for entry to the field we are moving the advanced practice MS Athletic Training (GH 80) back to an area of emphasis under MS Exercise Science. This will allow the past bachelor level educated athletic trainers to pursue a MS in a related field with an emphasis in athletic training. This will allow both the exercise science track students and the athletic training track students to share 15 hours of common coursework and then choose an area of emphasis to specialize their masters education.

**2. Please describe any changes in curriculum:**

Course number, title, credit hours. Note whether each course is required or optional. Enter NONE if no change.

The following will be required:

HS 625 – Evidence-Based Practice in Therapeutic Electrophysical Agents 3 hours

HS 630 – Seminar in Athletic Training 3 hours

HS 646 - Health Evaluation for the Athletic Trainer 3 hours

HS 647 Athletic Training II 3 hours

Advisor Approved Elective 3 hours

ESS 681 Thesis or Two additional advisor approved electives 6 hours

**3. Additional Resource Requirements:** If your program requires additional faculty, equipment or specialized materials to ADD or CHANGE this Area of Emphasis attach an estimate of the time and money required to secure these items. May attach separate page if needed

NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

No additional resources will be needed.

**4. NON-DUPLICATION:**

If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them.

Enter NONE if not applicable.

No duplication of any current programs.

***For catalog changes as a result of the above action, please fill in the following pages.***

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 3

---

### 5. **Current Catalog Description**

Insert the *Current* Catalog Description and page number from the latest catalog for entries you would like to change.

(May attach separate page if needed)

No current catalog description - new description is included in the Major Change of Exercise Science

### 6. **Edits to the Current Description**

Attach a PDF copy of the current catalog description prepared in MS Word with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

### 7. **New Catalog Description**

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

The Athletic Training track will emphasize the evaluation of the best clinical, scholarly, and patient based evidence to further the student's existing clinical skills and reasoning.

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 4

---

Please insert in the text box below your Area of Emphasis change information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Area of Emphasis Title:

Credit Hours:

Type of Change Requested: *(addition, deletion, change)*

Term to Take Effect: *(Fall, Spring, Summer/Year)*

Rationale:

Title: Athletic Training

21 Credit Hours

Addition

Summer 16

Due to a change in undergraduate athletic training education moving to the graduate level for entry to the field we are moving the advanced practice MS Athletic Training (GH 80) back to an area of emphasis under MS Exercise Science. This will allow the past bachelor level educated athletic trainers to pursue a MS in a related field with an emphasis in athletic training. This will allow both the exercise science track students and the athletic training track students to share 15 hours of common coursework and then choose an area of emphasis to specialize their masters education.



**Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 1**

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHP

Dept/Division: School of Kinesiology

Contact Person: Gary E. McIlvain

Phone: 696-2930

## Action Requested

Check action requested: ☒ Addition ☐ Deletion ☐ Change

Degree Program Exercise Science (GH 50)

Area of Emphasis Cardiometabolic Rehabilitation

Effective Term/Year Fall 20 ☐ Spring 20 ☐ Summer 20 ☐ 16

## Notifications

Attach a copy of written notification regarding this curriculum request to the following:

1. Statement of Non-Duplication: If this area of emphasis will be similar in title or content to an existing area of emphasis, please send a memo to the affected department/division and include a copy with this packet as well as the response received from the affected department.
2. If your department/division requires additional faculty, equipment, or specialized materials, attach an estimate of cost and time required to secure these items.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u>Mary</u>	Date <u>3-7-16</u>
Registrar <u>Roberta Ferguson</u>	Date <u>3/7/16</u>
College Curriculum Chair <u>ESO</u>	Date <u>3/16/16</u>
College Dean <u>Mary E. McIlvain</u>	Date <u>3/23/16</u>
Graduate Council Chair <u>Tracy Christofero</u>	Date <u>5-23-16</u>
Provost/VP Academic Affairs _____	Date _____
President _____	Date _____

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 2

---

1. Please provide a rationale for addition, deletion, change:

To provide a specialty for students entering cardiac rehabilitation, pulmonary rehabilitation, and/or diabetes rehabilitation setting their academic preparation apart from those that wish to enter other field specialties of exercise science.

2. Please describe any changes in curriculum:

Course number, title, credit hours. Note whether each course is required or optional. Enter NONE if no change.

No changes. The following will be required:

ESS 621 – Exercise Physiology 1 (Cardiorespiratory & Metabolic Adapt.)	3 hours
ESS 623 – Advanced Exercise Physiology 2 (Neuromusc. & Environ. Adapt.)	3 hours
ESS 660 – Internship	6 hours
ESS 682 – Hlth Prom, Disease Prevent., & Rehabilitation; Clinical Perspectives	3 hours

Electives - Choose 6 hours from the following or other approved courses:

ESS 644 – Cardiovascular Exercise Physiology	3 hours
ESS 645 – Respiratory Exercise Physiology	3 hours
ESS 683 – Cardiovascular Assessment	3 hours

3. **Additional Resource Requirements:** If your program requires additional faculty, equipment or specialized materials to ADD or CHANGE this Area of Emphasis attach an estimate of the time and money required to secure these items. May attach separate page if needed

NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

No additional resources needed.

4. **NON-DUPLICATION:**

If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them.

Enter NONE if not applicable.

There is no duplication.

***For catalog changes as a result of the above action, please fill in the following pages.***



## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 3

---

### 5. **Current Catalog Description**

Insert the *Current* Catalog Description and page number from the latest catalog for entries you would like to change.

(May attach separate page if needed)

there is no current catalog description

### 6. **Edits to the Current Description**

Attach a PDF copy of the current catalog description prepared in MS Word with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

### 7. **New Catalog Description**

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

The cardiometabolic track prepares students to work in hospital based rehabilitation centers while delivering specifically designed exercise programs as a treatment for patients with cardiac and metabolic diseases.

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 4

---

Please insert in the text box below your Area of Emphasis change information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Area of Emphasis Title:

Credit Hours:

Type of Change Requested: *(addition, deletion, change)*

Term to Take Effect: *(Fall, Spring, Summer/Year)*

Rationale:

School of Kinesiology

Cardiometabolic Rehabilitation

24 hours

Addition

Summer 2016

To provide a specialty for students entering cardiac rehabilitation, pulmonary rehabilitation, and/or diabetes rehabilitation setting their academic preparation apart from those that wish to enter other field specialties of exercise science.

# Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 1

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHP

Dept/Division: School of Kinesiology

Contact Person: Gary E. McIlvain

Phone: 696-2930

## Action Requested

Check action requested: ☒ Addition ☐ Deletion ☐ Change

Degree Program Exercise Science (GH 50)

Area of Emphasis Exercise Physiology &amp; Human Performance

Effective Term/Year Fall 20 ☐ Spring 20 ☐ Summer 20 ☒ 16

## Notifications

Attach a copy of written notification regarding this curriculum request to the following:

1. Statement of Non-Duplication: If this area of emphasis will be similar in title or content to an existing area of emphasis, please send a memo to the affected department/division and include a copy with this packet as well as the response received from the affected department.
2. If your department/division requires additional faculty, equipment, or specialized materials, attach an estimate of cost and time required to secure these items.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u><i>[Signature]</i></u>	Date <u>3-7-16</u>
Registrar <u><i>[Signature]</i></u>	Date <u>3/7/16</u>
College Curriculum Chair <u><i>[Signature]</i></u>	Date <u>3/16/16</u>
College Dean <u><i>[Signature]</i></u>	Date <u>3/23/16</u>
Graduate Council Chair <u><i>[Signature]</i></u>	Date <u>5-23-16</u>
Provost/VP Academic Affairs _____	Date _____
President _____	Date _____

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 2

---

1. Please provide a rationale for addition, deletion, change:

To provide a specialization emphasis for those wishing to enter the wellness or strength and conditioning aspect of exercise physiology.

2. Please describe any changes in curriculum:

Course number, title, credit hours. Note whether each course is required or optional. Enter NONE if no change.

No changes, the following will be required.

ESS 621 Exercise Physiology 1 (Cardiorespiratory & Metabolic Adapt.) 3 hours  
ESS 623 Advanced Exercise Physiology 2 (Neuromusc. & Environ. Adapt.) 3 hours  
ESS 683 ESS 683 – Cardiovascular Assessment 3 hours  
HS 566 Biomechanical Analysis of Movement or HS 610 Advanced Biomechanics  
ESS 660 Internship or 681 Thesis 6 hours  
Advisor Approved Elective – 3 hours

3. **Additional Resource Requirements:** If your program requires additional faculty, equipment or specialized materials to ADD or CHANGE this Area of Emphasis attach an estimate of the time and money required to secure these items. May attach separate page if needed

NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

No additional resources.

4. **NON-DUPLICATION:**

If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them.

Enter NONE if not applicable.

No duplication with this A of E.

***For catalog changes as a result of the above action, please fill in the following pages.***

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 3

---

### 5. **Current Catalog Description**

Insert the *Current* Catalog Description and page number from the latest catalog for entries you would like to change.  
(May attach separate page if needed)

No current description.

### 6. **Edits to the Current Description**

Attach a PDF copy of the current catalog description prepared in MS Word with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

### 7. **New Catalog Description**

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

The Exercise Physiology and Human Performance track prepares students to work in performance enhancement, fitness, and weight loss industries as an exercise professional who specializes in applying the integrated sciences of biochemistry, biomechanics, and physiology to the athletic and adult fitness populations.

## Request for Graduate Addition, Deletion, or Change of Area of Emphasis-Page 4

---

Please insert in the text box below your Area of Emphasis change information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Area of Emphasis Title:

Credit Hours:

Type of Change Requested: *(addition, deletion, change)*

Term to Take Effect: *(Fall, Spring, Summer/Year)*

Rationale:

School of Kinesiology

Exercise Physiology & Human Performance

24 hours

Addition

Summer 2016

To provide a specialization emphasis for those wishing to enter the wellness or strength and conditioning aspect of exercise physiology.

## Request for Graduate Addition, Deletion, or Change of a Major or Degree

NOTE: Before you submit a request for a new Major or Degree, you must submit an INTENT TO PLAN form. Only after the INTENT TO PLAN goes through the approval process are you ready to submit this request for a new Major or Degree. For detailed information on new programs please see: <http://wvhepcdoc.wvnet.edu/resources/133-11.pdf>.

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: CHOP

COITP

Dept/Division: School of Kinesiology

Contact Person: Gary E. McIlvain

Phone: 696-2930

Degree Program MS. Exercise Science GH 50

Check action requested: ☐ Addition ☐ Deletion ☒ Change

Effective Term/Year

Fall 20

☐

Spring 20

☐

Summer 20

☐ 16

**Information on the following pages must be completed before signatures are obtained.**

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head		Date	3-7-14
College Curriculum Chair		Date	3/16/16
College Dean	 GARY E. McILVAIN	Date	3/23/14
Graduate Council Chair		Date	5-23-16
Provost/VP Academic Affairs		Date	
Presidential Approval		Date	
Board of Governors Approval		Date	

## Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 2

---

Please provide a rationale for addition, deletion, change: (May attach separate page if needed)

Due to a change in undergraduate athletic training education moving to the graduate level for entry to the field we are moving the advanced practice MS Athletic Training (GH 80) back to an area of emphasis under MS Exercise Science. This will allow the past bachelor level educated athletic trainers to pursue a MS in a related field with an emphasis in athletic training. This will allow both the exercise science track students and the athletic training track students to share 15 hours of common coursework and then choose an area of emphasis to specialize their masters education.

Please describe any changes in curriculum:

List course number, title, credit hours. Note whether each course is required or optional. Enter NONE if no change. (May attach separate page if needed)

Required courses for MS Exercise Science (GH 50) will be a total of 15 credit hours + a requirement of an area of emphasis:

EDF 517 or equivalent statistics - 3 hours

ESS 578 Exercise Metabolism - 3 hours

ESS 670 Research in Kinesiology - 3 hours

ESS 601 Advanced Exercise Testing - 3 hours

ESS 642 Devising and Implementing Training and Conditioning Programs - 3 hours

Remainder of spring 2016 Exercise Science courses moved to area of emphasis.

**1. ADDITIONAL RESOURCE REQUIREMENTS:** If your program requires additional faculty, equipment or specialized materials to ADD or CHANGE this major or degree, attach an estimate of the time and money required to secure these items.

NOTE: Approval of this form does not imply approval for additional resources. Enter NONE if not applicable.

N/A

**2. NON-DUPLICATION:** If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them. Enter NONE if not applicable.

There is no duplication.

***For catalog changes as a result of the above actions, please fill in the following pages.***



## Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 3

### 3. Current Catalog Description

Insert the *Current* Catalog Description and page number from the latest catalog for entries you would like to change.  
(May attach separate page if needed)

Found on pages 134-135 of current catalog. See attached for a track changes copy and clean copy.

#### Exercise Science

##### Program Description

The M.S. in Exercise Science prepares students for allied health careers in the clinical, commercial, corporate, community, university, and medical settings. Options include an emphasis on leadership roles and skills that permit one to work with individuals on a client/patient continuum extending from the elite athlete to those with chronic diseases, to the recreational athlete and those simply wishing to stay healthy by living sensibly. Options include careers in cardiopulmonary rehabilitation and diabetes management programs as well as athletic training, exercise physiology, and other health related fields such as physical therapy, pharmaceutical and pacemaker sales. This program also prepares students to enter pre-professional schools for physician assistants, and physicians. Graduates from the M.S. in Exercise Science are also prepared to pursue studies for advanced degree in related doctoral programs.

The course of study for the M.S. in Exercise Science degree is a two-year program with a 39-hour requirement.

##### Admission Requirements

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website at [www.marshall.edu/graduate/admissions/how-to-apply-for-admission](http://www.marshall.edu/graduate/admissions/how-to-apply-for-admission).

In addition (submit all materials directly to Graduate Admissions office):

- an undergraduate Grade Point Average (GPA) of 2.75 or higher on a 4.0 scale for all previously completed undergraduate university work;
- an appropriate undergraduate/graduate background;
- successful completion of an undergraduate course in either exercise physiology or human physiology;
- Graduate Record Exam scores or MCAT scores;
- three letters of reference.

##### Program Requirements

##### Core

ESS 578 Exercise Metabolism

ESS 601 Advanced Exercise Testing

ESS 621 Exercise Physiology 1

ESS 623 Advanced Exercise Physiology 2

ESS 642 Devising and Implementing Training and Conditioning Programs

ESS 683 Cardiovascular Assessment

##### Research

ESS 670 Research in Kinesiology

##### Statistics

EDF 517 Statistical Methods or equivalent

Restricted Electives (Must be approved by advisor)

Choose one (6 hours)

ESS 660 Clinical Internship OR

ESS 681 Thesis

### 4. Edits to the Current Description

Attach a PDF copy of the current catalog description prepared in MS WORD with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

## **Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 4**

### **5. New Catalog Description**

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

See attached

## Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 5

Please insert in the text box below your change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Major or Degree:

Type of Change: *(addition, deletion, change)*

Rationale:

School of Kinesiology (College of Health Professions)

Exercise Science GH 50

Change

Rational: Due to a change in undergraduate athletic training education moving to the graduate level for entry to the field we are moving the advanced practice MS Athletic Training (GH 80) back to an area of emphasis under MS Exercise Science. This will allow the past bachelor level educated athletic trainers to pursue a MS in a related field with an emphasis in athletic training. This will allow both the exercise science track students and the athletic training track students to share 15 hours of common coursework and then choose an area of emphasis to specialize their masters education.

The M.S. in Exercise Science prepares students for allied health ~~and medical~~ careers in the clinical, commercial, corporate, community, university, and medical settings. Options include an emphasis on leadership roles and skills that permit one to work with individuals on a client/patient continuum extending from the elite athlete to those with chronic ~~disorder/diseases~~, to the ~~cardiac transplantation patient as well as the in-between—the~~ recreational athlete and those simply wishing to stay healthy by living sensibly. Options include careers ~~as clinicians~~ in cardiopulmonary rehabilitation and diabetes management programs, ~~as as well as~~ athletic ~~trainer training~~, as exercise ~~physiologists physiology~~, and ~~human performance~~ as well as preparation for other medical fields including and other health related fields such as physical therapy, pharmaceutical and pacemaker sales. This program also prepares students to enter pre-professional schools for ~~as pharmacists, as physician assistants, as and physicians~~. Graduates from the M.S. in Exercise Science are also prepared to pursue studies for and for advanced degrees in related doctoral programs.

The course of study for the M.S. in Exercise Science degree is a two-year program with a 36-~~39~~-hour requirement.

### Admission Requirements-Exercise Science

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website at [www.marshall.edu/graduate/admissionsrequirements.asp](http://www.marshall.edu/graduate/admissionsrequirements.asp).

In addition: (submit all materials directly to Graduate Admissions office)

- an undergraduate Grade Point Average (GPA) of 2.75 or higher on a 4.0 scale for all previously completed undergraduate university work;
- an appropriate undergraduate/graduate background ~~that includes anatomy, physiology, and exercise physiology;~~
- ~~successful completion of an undergraduate course in either exercise physiology or human physiology; see requirements for Integrative Physiology above;~~
- Graduate Record Exam scores or MCAT scores;
- three letters of reference.

### Program Requirements

#### Core

ESS 578 Exercise Metabolism

ESS 601 Advanced Exercise Testing

~~ESS 621 Exercise Physiology 1~~

~~ESS 623 Advanced Exercise Physiology 2~~

~~ESS 642 Devising and Implementing Training and Conditioning Programs~~

~~ESS 683 Cardiovascular Assessment Research~~

ESS 670 Research in Kinesiology

Statistics ~~EDF~~ BSC 517 Statistical Methods or equivalent

~~Restricted Electives (Must be approved by advisor) Choose one (6 hours)~~

~~ESS 660 Clinical Internship OR ESS 681 Thesis~~

#### Athletic Training

HS 625 – Evidence-Based Practice in Therapeutic Electrophysical Agents	3 hours
HS 630 – Seminar in Athletic Training	3 hours
HS 646 - Health Evaluation for the Athletic Trainer	3 hours
HS 647 Athletic Training II	3 hours
Advisor Approved Elective	3 hours
ESS 681 Thesis or Two additional advisor approved electives	6 hours
* Non-thesis requires comprehensive exams	21 hours

**Cardiometabolic Rehabilitation**

ESS 621 – Exercise Physiology 1 (Cardiorespiratory & Metabolic Adapt.)	3 hours
ESS 623 – Advanced Exercise Physiology 2 (Neuromusc. & Environ. Adapt.)	3 hours
ESS 660 – Internship	6 hours
ESS 682 – Hlth Prom, Disease Prevent., & Rehabilitation; Clinical Perspectives	3 hours
<b>Electives - Choose 6 hours from the following or other approved courses:</b>	
ESS 644 – Cardiovascular Exercise Physiology	3 hours
ESS 645 - Respiratory Exercise Physiology	3 hours
ESS 683 – Cardiovascular Assessment	3 hours
	21 hours

**Exercise Physiology & Human Performance**

ESS 621 Exercise Physiology 1 (Cardiorespiratory & Metabolic Adapt.)	3 hours
ESS 623– Advanced Exercise Physiology 2 (Neuromusc. & Environ. Adapt.)	3 hours
ESS 683 – Cardiovascular Assessment	3 hours
HS 566 Biomechanical Analysis of Movement or HS 610 Advanced Biomechanics	3 hours
ESS 660 or 681 Internship or Thesis	6 hours
Advisor Approved Elective	3 hours
	21 hours

## Exercise Science

### Program Description

The M.S. in Exercise Science prepares students for allied health careers in the clinical, commercial, corporate, community, university, and medical settings. Options include an emphasis on leadership roles and skills that permit one to work with individuals on a client/patient continuum extending from the elite athlete to those with chronic/acute diseases/injuries, to the recreational athlete and those simply wishing to stay healthy by living sensibly. Options include careers in cardiopulmonary rehabilitation and diabetes management programs as well as athletic training, exercise physiology and human performance, and other health related fields such as physical therapy, pharmaceutical and pacemaker sales. This program also prepares students to enter pre-professional schools for physician assistants, and physicians. Graduates from the M.S. in Exercise Science are also prepared to pursue studies for advanced degree in related doctoral programs. The course of study for the M.S. in Exercise Science degree is a two-year program with a 39-hour requirement. Students choose a concentration of study in one of the following: Exercise Physiology, Clinical Exercise Physiology, or Post Professional Athletic Training.

### Admission Requirements

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website at [www.marshall.edu/graduate/admissions/how-to-apply-for-admission](http://www.marshall.edu/graduate/admissions/how-to-apply-for-admission). In addition (submit all materials directly to Graduate Admissions office):

- an undergraduate Grade Point Average (GPA) of 2.75 or higher on a 4.0 scale for all previously completed undergraduate university work;
- an appropriate undergraduate/graduate background that includes anatomy, physiology, and exercise physiology;
- Graduate Record Exam scores or MCAT scores;
- three letters of reference.

### Program Requirements

#### Core

Statistics – BSC 517 or equivalent	3 hours
ESS 578 – Exercise Metabolism	3 hours
ESS 601 – Advanced Exercise Physiology 1	3 hours
ESS 642 - Devising and Implementing Training and Conditioning Programs	3 hours
ESS 670 - Research in Kinesiology	<u>3 hours</u>
	15 hours

#### Area of Emphasis – Must choose 1

##### Athletic Training

HS 625 – Evidence-Based Practice in Therapeutic Electrophysical Agents	3 hours
HS 630 – Seminar in Athletic Training	3 hours
HS 646 - Health Evaluation for the Athletic Trainer	3 hours
HS 647 Athletic Training II	3 hours
Advisor Approved Elective	3 hours
ESS 681 Thesis or Two additional advisor approved electives	<u>6 hours</u>
* Non-thesis requires comprehensive exams	21 hours

**Cardiometabolic Rehabilitation**

ESS 621 – Exercise Physiology 1 (Cardiorespiratory & Metabolic Adapt.) 3 hours

ESS 623 – Advanced Exercise Physiology 2 (Neuromusc. & Environ. Adapt.) 3 hours

ESS 660 – Internship 6 hours

ESS 682 – Hlth Prom, Disease Prevent., & Rehabilitation; Clinical Perspectives 3 hours

**Electives - Choose 6 hours from the following or other approved courses:**

ESS 644 – Cardiovascular Exercise Physiology 3 hours

ESS 645 - Respiratory Exercise Physiology 3 hours

ESS 683 – Cardiovascular Assessment 3 hours

21 hours

**Exercise Physiology & Human Performance**

ESS 621 Exercise Physiology 1 (Cardiorespiratory & Metabolic Adapt.) 3 hours

ESS 623– Advanced Exercise Physiology 2 (Neuromusc. & Environ. Adapt.) 3 hours

ESS 683 – Cardiovascular Assessment 3 hours

HS 566 Biomechanical Analysis of Movement or HS 610 Advanced Biomechanics 3 hours

ESS 660 or 681 Internship or Thesis 6 hours

Advisor Approved Elective 3 hours

21 hours



## Request for Graduate Course Deletion

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy (without signatures), to the Graduate Council Chair. If attachments included, merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and signed hard copy.**
4. Additionally, attach a copy of your written notification and any response(s) regarding this course deletion to other Departments/Divisions which advise students to enroll in this course as a prerequisite, co-requisite, or as an approved elective.

College Dept/Div. Contact Person Phone 

Current Course Number and Title

*Public Relations Research Methods*

Rationale for Course Deletion

JMC 509 is no longer offered. JMC 508--Strategic Communications Research--is already offered in its place.

Final term and year this course is to be offered:    Fall 20     Spring 20     Summer 20

Course being ADDED in place of this DELETION. NOTE: A course ADDITION request form is also required.

Course Number and Title

Credit Hrs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head

*Janet Dawley*

Date

*3-3-16*

Registrar

*Rhonda Ferguson*

Date

*3/4/16*

College Curriculum Chair

*Patricia*

Date

*4/5/16*

Graduate Council Chair

*J Christofero*

Date

*5-23-16*



## Request for Graduate Course Deletion-Page 2

---

Please insert in the text box below your course deletion summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Rationale for deletion:

Final Term Offered:

Courses added (*if any*):

SOJMC

JMC 509--Public Relations Research Methods

This course is no longer offered

Pre-2008

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: CAM

Dept/Division: SOJMC

Current Alpha Designator/Number: JMC 536

Contact Person: Rob Rabe

Phone: 6-4636

## CURRENT COURSE DATA:

Course Title: International Communications

Alpha Designator/Number:

J M C 5 3 6

Title Abbreviation:

I n t e r n a t i o n a l C o m m

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u>Janet Dauby</u>	Date <u>3-2-16</u>
Registrar <u>Rebecca Ferguson</u>	Date <u>3/4/16</u>
College Curriculum Chair <u>Dr. Hays</u>	Date <u>4/5/16</u>
Graduate Council Chair <u>Tracy Christofero</u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

College: CAM

Department/Division: SOJMC

Alpha Designator/Number: JMC 536

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☒ YES ☐ NO

From 

I	n	t	e	r	n	a	t	i	o	n	a	l		C	o	m	m	u	n	i	c	a	t	i	o	n			
---	---	---	---	---	---	---	---	---	---	---	---	---	--	---	---	---	---	---	---	---	---	---	---	---	---	---	--	--	--

 (limited to 30 characters and spaces)

To 

I	n	t	e	r	n	a	t	i	o	n	a	l		M	a	s	s		C	o	m	m							
---	---	---	---	---	---	---	---	---	---	---	---	---	--	---	---	---	---	--	---	---	---	---	--	--	--	--	--	--	--

If Yes, Rationale 

The catalog title of JMC 436 has already been changed. This title change to JMC 536 is necessary to make it align with the 400-level course.

Change in COURSE ALPHA DESIGNATOR:

From: 

--	--	--	--

 To: 

--	--	--	--

☐ YES ☒ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 

--	--	--	--

 To: 

--	--	--	--

If Yes, Rationale

Change in COURSE GRADING

From ☐ Grade To ☒ Credit/No Credit

Rationale

Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: CAM \_\_\_\_\_

Department: SOJMC \_\_\_\_\_

Course Number/Title JMC 536 International Communications \_\_\_\_\_

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

Not Applicable

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

Not Applicable

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

Not Applicable

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

Course Title Change

Department: SOJMC

Current Course Number/Title: JMC 536 International Communications

New Course Title: International Mass Communications

Rationale: The catalog title of JMC 436 has already been changed. This title change to JMC 536 is necessary to make it align with the 400-level course.

Catalog Description: Development of various systems of mass communications and comparison with the United States.

## Request for Graduate Course Deletion

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy (without signatures), to the Graduate Council Chair. If attachments included, merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and signed hard copy.**
4. Additionally, attach a copy of your written notification and any response(s) regarding this course deletion to other Departments/Divisions which advise students to enroll in this course as a prerequisite, co-requisite, or as an approved elective.

College Dept/Div. Contact Person Phone Current Course Number and Title 

## Rationale for Course Deletion

Crosslisted course above should be deleted because a) it has long since been replaced by a stand alone 600 level graduate course, b) it is no longer offered, c) it represents a paperwork "cleanup" of sorts which makes the lineup cleaner.

540 used to be taught alongside 440 (which is still taught). Now graduate students have a 604 course covering media law and ethics together.

Final term and year this course is to be offered: Fall 20 ☐ Spring 20 ☒ 10 Summer 20 ☐

Course being ADDED in place of this DELETION. NOTE: A course ADDITION request form is also required.

Course Number and Title Credit Hrs. 

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

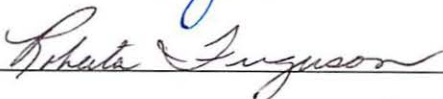
Dept. Chair/Division Head



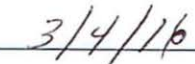
Date



Registrar



Date



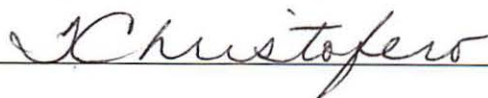
College Curriculum Chair



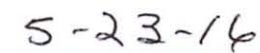
Date



Graduate Council Chair



Date



## Request for Graduate Course Deletion-Page 2

---

Please insert in the text box below your course deletion summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Rationale for deletion:

Final Term Offered:

Courses added (*if any*):

DEPARTMENT: SOJMC

COURSE # & TITLE: JMC 540-MEDIA ETHICS

RATIONALE FOR DELETION: Crosslisted course above should be deleted because a) it has long since been replaced by a stand alone 600 level graduate course, b) it is no longer offered, c) it represents a paperwork "cleanup" of sorts which makes the lineup cleaner.

540 used to be taught alongside 440 (which is still taught). Now graduate students have a 604 course covering media law and ethics together.

FINAL TERM OFFERED: SPRING, 2010



## Request for Graduate Course Addition

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: CAM

Dept/Division: SOJMC

Alpha Designator/Number: JMC 551

☒ Graded ☐ CR/NC

Contact Person: DR. CHRISTOPHER SWINDELL

Phone: 304-696-2729

## NEW COURSE DATA:

New Course Title: TELEVISION REPORTING I

Alpha Designator/Number:

J M C 5 5 1

Title Abbreviation:

T E L E V I S I O N R E P O R T I N G 1

(Limit of 25 characters and spaces)

Course Catalog Description:  
(Limit of 30 words)

Students report, shoot, edit, write, produce, and anchor "MU Report," a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television as available.

Co-requisite(s): none

First Term to be Offered: FALL 2017

Prerequisite(s): Graduate Standing and perm

Credit Hours: 3

Course(s) being deleted in place of this addition (must submit course deletion form): N/A

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head

Junit Dawley

Date

4-6-16

Registrar

Roberta Ferguson

090401

Date

4/6/16

College Curriculum Chair

Date

Graduate Council Chair

Christofero

Date

5-23-16

## Request for Graduate Course Addition - Page 2

---

College: CAM

Department/Division: SOJMC

Alpha Designator/Number: JMC 551

---

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

---

1. FACULTY: Identify by name the faculty in your department/division who may teach this course.

DR. CHRISTOPHER SWINDELL

2. DUPLICATION: If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the proposal. Enter "**Not Applicable**" if not applicable.

A REVIEW OF THE CURRICULUM REVEALS NO TELEVISION NEWS COURSE OFFERED AT THE GRADUATE LEVEL WHICH WOULD TRIGGER A DUPLICATION OR CONFLICT.

3. REQUIRED COURSE: If this course will be required by another department(s), identify it/them by name. Enter "**Not Applicable**" if not applicable.

N/A

4. AGREEMENTS: If there are any agreements required to provide clinical experiences, attach the details and the signed agreement. Enter "**Not Applicable**" if not applicable.

N/A

5. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials to teach this course, attach an estimate of the time and money required to secure these items. (Note: Approval of this form does not imply approval for additional resources.) Enter "**Not Applicable**" if not applicable.

NO ADDITIONAL RESOURCES. THIS ADDED COURSE IS IN REALITY AN EXISTING COURSE WITH THE ADDITION OF A CROSS-LISTING COMPONENT. AS GRADUATE COURSES DEMAND A HIGHER LEVEL OF RIGOR AND ADDITIONAL EFFORT, THE COURSE WILL INCLUDE A MISSING ELEMENT FROM UNDERGRADUATE AS IT CURRENTLY EXISTS--MANAGEMENT FUNCTIONS UNIQUE TO TELEVISION NEWS SUCH AS EXECUTIVE PRODUCING, ASSIGNMENT MANAGER, EQUIPMENT MANAGEMENT, AND THE ACADEMIC COMPONENT OF THIS "HANDS ON" COURSE. THE COURSE WILL DEMAND A PAPER ON A TOPIC RELATED TO NEWS MEDIA VIABILITY, ETHICS, COVERAGE, OR SOCIAL USE

6. COURSE OBJECTIVES: (May be submitted as a separate document)

THE STUDENT WILL BY EITHER COURSE'S END (551 OR 552)

LEARN TO ASSESS INFORMATION VIA A VISUAL LENS

GAIN PRACTICE AND FACILITY IN THE GENERATION OF NEWS CONTENT FOR TELEVISION

ACQUIRE VIDEO ACQUISITION, MANIPULATION, AND PRESENTATION IN THE DIGITAL AGE

CREATE NEWS AWARENESS

CREATE A RESUME "REEL"

## **Request for Graduate Course Addition - Page 3**

---

**7. COURSE OUTLINE (May be submitted as a separate document)**

**SEE ATTACHED SYLLABUS FOR COURSE OUTLINE, HIGHLIGHTED GRADUATE DIFFERENCES, MODES OF EVALUATION, AND LEARNING OUTCOMES.**

**8. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATES (May be submitted as a separate document)**

**9. EXAMPLE OF INSTRUCTIONAL METHODS (Lecture, lab, Internship)**

**The course is a mixture of lecture (brief), lab, field experience, and trial and error.**

## **Request for Graduate Course Addition - Page 4**

### **10. EXAMPLE EVALUATION METHODS (CHAPTER, MIDTERM, FINAL, PROJECTS, ETC.)**

Rubric for news package evaluation:

News values--Novice, apprentice, proficient, distinguished	Editing--Same
Video acquisition--Same	Narration--Same
Writing--Same	

### **11. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE/GRADUATE COURSE**

SEE SYLLABUS FOR TWO DISTINCT DIFFERENCES FROM UNDERGRADUATE REQUIREMENTS--MANAGEMENT PRACTICE AND AN ACADEMIC PAPER

### **12. PROVIDE COMPLETE BIBLIOGRAPHY (May be submitted as a separate document)**

Television News

by Steve Hawkins Teresa Keller

Broadcast Journalism: Techniques of Radio and Television News 6th Edition

by Peter Stewart (Author), Ray Alexander (Author)

It Takes More Than Good Looks to Succeed at Television News Reporting, 2nd Edition Paperback

by Wayne Freedman (Author)

Managing Television News: A Handbook for Ethical and Effective Producing (Routledge Communication Series) 60395th Edition

## **Request for Graduate Course Addition - Page 5**

Please insert in the text box below your course summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

**Department:**

**Course Number and Title:**

**Catalog Description:**

**Prerequisites:**

**First Term Offered:**

**Credit Hours:**

**DEPARTMENT:** SOJMC

**COURSE # AND TITLE:** JMC 551 TELEVISION REPORTING

**CATALOG DESCRIPTION:** Students report, shoot, edit, write, produce, and anchor MU Report, a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television, as available.

**Prerequisites:** Graduate standing and permission

**First term offered:** Fall, 2017

**Credit hours:** 3

$$\begin{array}{r} 69 \\ - 10 \\ \hline 59 \end{array}$$

$$\begin{array}{r} 612 \\ 17 \\ - 53 \\ \hline 19 \end{array}$$

CT

Karina ~~beaming~~ JMC 201 4103

~~really does need~~  
~~124~~

Volunteers from the station and WFGH-FM, in Fort Gay, WV, partnered to originate the program and send it to affiliates across the Mountain State. Eventually the program took on a life of its own in the W. Page Pitt School of Journalism and Mass Communication's high-definition television studio.

"Originally, we didn't consider doing the program for television or video streaming," Rogers said. "We viewed it solely as a radio program, but then a plan emerged that would work without changing the entire format of the program. It's still very much a radio program at its heart, but we've received a lot of compliments about the video stream." Reports on web access to Basketball Friday Night in West Virginia indicate the program has reached listeners in all 50 states.

WMUL-FM's staff is entirely comprised of students and local community volunteers, who DJ, write and produce news and sports reports and producing original promotional and public service announcements. "Without our dedicated staff we wouldn't be able to do half the programming we currently do," Rogers said. "Our student and community volunteers are the lifeblood to what we do here every year. From writing and producing our daily Newscenter 88 newscasts and covering various events on campus to calling Marshall Athletic events and attending recruitment meetings, our staff spends countless hours working to provide a great product for our listening audience."

WMUL-FM has won over 1,500 awards since 1985 in local, state and national competitions, while competing against both student and professional broadcasters. Most of WMUL-FM's awards have come from its news, sports and public affairs programming. WMUL-FM can be accessed by tuning to 88.1 FM or via the web at [www.marshall.edu/wmul](http://www.marshall.edu/wmul).

Blues alternative gospel jazz  
progressive, u1b49



WMUL programming

By Adam Rogers

Public radio's purpose is to serve the public to which it broadcasts.

Approaching its 55<sup>th</sup> anniversary, WMUL-FM has been providing the Huntington-Tri-State community with "cutting edge" music and a menu of original news, sports and public affairs programming as well as nationally syndicated public affairs programming since becoming the first non-commercial radio station in West Virginia. It began as a 10-watt station on November 1, 1961 that was barely picked up on campus, but now it broadcasts to the Tri-State area with a 1,500-watt antenna and streams all of its programming online.

WMUL-FM operates out of the W. Page Pitt School of Journalism and Mass Communications and broadcasts 24/7/365. The award winning tradition of Marshall University's campus radio station is well established, but a deeper look will reveal why these students are bringing home the trophies.

"We love the variety of music we play because it's different from the commercial alternatives in the area, but we take a lot of pride in the quality of our original programming as well," Adam Rogers, WMUL-FM Executive Director said. "Newscenter 88 at 5 p.m. runs Monday through Friday and covers the entire Tri-State, not just the Marshall and Huntington communities." The news stories are generated, reported, edited and announced by Marshall University students.

"Our public affairs programming is one of the most important things we do," Rogers said. "It's our responsibility to let our listeners know what issues are taking place in their neighborhoods and city." People can read about those issues in a newspaper or online, but there's just something about hearing it straight from the source's mouth without a middleman.

In addition to original public affairs programming, WMUL-FM also broadcasts three nationally syndicated public affairs programs. Making Contact airs at 5:30 p.m. on Mondays and covers issues from the environment and women's issues to racial justice and reproductive health and justice. It is a weekly award-winning magazine/documentary-style program produced by the National Radio Project based in Oakland, CA that features voices not generally heard in other venues.

The Bioneers and New World Notes air back-to-back at 9 a.m. on Fridays. The Bioneers, produced by Collective Heritage Institute/Bioneers, focuses on environmental and social justice and innovative solutions to issues of the planet and its people. New World Notes examines political and social issues from a progressive perspective and with humor.

"The FM 88 Sports team broadcasts Marshall football, men's and women's basketball and soccer, volleyball, baseball and softball games and every Wednesday evening from 6-10 p.m. is dedicated to sports-talk programming," Rogers said.

"Basketball Friday Night in West Virginia," an innovative venture of WMUL-FM, has proven highly successful. The station began its first simulcasting effort two years ago with the program that reports on both boys and girls high school basketball across all levels in West Virginia with the help of callers and social media.

Newsbud

63  
- 10  
53  
612  
12  
- 53  
19

Sports  
Sports

BBN 3com  
Red Dawg

in RTV  
in WMU logo  
Deon in Display

Grul  
ray  
Holly



FOR IMMEDIATE RELEASE

Contact: Chris Dickerson, (304) 249-8678

## **FIVE BEING INDUCTED INTO THE MARSHALL SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS HALL OF FAME**

HUNTINGTON – Five graduates of Marshall University's W. Page Pitt School of Journalism and Mass Communications (SOJMC) are being inducted into the school's Hall of Fame this fall.

Dr. Charles Bailey, Mike Cherry, Jody Jividen, Chad Pennington and Peter Ruest officially will be inducted during a Sept. 23 ceremony.

"The five alumni being honored each have left their own unique marks on mass communications," said Chris Dickerson, president of the SOJMC Alumni Advisory Council which handled the nomination process. "They all are quite deserving of this honor."

Bailey is a 1974 SOJMC bachelor's graduate and a 1985 master's graduate. He is a professor in the SOJMC and faculty manager of WMUL-FM. Under his guidance, the radio station and its student broadcasters have won nearly 1,600 awards since 1985. He is a member of the West Virginia Broadcasting Hall of Fame and has been given the Lifetime Achievement Award from the West Virginia Associated Press Broadcasters Association.

Cherry is a 1980 SOJMC graduate. He was an award-winning sportswriter who worked for the Charleston Gazette, Charleston Daily Mail, Charleston and for Florida Today. For most of his career in West Virginia, he covered Marshall and West Virginia University sports. He also worked in the Marshall University Athletic Department after graduation and later freelanced for The Sporting News. He died of cancer in 2010 at the age of 54.

Jividen is a 1981 SOJMC graduate. He was an award-winning sportswriter for the Charleston Daily Mail. He covered everything from high school sports to Marshall and West Virginia University athletics to the 1996 Summer Olympics. He later became sports editor and city editor of the paper. He died of cancer in 2002 at the age of 44.

Pennington is a 2000 SOJMC graduate. He is best known as a standout quarterback for the Marshall Thundering Herd and for his time in the NFL with the New York Jets and Miami



W. Page Pitt  
School of Journalism  
and Mass Communications

**WE ARE...MARSHALL.**

One John Marshall Drive • Huntington, West Virginia 25755-2622  
A State University of West Virginia • An Affirmative Action/Equal Opportunity Employer

Dolphins. But the Rhodes Scholar is an SOJMC graduate who spent a season as an NFL analyst for Fox Sports. He also has helped the university raise millions of dollars through the Vision Campaign for Athletics, and he has helped the Tri-State Area through his 1st and 10 Foundation.

Ruest is a 1997 SOJMC graduate. He currently is Vice President and Account Director at Energy BBDO, a leading advertising and marketing company. He previously worked at Young & Rubicam as well as Wieden + Kennedy. He has worked on campaigns for Wrigley, Sears, Nike and many others.

Inductees must be a graduate of the SOJMC program, but there are two other criteria to be nominated:

- \* Contribution(s) to Journalism and Mass Communications as a profession. The nominee has made a contribution to the profession of journalism or has made a positive impact upon the profession.

- \* Contribution(s) to Marshall University and/or the SOJMC. The nominee, either through talent, treasure or activity, has made an outstanding impact upon Marshall University and/or the SOJMC Department.

More details about the Sept. 23 induction ceremony will be released at a later date.

For more information or questions about the SOJMC Hall of Fame, please contact the school at [sojmc@marshall.edu](mailto:sojmc@marshall.edu).

# **JMC 451/551 Television Reporting I, Fall, 2015**

## **Marshall School of Journalism and Mass Communications**

**Day/Time/Place:** MWF 1-2:15 CB 135, studio, edit suite, and campus

**Pre-req for undergraduate:** JMC 301 (or co-req). 360 is helpful. The student must have passed the language skills test to stay enrolled. (JMC 103)

**Requisites for graduate:** Graduate status and permission

**Instructor:** Dr. Christopher Swindell [Swindell@marshall.edu](mailto:Swindell@marshall.edu)  
**Phone** 696-2729 C-541-0002

**Office:** CB 112 **Office hours** M 2:30-4. T Noon-4 and by appt, (2:15-3:15 MWF dedicated to MU Report.)

**Course description (official):** Students report, shoot, edit, write, produce, and anchor [MU Report](#), a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television, as available. Graduate students assume managerial responsibilities in addition to content creation, and also write an academic paper on an issue relevant to the current state of television news, such as ratings and profits, bleed and lead television coverage, budget cuts and investigation, etc.

**Course description (unofficial):** This class is an examination of and practice in news for television. It is an intro course to broadcast journalism for TV news, including reporting, writing, videography, editing, scripting, producing, and performance. The student will make extensive use of university equipment and facilities, including the statewide public television system where the student's material will air.

**Text:** While there is no formal text for this course, the student should get, consult, and hold on to *Media Writers Handbook*, Dr. George Arnold, and the *Associated Press Style Manual*.

**SOJMC and the student:** The student will use university equipment to shoot and edit packages and stories for this course, but each student will need to BUY a separate portable hard drive AND a 10 speed or higher 32 gig or higher SD card for camera work.

**Graduate students:** Graduate students will assume additional duties such as story manager/assignment editor, news producer/backtiming, and production components consistent with the programming mission of MU Report.

**Course objectives:** Students will gain very practical experience in television story building and producing newscasts for air. The class starts by getting away from the level of detail associated with print storytelling, and moves quickly to the mechanics of the video camera. The student will also learn about shorter interviews and shorter time in the field shooting. The student will acquire the skills needed to be a video storyteller. In the edit booth, students will learn how to record a script (which the student has written and the producer has cleaned), and edit clips for a package. Most students will also anchor, but that is *not* the primary emphasis of the course.

Even though the class is not about the grade but about story development

...

By course's end, to pass:

- Gather and write accurate, organized, grammatically correct broadcast reports, SEVEN packages which air in some venue.
- Capture, store, and manipulate audio and video to create the above reports for air.
- Work as a group to produce and anchor the WVPBS newscast and Up top the Minute.

**Topical objectives/learning outcomes:** Students will, by course conclusion,

- Better understand matters of a free press by participating in free press expression
- Appreciate the practical theories that underpin video and audio construction
- Write television news copy rather than copy for other media
- Research and evaluate information for inclusion or exclusion in news stories

- Contemplate their own work according to standards of truth, accuracy and fairness
- Bring together various “threads” of a story to create a cogent whole
- Grasp the value of ethical conduct
- Gather news by thinking critically, creatively, and independently
- Incorporate marginalized voices and alternate views into story content
- Master the tools and technology required

**How will the class work?** The class begins with a short course in television single camera video production. JMC 301 news skills are expected as part of the class—with the added time constraints of short packages that get to the point. Stories are to come from Marshall or have a Marshall tie because the rest of the market is already covered by commercial television stations. The beat is Marshall, so cover it. The repetition is meant to improve performance.

**What’s the WVPBS thing?** Six times a semester the student must move to the studio for the recording (live to tape) of a statewide 14:30 broadcast. If the average package runs 1:30 on tape, and the anchor material around it runs another :30, that’s up to 8 packages, along with readers, vos, vosots, intros, and outros. The producer, along with the director and the instructor’s help, will count down the broadcast to close about once every two weeks starting in September. Dates to be announced. Marshall’s MU Report rotates with WVU and two other West Virginia schools, which is terrific student exposure.

**Story Time References:** Stories must be, by definition, evergreen on tape. That is, they CANNOT make a reference to time/date/time stamp for air. This is because the telecast is often sent 10 days before air, not including the time that has passed before recording. Be mindful of this in everything recorded.

**Up To the Minute.** Deadline is everything in this business. To get better accustomed to deadline, the class will begin production of a 4-MINUTE newscast for air on Ch. 25 (Cabell County cable only) before midterm. This occurs outside class time but for course credit. The same stories that run in the short show will also run in MU Report, the formal name of the WVPBS program. One anchor is required for Up to the Minute. This program is contingent on a director and a crew.

**General comments:** This class should be the most time-consuming, yet rewarding class in the student's schedule. While the student will be free of the constraints of tests and memorization, the expectation is so much higher that a comparison is foolish. TV News students must breathe news, grab a camera, go, and bring it back. It is their one and only chance to decide if this is the career for them, and then practice for it.

**Attendance:** Students are here because they think they want to do this or explore it. Missing two classes unexcused does not result in a penalty, as long as it is not a record day. Missing a third class unexcused results in a letter grade drop of the final grade. Missing four unexcused means the student can earn no higher than a C in the course. Missing five will result in failure. I also reserve the right to fire students for failing to turn in work because this class is more of a newsroom than a course. If a student misses two deadlines, s/he will be asked to withdraw from the course. Failure to withdraw will mean a loss of professionalism points and a failing grade for the course. On the other hand, excused absences must be confirmed in advance, and the material for what constitutes an excused absence can be found from Marshall's webpage. Show tapings and package deadlines cannot be made up.

**Grading:** 7 packages at 50 each across the term. Two practical, hands on exams worth 25 each, 4-5 topical assignments to include video sequencing, editing, script generation, voice exercises, and for graduate students, producing, story generation, and related. All students will have the chance to anchor a newscast, but anchoring is not the focus of the course. SEVEN IS THE MINIMUM, with 4 completed weekly by midterm and returned graded. The remaining 3 cannot be turned in the last week of class, either.



The last package for a SEVEN minimum grade is THE LAST BIG SHOW. Extras can be used to substitute for lower grades and for daily shows. Anything other than the aforementioned order, or fewer than seven stories, fails.

**Packages** are worth 50 points each AND MUST INCLUDE A VOSOT after training. The student earns the grade on a 93-100 scale by completing the seven packages THEN TURNING THEM IN FOR A GRADE ALONG WITH A LEAD, TAG, SCRIPT AND SUPERS BEFORE the broadcast. Producers may substitute one package grade for producing. Photographers must shoot TWO other COMPLETE pieces for 1 package credit. The photographer must submit the completed story before air, then do it again, to earn the grade.

The instructor also reserves 25 professionalism points. Those who come to class, make progress (from whatever level), and express the correct esprit de corps keep the points. Conduct the news director deems unprofessional costs the points. These points can be lost for the following reasons, but the listed reasons are not delimiting.

- 1) An inappropriate attitude in or out of class
- 2) Rude or offensive conduct displayed toward the instructor, another student, or by far the worst, toward an interview subject for a story
- 3) Repeated delays in completing responsibilities
- 4) Any incident, behavior, or conduct which does not assist the group in completing the task
- 5) Regular tardiness or absence
- 6) Cell phone use to text or talk
- 7) Excessive cursing

**Up to the Minute is also worth points to be determined.**

**Other grades: The following is an explanation of the topical assignments**  
The news material is the real part of the grade. But, to that end, the student will be doing other things worth various points along the way. There will be at least 5 assignments/tests/voice exercises required. Here's a rough idea.

- 1) Words of the industry/Words of VIDEO NEWS—These are quasi tests, important, but not memorization. Points to be determined

- 2) Shoot. Points to be determined
- 3) Shoot and edit a sequence—This is a video command, edit command exercise. Very important.
- 4) Intonation variety exercise—This voice work comes from a variety of sources. Points to be determined
- 5) Script construction, editing, proofing exercise—This is how the student will make MU Report contributions stronger. Points to be determined
- 6) Delivery—a separate voice track for a grade.
- 7) Anchor practice (or alternative)

**Graduate academic paper:** The instructor is committed to offering graduate students a life-like television news experience in keeping with the SOJMC hands on tradition. But, graduate students must consider more than the pedestrian elements of news. To that end, graduate students in collaboration with the instructor, will write an appropriate length APA style paper on a topic sensitive to television news. The topics are as boundless as the student's imaginations and experiences.

**Camera/Edit suite protocol:** The student will be checking out cameras and reserving edit time. Each student will leave a reachable number. If the camera's not there when the next person is scheduled to shoot, that person has the job of calling to find it. Work it out. If someone messes up someone else's shoot, both the offended and the offender will work it out. If that's not possible, the case will go to the instructor. The bottom line is, the instructor will always side with the offended party and professionalism points will be deducted. Be courteous, unfortunately, or else. We have limited camera availability, limited edit suite time, limited class time, limited time, and limits. Work within them.

**Plagiarism:** Academic dishonesty in television means making up a story, borrowing from another source without attributing, using another person or operation's story, or failing to attribute properly in a story for air. Any discovery of television plagiarism will result in failure of the course and recommendations to the Vice President of Academic Affairs.

**Liability:** The School of Journalism often collects from those who damage the equipment or let it get stolen. Treat it gently and with respect. Leave it in the condition it was checked out in (provided that's good. If not, alert the graduate assistant, me, and/or the chief engineer). Electronics cannot be dropped, banged, left, tinkered with tools, or otherwise mishandled. On the other hand, students make mistakes. Tell us. Don't hide. Anyone who returns equipment in poor condition without reporting it will be reported to instructor and will have points deducted.

If students conduct themselves professionally, they will thrive. By the same token, the instructor promises to provide a professional, relatively harassment free environment. But, the instructor also reserves the right to model news director conduct in expecting students to think and perform. There will be no hurt feelings. If someone in the group is letting the group down, police them or the instructor will have to. Accept constructive criticism from a seasoned professional. If the student wants a second opinion, get it. But, the second critique is likely to be much more forceful. The most important objective of each piece of instruction is to help the student get a job. The instructor will not hesitate to offer constructive criticism to that end.

**Americans with Disabilities Statement--**Marshall University is committed to equal opportunity in education for all students, including those with physical, learning and psychological disabilities. University policy states that it is the responsibility of students with disabilities to contact the Office of Disable Student Services (DSS) in Prichard Hall 117, phone 304-696-2271 to provide documentation of their disability. Following this, the DSS coordinator will send a letter to each of the student's instructors outlining the academic accommodation he/she will need to ensure equality in classroom experiences, outside assignments, testing and grading. The instructor and student will meet to discuss how the accommodation(s) requested will be provided. For more information please visit <http://www.marshall.edu/disabled> or contact DSS. Marshall complies with the Americans with Disabilities Act.

**Academic Dishonesty.** All students should be familiar with the university's policy concerning academic dishonesty. This policy can be found in the undergraduate catalog. In TV news, the way to avoid plagiarism is simple. Cite everything and never give the appearance that you're saying something NOT said by someone else. Just say who said it.

**Affirmative Action Policy.** This course will follow Marshall University's policy on Affirmative Action, which can be found also in the undergraduate catalog. Specifically, all students will be afforded equal opportunity without regard to race, color, gender, religion, age, disability, national origin, or orientation.

**Diversity statement—** This statement affirms the W. Page Pitt School of Journalism and Mass Communications' commitment to an environment of teaching and learning, which recognizes and welcomes diversity of race, color, culture, sex, sexual orientation, age, religion, national origin, marital status and economic, political and ethnic backgrounds. Consistent with Marshall University's dedication to this principle, the School of Journalism and Mass Communications is committed to developing the potential of all students by creating and maintaining an environment that promotes and fosters understanding in a multicultural, global community. The dean and faculty believe that a diverse faculty, staff and student population value differences and similarities among people and supports the mission of the organization.

**Informal Overview of what the class is/is not.** A) It IS the student's one chance to develop a resume tape for news. B) It IS the student's one chance to see if news is for them. C) It IS the student's one chance to do news for broadcast, television especially. D) It IS the student's one chance to do on-air television work.

A) It IS NOT an anchor class. The more a student wants to anchor the less airtime they will get. News first. Anchoring, maybe. Favor the later to the detriment of the former and your grade will suffer. The student should govern himself professionally b/c doing otherwise will hurt the final grade. B) It IS NOT a game. C) It IS NOT just a class. Drop or do it properly.



## CAPSTONE REQUIREMENTS, ADDITIONAL REQUIREMENTS, EXPLANATIONS.

Packages alone will NOT be enough to complete the course largely because so many additional items are essential to TV success.

- 1) All students WILL upload individual packages to YouTube or receive an F on the assignment
- 2) All students WILL rotate to upload MU Report to YouTube and deploy links to MU Report's Facebook and Twitter accounts
- 3) One student WILL be designated as social media manager with a grade attached to maintain CONSTANT social media presence (to be explained)
- 4) All students WILL CORRECT/IMPROVE stories FOR COMPETITION, AND WILL BE REQUIRED TO RESEARCH AND ENTER COMPETITION. The school will pay for entries
- 5) One student WILL serve as contest coordinator for a grade

Note failure to complete the above requirements will result in failure, even though no points attach.

## CALENDAR—Subject to some change

**Week 1** Syllabus. Words of TV & their meaning. Intro to camera mechanics. **Assignment 1**, Words of TV

**Week 2** Video mechanics. The “language” of moving photography. **Assignment 2**. shooting assignment

**Labor Day, no Monday class.**

**Week 3** The Edit Suite. Mechanics all three days.  
**Sequence Assignment, 3 from the edit suite**

**Week 4** Story telling, writing, construction format, style. Up To the Minute  
**Script Assignment, 4**

**Week 5** Vocalization. Daily Shows.  
**Voice track exercise, 5**

**Week 6** MU Report, PACKAGES, producing

**Week 7** Bringing it all together. Deadlines, expectations

**midterm**

**Week 8** Revisiting what we've learned

**Week 9-15** MU Report & Daily shows

**November ??—Thanksgiving, no class.**

**Dead week. Remember, no packages will be accepted after the last show, but several will air after that during Up To the Minute.**

**Dec. Final day of class**



**Advanced Television Reporting II, Spring 2017**  
**JMC 452/552 201 3733**  
**Marshall School of Journalism and Mass Communications**

**Day/Time/Place:** MWF 1-3 CB 135, studio, edit suite, and campus

**Pre-req (UNDERGRADUATE):** JMC 301 (or co-req). 360 is REQUIRED. The student must have passed the language skills test to stay enrolled.

**Requisites for graduate:** Graduate status and permission

**Instructor:** Dr. Christopher Swindell [Swindell@marshall.edu](mailto:Swindell@marshall.edu)  
**Phone** 696-2729 C-541-0002

**Office:** CB 112 **Office hours** MW, 11-noon, M, 3-4:00. T 1-6:30, by appt, (3 MW dedicated to MU Report.)

**Course description (official):** Students report, shoot, edit, write, produce, and anchor MU Report, a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television, as available. Graduate students assume managerial responsibilities in addition to content creation, and also write an academic paper on an issue relevant to the current state of television news, such as ratings and profits, bleed and lead television coverage, budget cuts and investigation, etc.



## Request for Graduate Course Addition

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: CAM

Dept/Division: SOJMC

Alpha Designator/Number: JMC 552

☒ Graded ☐ CR/NC

Contact Person: DR. CHRISTOPHER SWINDELL

Phone: 304-696-2729

## NEW COURSE DATA:

New Course Title: ADV TELEVISION REPORT I

Alpha Designator/Number:

J M C 5 5 2

Title Abbreviation:

A D V T E L E V I S I O N R E P O R T I N G

(Limit of 25 characters and spaces)

Course Catalog Description:  
(Limit of 30 words)

Students report, shoot, edit, write, produce, and anchor "MU Report," a student-produced newscast, on a more advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available.

Co-requisite(s): none

First Term to be Offered: SPRING 2017

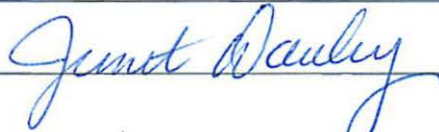
Prerequisite(s): JMC 551 or permission

Credit Hours: 3

Course(s) being deleted in place of this addition (must submit course deletion form): N/A

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.


Dept. Chair/Division Head



Date

4-6-16

Registrar



090401

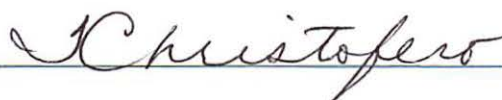
Date

4/6/16

College Curriculum Chair

Date

Graduate Council Chair



Date

5-23-16

## Request for Graduate Course Addition - Page 2

---

College: CAM

Department/Division: SOJMC

Alpha Designator/Number: JMC 552

---

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

---

1. FACULTY: Identify by name the faculty in your department/division who may teach this course.

DR. CHRISTOPHER SWINDELL

2. DUPLICATION: If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the proposal. Enter "**Not Applicable**" if not applicable.

A REVIEW OF THE CURRICULUM REVEALS NO TELEVISION NEWS COURSE OFFERED AT THE GRADUATE LEVEL WHICH WOULD TRIGGER A DUPLICATION OR CONFLICT.

3. REQUIRED COURSE: If this course will be required by another department(s), identify it/them by name. Enter "**Not Applicable**" if not applicable.

N/A

4. AGREEMENTS: If there are any agreements required to provide clinical experiences, attach the details and the signed agreement. Enter "**Not Applicable**" if not applicable.

N/A

5. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials to teach this course, attach an estimate of the time and money required to secure these items. (Note: Approval of this form does not imply approval for additional resources.) Enter "**Not Applicable**" if not applicable.

NO ADDITIONAL RESOURCES. THIS ADDED COURSE IS IN REALITY AN EXISTING COURSE WITH THE ADDITION OF A CROSS-LISTING COMPONENT. AS GRADUATE COURSES DEMAND A HIGHER LEVEL OF RIGOR AND ADDITIONAL EFFORT, THE COURSE WILL INCLUDE A MISSING ELEMENT FROM UNDERGRADUATE AS IT CURRENTLY EXISTS—MANAGEMENT FUNCTIONS UNIQUE TO TELEVISION NEWS SUCH AS EXECUTIVE PRODUCING, ASSIGNMENT MANAGER, EQUIPMENT MANAGEMENT, AND THE ACADEMIC COMPONENT OF THIS "HANDS ON" COURSE. THE COURSE WILL DEMAND A PAPER ON A TOPIC RELATED TO NEWS MEDIA VIABILITY, ETHICS, COVERAGE, OR SOCIAL USE

6. COURSE OBJECTIVES: (May be submitted as a separate document)

THE STUDENT WILL BY EITHER COURSE'S END (551 OR 552)  
LEARN TO ASSESS INFORMATION VIA A VISUAL LENS  
GAIN PRACTICE AND FACILITY IN THE GENERATION OF NEWS CONTENT FOR TELEVISION  
ACQUIRE VIDEO ACQUISITION, MANIPULATION, AND PRESENTATION IN THE DIGITAL AGE  
CREATE NEWS AWARENESS

## **Request for Graduate Course Addition - Page 3**

---

**7. COURSE OUTLINE** (May be submitted as a separate document)

**SEE ATTACHED SYLLABUS FOR COURSE OUTLINE, HIGHLIGHTED GRADUATE DIFFERENCES, MODES OF EVALUATION, AND LEARNING OUTCOMES.**

**8. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATES** (May be submitted as a separate document)

N/A

**9. EXAMPLE OF INSTRUCTIONAL METHODS** (Lecture, lab, Internship)

The course is a mixture of lecture (brief), lab, field experience, and on air experimentation

## **Request for Graduate Course Addition - Page 4**

### **10. EXAMPLE EVALUATION METHODS (CHAPTER, MIDTERM, FINAL, PROJECTS, ETC.)**

Rubric for news package evaluation:

News values—Novice, apprentice, proficient, distinguished	Editing—Same
Video acquisition—Same	Narration—Same
Writing—Same	

### **11. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE/GRADUATE COURSE**

SEE SYLLABUS FOR TWO DISTINCT DIFFERENCES FROM UNDERGRADUATE REQUIREMENTS—MANAGEMENT PRACTICE AND AN ACADEMIC PAPER

### **12. PROVIDE COMPLETE BIBLIOGRAPHY (May be submitted as a separate document)**

Television News

by Steve Hawkins Teresa Keller

Broadcast Journalism: Techniques of Radio and Television News 6th Edition

by Peter Stewart (Author), Ray Alexander (Author)

It Takes More Than Good Looks to Succeed at Television News Reporting, 2nd Edition Paperback

by Wayne Freedman (Author)

Managing Television News: A Handbook for Ethical and Effective Producing (Routledge Communication Series) 60395th Edition

## **Request for Graduate Course Addition - Page 5**

Please insert in the text box below your course summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

**Department:**

**Course Number and Title:**

**Catalog Description:**

**Prerequisites:**

**First Term Offered:**

**Credit Hours:**

**Department:** Journalism and Mass Communications

**Course Number and Title:** JMC 552

**Catalog Description:** Students report, shoot, edit, write, produce, and anchor "MU Report," a student-produced newscast, on a more advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available.

**Prerequisites:** JMC 551 or permission

**First Term Offered:** Spring 2017

**Credit Hours:** 3



**Advanced Television Reporting II, Spring 2017**  
**JMC 452/552 201 3733**  
**Marshall School of Journalism and Mass Communications**

**Day/Time/Place:** MWF 1-3 CB 135, studio, edit suite, and campus

**Pre-req (UNDERGRADUATE):** JMC 301 (or co-req). 360 is REQUIRED. The student must have passed the language skills test to stay enrolled.

**Requisites for graduate:** Graduate status and permission

**Instructor:** Dr. Christopher Swindell [Swindell@marshall.edu](mailto:Swindell@marshall.edu)  
**Phone** 696-2729 C-541-0002

**Office:** CB 112 **Office hours** MW, 11-noon, M, 3-4:00. T 1-6:30, by appt, (3 MW dedicated to MU Report.)

**Course description (official):** Students report, shoot, edit, write, produce, and anchor MU Report, a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television, as available. Graduate students assume managerial responsibilities in addition to content creation, and also write an academic paper on an issue relevant to the current state of television news, such as ratings and profits, bleed and lead television coverage, budget cuts and investigation, etc.

Course description (unofficial): This class is an examination of and practice in news for television. It is an intro course to broadcast journalism for TV news, including reporting, writing, videography, editing, scripting, producing, and performance. The student will make extensive use of university equipment and facilities, including the statewide public television system where the student's material will air.

**Text:** While there is no formal text for this course, the student should get, consult, and hold on to *Media Writers Handbook*, Dr. George Arnold, and the *Associated Press Style Manual*.

**SOJMC and the student:** The student will use university equipment to shoot and edit packages and stories for this course, but each student will need to BUY a separate portable hard drive or large thumb drive to keep raw material and finished product. NOTE, STUDENTS SHOULD CONSIDER PURCHASING A PERSONAL 32 GIG, 10 SPEED SD CARD. And a portable powerful hard drive is required.

**Graduate students:** Graduate students will assume additional duties such as story manager/assignment editor, news producer/backtiming, and production components consistent with the programming mission of MU Report.

**Course objectives:** Students will gain very practical experience in television story building and producing newscasts for air. The class starts by getting away from the level of detail associated with print storytelling, and moves quickly to the mechanics of the video camera. The student will also learn about shorter interviews and shorter time in the field shooting. The student will acquire the skills needed to be a video storyteller. In the edit booth, students will learn how to record a script (which the student has written and the producer has cleaned), and edit clips for a package. Most students will also anchor, but that is *not* the primary emphasis of the course.

Even though the class is not about the grade but about story development  
...



By course's end, the student should be reasonably proficient:

- Gather and write accurate, organized, grammatically correct broadcast reports, THIRTEEN packages which air in some venue.
- Capture, store, and manipulate audio and video to create the above reports for air.
- Work as a group to produce and anchor the WVPBS newscast and Up top the Minute.

**Topical objectives/learning outcomes:** Students will, by course conclusion,

- Better understand matters of a free press by participating in free press expression
- Appreciate the practical theories that underpin video and audio construction
- Write television news copy rather than copy for other media
- Research and evaluate information for inclusion or exclusion in news stories
- Contemplate their own work according to standards of truth, accuracy and fairness
- Bring together various "threads" of a story to create a cogent whole
- Grasp the value of ethical conduct
- Gather news by thinking critically, creatively, and independently
- Incorporate marginalized voices and alternate views into story content
- Master the tools and technology required

**How will the class work?** The class begins with the expectation ALL kinks are worked out from the fall. This means a story cannot pass if it has any video/audio imperfection not corrected. Factual errors are a failing offense. Missing two deadlines is a failing offense. There are other failing offenses which are discussed and arise unfortunately organically and so are not subject to predetermined parameters. A failing offense is the equivalent of dismissal. Conduct not tolerated in a newsroom is not tolerated here.

**THE STUDENT WILL PRODUCE 13 PACKAGES OR EQUIVALENT.**

**What's the WVPBS thing?** Six times a semester the student must move to the studio for the recording (live to tape) of a statewide 14:30 broadcast. If the average package runs 1:30 on tape, and the anchor material around it runs another :30, that's up to 8 packages, along with readers, vos, vosots, intros, and outros. The producer, along with the director and the instructor's help, will count down the broadcast to close about once every two weeks starting in January. Dates to be announced. Marshall's MU Report rotates with WVU and two other West Virginia schools, which is terrific student exposure.

**Grading:** 13 packages at 50 each across the term and for graduate students, producing, story generation, and related. All students will have the chance to anchor a newscast, but anchoring is not the focus of the course. 13 IS THE MINIMUM, with half completed weekly by midterm and returned graded. The remaining cannot be turned in the last week of class, either. The last package for the course is for THE LAST BIG SHOW. Extras can be used to substitute for lower grades and for daily shows. Anything other than the aforementioned order, or fewer than seven stories, fails.

Packages are worth 50 points each AND MUST INCLUDE A VOSOT after training. The student earns the grade on a 93-100 scale by completing the seven packages THEN TURNING THEM IN FOR A GRADE ALONG WITH A LEAD, TAG, SCRIPT AND SUPERS BEFORE the broadcast. Producers may substitute one package grade for producing. Photographers must shoot TWO other COMPLETE pieces for 1 package credit. The photographer must submit the completed story before air, then do it again, to earn the grade.

The instructor also reserves 25 professionalism points. Those who come to class, make progress (from whatever level), and express the correct esprit de corps keep the points. Conduct the news director deems unprofessional costs the points. These points can be lost for the following reasons, but the listed reasons are not delimiting.

- 1) An inappropriate attitude in or out of class
- 2) Rude or offensive conduct displayed toward the instructor, another student, or by far the worst, toward an interview subject for a story
- 3) Repeated delays in completing responsibilities

- 4) Any incident, behavior, or conduct which does not assist the group in completing the task
- 5) Regular tardiness or absence
- 6) Cell phone use to text or talk
- 7) Excessive cursing

**Graduate academic paper:** The instructor is committed to offering graduate students a life-like television news experience in keeping with the SOJMC hands on tradition. But, graduate students must consider more than the pedestrian elements of news. To that end, graduate students in collaboration with the instructor, will write an appropriate length APA style paper on a topic sensitive to television news. The topics are as boundless as the student's imaginations and experiences.

(note, the program schedule below is offered so reviewers may see the record schedule for statewide PBS broadcast of our college newscast)

**FIRST RECORD DATE JAN. 27, WEDNESDAY 1 P.M.**

**Show 1 airs Sunday Jan. 31 at 12:30 and again Monday at 1.**

**SECOND RECORD DATE IS FEB. 10, WEDNESDAY 1 P.M.**

**Show 2 airs Sunday Feb. 14**

**THIRD RECORD DATE IS FEB 24, WEDNESDAY 1 P.M.**

**Show 3 airs Sunday Feb. 28**

**FOURTH RECORD DATE IS MARCH 9, WEDNESDAY 1 P.M.**

**Show 4 airs Sunday March 13**

**FIFTH RECORD DATE IS MARCH 30, W, 1**

**Show 5 airs Sunday April 3**

**SIXTH RECORD DATE, APRIL 13, W, 1**

**Show 6 airs Sunday April 17**

**NOTE THESE ARE WVPBS Campus Connection records ONLY and do NOT include other expected productions.**

**Story Time References:** Stories must be, by definition, evergreen on tape. That is, they CANNOT make a reference to time/date/time stamp for air. This is because the telecast is often sent 10 days before air, not including the time that has passed before recording. Be mindful of this in everything recorded.

**Up To the Minute.** Deadline is everything in this business. To get better accustomed to deadline, the class will begin production of a 4-MINUTE newscast for air on Ch. 25 (Cabell County cable only) before midterm. This occurs outside class time but for course credit. The same stories that run in the short show will also run in MU Report, the formal name of the WVPBS program. One anchor is required for Up to the Minute.

**STREAMING.** Ideally, if student numbers permit, we will begin an alternate newscast with length and focus to be determined produced on alternate weeks from WVPBS.

**CONTEST ENTRY**—All students will submit to contest coordinator by deadlines on demand. This is not optional and will result in grade penalties.

**General comments:** This class should be the most time-consuming, yet rewarding class in the student's schedule. While the student will be free of the constraints of tests and memorization, the expectation is so much higher that a comparison is foolish. TV News students must breathe news, grab a camera, go, and bring it back. It is their one and only chance to decide if this is the career for them, and then practice for it.

**Attendance:** Students are here because they think they want to do this or explore it. Missing two classes unexcused does not result in a penalty, as long as it is not a record day. Missing a third class unexcused results in a letter grade drop of the final grade. Missing four unexcused means the student cannot pass. I also reserve the right to fire students for failing to turn in work because this class is more of a newsroom than a course. If a student misses two deadlines, s/he will be asked to withdraw from the course. Failure to withdraw will mean a loss of professionalism points and a failing grade for the course. On the other hand, excused absences must be confirmed in advance, and the material for what constitutes an excused

absence can be found from Marshall's webpage. Show tapings and package deadlines cannot be made up.

**Camera/Edit suite protocol:** The student will be checking out cameras and reserving edit time. Each student will leave a reachable number. If the camera's not there when the next person is scheduled to shoot, that person has the job of calling to find it. Work it out. If someone messes up someone else's shoot, both the offended and the offender will work it out. If that's not possible, the case will go to the instructor. The bottom line is, the instructor will always side with the offended party and professionalism points will be deducted. Be courteous, unfortunately, or else. We have limited camera availability, limited edit suite time, limited class time, limited time, and limits. Work within them.

**Plagiarism:** Academic dishonesty in television means making up a story, borrowing from another source without attributing, using another person or operation's story, or failing to attribute properly in a story for air. Any discovery of television plagiarism will result in failure of the course and recommendations to the Vice President of Academic Affairs.

**Liability:** The School of Journalism often collects from those who damage the equipment or let it get stolen. Treat it gently and with respect. Leave it in the condition it was checked out in (provided that's good. If not, alert the graduate assistant, me, and/or the chief engineer). Electronics cannot be dropped, banged, left, tinkered with tools, or otherwise mishandled. On the other hand, students make mistakes. Tell us. Don't hide. Anyone who returns equipment in poor condition without reporting it will be reported to instructor and will have points deducted.

#### **BOTTOM LINE?**

If the student conducts himself professionally, s/he will thrive. By the same token, the instructor promises to provide a professional, relatively harassment free environment. But, the instructor also reserves the right to model news director conduct in expecting students to think and perform. There will be no hurt feelings. If someone in the group is letting the group

down, police them or the instructor will have to. Accept constructive criticism from a seasoned professional. If the student wants a second opinion, get it. But, the second critique is likely to be much more forceful. The most important objective of each piece of instruction is to help the student get a job. The instructor will not hesitate to offer constructive criticism to that end.

**Americans with Disabilities Statement**--Marshall University is committed to equal opportunity in education for all students, including those with physical, learning and psychological disabilities. University policy states that it is the responsibility of students with disabilities to contact the Office of Disable Student Services (DSS) in Prichard Hall 117, phone 304-696-2271 to provide documentation of their disability. Following this, the DSS coordinator will send a letter to each of the student's instructors outlining the academic accommodation he/she will need to ensure equality in classroom experiences, outside assignments, testing and grading. The instructor and student will meet to discuss how the accommodation(s) requested will be provided. For more information please visit <http://www.marshall.edu/disabled> or contact DSS. Marshall complies with the Americans with Disabilities Act.

**Academic Dishonesty.** All students should be familiar with the university's policy concerning academic dishonesty. This policy can be found in the undergraduate catalog. In TV news, the way to avoid plagiarism is simple. Cite everything and never give the appearance that you're saying something NOT said by someone else. Just say who said it.

**Affirmative Action Policy.** This course will follow Marshall University's policy on Affirmative Action, which can be found also in the undergraduate catalog. Specifically, all students will be afforded equal opportunity without regard to race, color, gender, religion, age, disability, national origin, or orientation.

**Diversity statement**— This statement affirms the W. Page Pitt School of Journalism and Mass Communications' commitment to an environment of teaching and learning, which recognizes and welcomes diversity of race, color, culture, sex, sexual orientation, age, religion, national origin, marital

status and economic, political and ethnic backgrounds. Consistent with Marshall University's dedication to this principle, the School of Journalism and Mass Communications is committed to developing the potential of all students by creating and maintaining an environment that promotes and fosters understanding in a multicultural, global community. The dean and faculty believe that a diverse faculty, staff and student population value differences and similarities among people and supports the mission of the organization.

**Informal Overview of what the class is/is not.** A) It IS the student's one chance to develop a resume tape for news. B) It IS the student's one chance to see if news is for them. C) It IS the student's one chance to do news for broadcast, television especially. D) It IS the student's one chance to do on-air television work.

A) It IS NOT an anchor class. The more a student wants to anchor the less airtime they will get. News first. Anchoring, maybe. Favor the later to the detriment of the former and your grade will suffer. The student should govern himself professionally b/c doing otherwise will hurt the final grade. B) It IS NOT a game. C) It IS NOT just a class. Drop or do it properly.

#### **CAPSTONE REQUIREMENTS, ADDITIONAL REQUIREMENTS, EXPLANATIONS.**

Packages alone will NOT be enough to complete the course largely because so many additional items are essential to TV success.

- 1) All students WILL upload individual packages to YouTube or receive an F on the assignment
- 2) All students WILL rotate to upload MU Report to YouTube and deploy links to MU Report's Facebook and Twitter accounts
- 3) One student WILL be designated as social media manager with a grade attached to maintain CONSTANT social media presence (to be explained)
- 4) All students WILL CORRECT/IMPROVE stories FOR COMPETITION, AND WILL BE REQUIRED TO RESEARCH AND ENTER COMPETITION. The school will pay for entries
- 5) One student WILL serve as contest coordinator for a grade



**CALENDAR—Subject to some change**

**Week 1** Syllabus. First stories and explanations of grading said stories.

**Week 2** Video mechanics revisited. FIRST/SECOND PACKAGES DUE  
**MLK Day, no Monday class.**

**Week 3** The Edit Suite. A return of quick keys. PACKAGES DUE.

**Week 4** Story telling, writing, construction format, style. Up To the  
Minute  
**PACKAGES DUE**

**Week 5** Vocalization. Daily Shows.  
**PACKAGES DUE**

**Week 6**

**Week 7**

**midterm**

**Week 8** Revisiting what we've learned

**Week 9-15**

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: CAM

Dept/Division: SOJMC

Current Alpha Designator/Number: JMC 555

Contact Person: Rob Rabe

Phone: 6-4636

### CURRENT COURSE DATA:

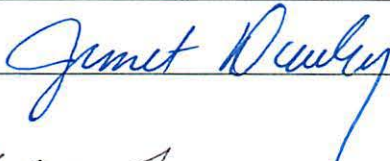

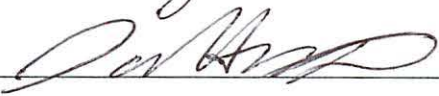
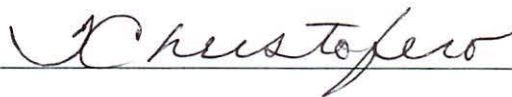
Course Title: Women, Minorities &amp; Mass Media

Alpha Designator/Number: J M C 5 5 5

Title Abbreviation: W o m e n M i n &amp; M a s s M e d i a

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3-2-16</u>
Registrar <u></u>	Date <u>3/4/16</u>
College Curriculum Chair <u></u>	Date <u>4/5/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

College: CAM Department/Division: SOJM Alpha Designator/Number: JMC 555

Change in CATALOG TITLE: ☒ YES ☐ NO

To      R a c e    G e n d e r    &    M a s s    M e d i a

**Change in COURSE ALPHA DESIGNATOR:**

From: 

--	--	--	--

 To 

--	--	--	--

☐ YES ☒ NO

**If Yes, Rationale**

**Change in COURSE NUMBER:** ☐ YES ☒ NO

From: 

--	--	--	--

 To: 

--	--	--	--

**If Yes, Rationale**

### Change in COURSE GRADING

From ☐ Grade To ☒ Credit/No Credit

## Rationale

**Change in CATALOG DESCRIPTION:**      ☒ YES      ☐ NO      IF YES, fill in below:

From **A seminar that explores the portrayals and participation of women and people of color in the mass media.**

To	A seminar that explores the participation of women and people of color in mass media; representations of gender and race are examined.
----	--

If Yes Rationale	This change to the catalog description reflects a more contemporary use of terminology and conceptualization in the field of media studies. The course is no longer limited to examination of women and people of color.
---------------------	--

## Request for Graduate Course Change - Page 3

---

Change in **COURSE CREDIT HOURS**: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in **COURSE CONTENT**: ☐ YES ☒ NO

From

To

Rationale

## Request for Graduate Course Change-Page 4

College: CAM

Department: SOJMC

Course Number/Title JMC 555 Women, Minorities & Mass Media

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

Not Applicable

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

Not Applicable

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

Not Applicable

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

Course Title Change

Department: SOJMC

Current Course Number/ Title: JMC 555 Women, Minorities and Mass Media

New Course Title: Race, Gender and Mass Media

Rationale: The name of this course should be changed to reflect contemporary terminology widely used in the field of media studies. Scholarship in the field is no longer limited to discussion of women or minorities, but instead is concerned with analyzing how gender and race are represented and constructed within mass media. As the conceptual basis and scholarly literature addressed in this course have evolved, the title of the course should be changed to more accurately represent it.

Catalog description: A seminar that explores the portrayals and participation of women and people of color in the mass media.



## Request for Graduate Course Deletion

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy (without signatures), to the Graduate Council Chair. If attachments included, merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and signed hard copy.**
4. Additionally, attach a copy of your written notification and any response(s) regarding this course deletion to other Departments/Divisions which advise students to enroll in this course as a prerequisite, co-requisite, or as an approved elective.

College

CAM

Dept/Div.

SOJMC

Contact Person

Rebecca Johnson

Phone

304.696.2726

Current Course Number and Title

JMC 561 Web Strategies

Rationale for Course Deletion

no longer offering this course

Final term and year this course is to be offered:

Fall 20

☒ 11

Spring 20

☐

Summer 20

☐

Course being ADDED in place of this DELETION. NOTE: A course ADDITION request form is also required.

Course Number and Title

Credit Hrs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

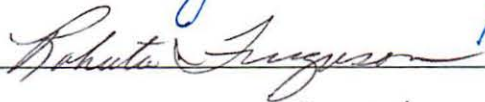
Dept. Chair/Division Head



Date

3-3-14

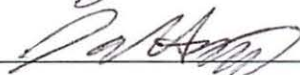
Registrar



Date

3/4/16

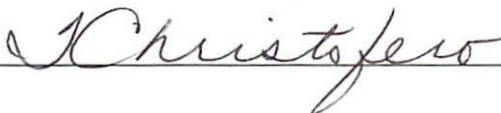
College Curriculum Chair



Date

4/5/16

Graduate Council Chair



Date

5-23-16

## Request for Graduate Course Deletion-Page 2

---

Please insert in the text box below your course deletion summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Rationale for deletion:

Final Term Offered:

Courses added (if any):

SOJMC

JMC 561 Web Strategies

No longer offered

~~Fall 2011 (I think)~~ Last offered Fall 2006

*AB*

## Request for Graduate Course Deletion

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy (without signatures), to the Graduate Council Chair. If attachments included, merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and signed hard copy.**
4. Additionally, attach a copy of your written notification and any response(s) regarding this course deletion to other Departments/Divisions which advise students to enroll in this course as a prerequisite, co-requisite, or as an approved elective.

College Dept./Div. Contact Person Phone Current Course Number and Title 

## Rationale for Course Deletion

Course is a leftover artifact of the Speech Radio - Television merger with Journalism to accommodate Speech graduate students. The School of Journalism and Mass Communications now offers JMC 550 Contemporary Issues in Radio and Television course for interested undergraduate/graduate students.

 Final term and year this course is to be offered: Fall 20  Spring 20  Summer 20 

Course being ADDED in place of this DELETION. NOTE: A course ADDITION request form is also required.

Course Number and Title Credit Hrs. 

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head Date 2/29/14Registrar Date 3/4/14College Curriculum Chair Date 4/5/16Graduate Council Chair Date 5-23-16

## Request for Graduate Course Deletion-Page 2

---

Please insert in the text box below your course deletion summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Rationale for deletion:

Final Term Offered:

Courses added (*if any*):

Department: School of Journalism and Mass Communications

Course Number and Title: JMC 634 Issues in Radio and TV

Rationale for deletion: Course is a leftover artifact of the Speech Radio - Television merger with Journalism to accommodate Speech graduate students . The School of Journalism and Mass Communications now offers JMC 550 Contemporary Issues in Radio and Television course for interested undergraduate/graduate students.

Final Term Offered: Spring 2016

Courses added (if any): None



## Request for Graduate Course Addition

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Business

Dept/Division: Marketing, MIS &amp; EN

Alpha Designator/Number: MIS 685

☒ Graded ☐ CR/NC

Contact Person: Anil Gurung

Phone: 304-696-2688

## NEW COURSE DATA:

New Course Title: Business Intelligence &amp; Analytics

Alpha Designator/Number: M I S 6 8 5

Title Abbreviation: B U S I N T E L / A N A L Y T I C S

(Limit of 25 characters and spaces)

Course Catalog Description:  
(Limit of 30 words)

Introduction to methods to improve fact-based managerial decision making. Focus on analytics types and data manipulation to discover patterns and generate information associated with products and services.

Co-requisite(s): None

First Term to be Offered: Spring 2017

Prerequisite(s): MIS 678

Credit Hours: 3 hrs

Course(s) being deleted in place of this addition (must submit course deletion form):

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u>M. Shane Tomblin</u>	Date <u>4/8/2016</u>
Registrar <u>Robert Ferguson</u> 520201	Date <u>4/8/16</u>
College Curriculum Chair <u>[Signature]</u> 52021K	Date <u>11 APR 16</u>
Graduate Council Chair <u>Christofero</u>	Date <u>5-23-16</u>

## Request for Graduate Course Addition - Page 2

---

College: Business

Department/Division: Marketing, MIS & ENT

Alpha Designator/Number: 685

---

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

---

1. FACULTY: Identify by name the faculty in your department/division who may teach this course.

Anil Gurung  
Rick Weible  
Shane Tomblin

2. DUPLICATION: If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the proposal. Enter "**Not Applicable**" if not applicable.

Not Applicable

3. REQUIRED COURSE: If this course will be required by another department(s), identify it/them by name. Enter "**Not Applicable**" if not applicable.

Not Applicable

4. AGREEMENTS: If there are any agreements required to provide clinical experiences, attach the details and the signed agreement. Enter "**Not Applicable**" if not applicable.

Not Applicable

5. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials to teach this course, attach an estimate of the time and money required to secure these items. (Note: Approval of this form does not imply approval for additional resources.) Enter "**Not Applicable**" if not applicable.

Not Applicable

6. COURSE OBJECTIVES: (May be submitted as a separate document)

1. Describe how organizations are currently using BI and analytics to support managerial decision-making
2. Discuss how BI and analytics can be applied across all functional areas of business such as finance, marketing, operations and supply chains.
3. Apply strategic frameworks that are enabled by BI and analytics
4. Analyze organizational practices through case studies to assess why some BI/analytical initiatives are successful while others fail

## Request for Graduate Course Addition - Page 3

---

### 7. COURSE OUTLINE (May be submitted as a separate document)

Please see attached syllabus.

### 8. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATES (May be submitted as a separate document)

Ramesh Sharda, Dursun Delen and Efraim Turban. Business Intelligence: A Managerial Perspective on Analytics, Pearson, Third Edition, 2014, ISBN-13: 9780133051056

### 9. EXAMPLE OF INSTRUCTIONAL METHODS (Lecture, lab, internship)

Lecture  
Case Studies  
Software Projects  
In class exercises  
Exams



## **Request for Graduate Course Addition - Page 4**

### **10. EXAMPLE EVALUATION METHODS (CHAPTER, MIDTERM, FINAL, PROJECTS, ETC.)**

Exams, Software Projects, Case Analysis

### **11. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE/GRADUATE COURSE**

### **12. PROVIDE COMPLETE BIBLIOGRAPHY (May be submitted as a separate document)**

Watson, "The Business Case for Analytics," BizEd, 2013

Stein, J., "Data Mining: How Companies Now Know Everything about You," Time, 2011.

Zaima and Kashner, "A Data Mining Primer for the Data Warehouse Professional," Business Intelligence Journal, 2003

Pant, "Data Mining and Predictive Analytics," Information Management, 2012.

Watson, "All about Analytics," International Journal of Business Intelligence Research, 2013

Rogers, "Big Data is Scaling BI and Analytics," Information Management Magazine," 2011.

Watson, Watson, Davaz, Kitt, and Norton, "Spokane Teachers Credit Union's Innovative Use of Customer Information," Business Intelligence Journal, 2010

## Request for Graduate Course Addition - Page 5

Please insert in the text box below your course summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Catalog Description:

Prerequisites:

First Term Offered:

Credit Hours:

Department: Marketing, MIS & ENT

Course Number and Title: MIS 685 Business Intelligence and Analytics

Catalog Description: A graduate level course on Business Intelligence (BI) and Analytics as applied to fact-based managerial decision making by introducing the use of big data, statistical, quantitative analysis, exploratory and predictive models.

Prerequisites: None

First Term Offered: Spring 2017

Credit Hours: 3

**Marshall University  
College of Business**

<b>Course Title/Number</b>	Business Intelligence and Analytics/ MIS 685 Section 201
<b>Semester/Year</b>	Spring/2017
<b>Location</b>	CH242
<b>Instructor</b>	Anil Gurung, PhD
<b>Office</b>	CH411
<b>Phone</b>	304-696-2688
<b>E-Mail</b>	<a href="mailto:gurung@marshall.edu">gurung@marshall.edu</a>
<b>Office Hours</b>	T/R (11:30 pm - 2 pm; 3:30 – 4:00 pm)
<b>University Policies</b>	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to <a href="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on "Marshall University Policies." Or, you can access the policies directly by going to <a href="http://www.marshall.edu/academic-affairs/policies/">www.marshall.edu/academic-affairs/policies/</a> . Academic Dishonesty/Excused Absence Policy for Undergraduates/Computing Services Acceptable Use/Inclement Weather/Dead Week/Students with Disabilities/Academic Forgiveness/Academic Probation and Suspension/Academic Rights and Responsibilities of Students/Affirmative Action/Sexual Harassment

**Course Description:**

Introduction to methods to improve fact-based managerial decision making. Focus on analytics types and data manipulation to discover patterns and generate information associated with products and services. (3 hrs)

Prerequisite: MIS 678

A growing number of organizations are dependent on Business Intelligence (BI) and analytics in order to compete in the market place. To be successful with BI and analytics, organizations must adopt a fact-based decision making culture where decisions are based on analysis rather than intuition and there is constant experimentation to see what works best. There must also be a BI and analytics staff that creates the required infrastructure (e.g., data warehouse) and develops analytic applications. There must be rich portfolio of applications (e.g., dashboards/scorecards, data mining) that provide information for users. This course addresses all of these requirements through a combination of class lectures, readings, case studies, assignments, and software projects. It provides a thorough understanding of the business potential of BI and some of the skills required to be a BI and analytics professional or a knowledgeable analytics user.

Course student learning outcomes	How students will practice each outcome in this course	How student achievement of each outcome will be assessed in this course
1. Describe how organizations are currently using BI and analytics to support managerial decision-making	Chapter reviews, discussion	Assignment
2. Discuss how BI and analytics can be applied across all functional areas of business such as finance, marketing, operations and supply chains.	Chapter reviews, discussion	Exam
3. Apply strategic frameworks that are enabled by BI and analytics	Chapter reviews	Projects
4. Analyze organizational practices through case studies to assess why some BI/analytical initiatives are successful while others fail	Chapter reviews, discussion	Case studies

#### Required Texts, Additional Reading, and Other Materials

Ramesh Sharda, Dursun Delen and Efraim Turban. *Business Intelligence: A Managerial Perspective on Analytics*, Pearson, Third Edition, 2014, ISBN-13: 9780133051056

#### Course Requirements/Due Dates

	Due Date
Exam 1	Feb 28 <sup>th</sup>
Exam 2	May 9 <sup>th</sup>

#### Grading Policy

	Points	Grading Scale	Points for Letter Grade
2 Exams	200	90-100 = A	360-400
Case studies	100	80-89 = B	320-359
Software Projects	60	70-79 = C	280-319
Class participation & Attendance	40	60-69 = D	240-279
	400	below 60 = F	Below 240
Note: You need to be present in class to earn class participation and attendance points.			

## Case Studies

### Paper Requirements

- Indicate your names on the first page of your paper.
- Please use references (APA citation style) in case paper.
- The length of each case paper should be about 3 double-spaced pages, font size 12-point, 1-inch margin all around.
- Case analysis should include introduction, background, key problems, analysis, solution, recommendations where applicable. Break your write-up into sections.
- Include answers for specific case questions

### Grading (50 points)

- (20 points) Answers should demonstrate deep understanding and thorough analysis.
- (20 points) Writing should be effective, clear, well organized, and easy to understand.
- (10 points) References are appropriate.

### Attendance Policy

Students will be required to regularly check the course website, read the materials, attend the class and participate in discussion.

MIS 685 – 201 (Tentative Schedule)			
Module	Wks	Topic	Reading & Class Activities
1	1	Introduction, class expectations	
	2	Ch1: An Overview of Business Intelligence, Analytics and Decision Support	Read chapter 1; Application Cases 1.1, 1.2 and 1.3 discussion; Watson, "The Business Case for Analytics," BizEd, 2013
	3	Ch2: Data Warehousing	Read Ch 2; Application case 1.4; Introduction to relational databases and SQL
	4	Ch2: Data Warehousing	<b>HW1</b> Case: "Continental Airlines Flies High with Real-time Business Intelligence"; SQL
2	5	Ch3: Business Reporting, Visual Analytics & Business Performance Management	Read Ch 3; Microstrategy Tutorial (TUN)
	6	Ch3: Business Reporting, Visual Analytics & Business Performance Management	<b>HW2</b> Case: Harrah's Case. Read the case and answer the questions at the end of the case; BPM Methodologies and Dashboards; A Real Six Sigma Story; Pivot Tables and Dashboards with Excel
	7	Ch4: Data Mining	Read Ch 4; <b>Project 1</b> - MicroStrategy project due; Stein, J., "Data Mining: How Companies Now Know Everything about You," Time, 2011. (Available on the TUN); Zaima and Kashner, "A Data Mining Primer for the Data Warehouse Professional," Business Intelligence Journal, 2003.
	8	Exam 1	
3	9	Data Visualization	Introduction to Tableau software project; Pant, "Data Mining and Predictive Analytics," Information Management, 2012.
	10	Ch5: Text, Web, and Social Analytics	Read Ch 5 Sections 5.1 - 5.4; Watson, "All about Analytics," International Journal of Business Intelligence Research, 2013 Read Ch 5 Sections 5.6 - 5.7; Hadoop Tutorials (TUN); <b>Project 2</b> Tableau project due
	11	<i>Spring break</i>	
4	12	Ch 6: Big Data and Analytics	Read Ch 6; Rogers, "Big Data is Scaling BI and Analytics," Information Management Magazine," 2011. Introduction to Planner Lab software
	13	Ch 6: Big Data and Analytics	<b>Project 3:</b> Planner Lab software project due
	14	Ch7: Business Analytics: Emerging Trends and Future Directions	Watson, Watson, Davaz, Kitt, and Norton, "Spokane Teachers Credit Union's Innovative Use of Customer Information," <i>Business Intelligence Journal</i> , 2010 Read Ch 7; Tutorial: Mobile BI
	15	Study week	
	16	Exam 2	

## Request for Graduate Course Addition

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: LCOB

Dept/Division: MKT/MIS/ENT

Alpha Designator/Number: MKT 686

☒ Graded ☐ CR/NC

Contact Person: Deanna Mader

Phone: 304-696-2687

### NEW COURSE DATA:

New Course Title: IMC for Professional Services

Alpha Designator/Number:

M K T 6 8 6

Title Abbreviation:

I M C f o r P r o f S e r v i c e s

(Limit of 25 characters and spaces)

Course Catalog Description:  
(Limit of 30 words)

The importance and application of integrated marketing communications in marketing professional services are examined. Information is drawn from business and other areas of study and experiential learning activities are incorporated.

Co-requisite(s):

None

First Term to be Offered: Spring 2017

Prerequisite(s):

MKT 501

Credit Hours: 3

Course(s) being deleted in place of this addition (must submit course deletion form):

None

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u>M. Shane Tomblin</u>	Date <u>4/13/2016</u>
Registrar <u>[Signature]</u> <span style="float: right; color: red;">520201</span>	Date <u>4/14/16</u>
College Curriculum Chair <u>[Signature]</u> <span style="float: right; color: blue;">DAUGS BRUCE</span>	Date <u>14 APR 16</u>
Graduate Council Chair <u>[Signature]</u>	Date <u>5-23-16</u>



## Request for Graduate Course Addition - Page 2

---

College: LCOB

Department/Division: MKT/MIS/ENT

Alpha Designator/Number: MKT 686

---

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

---

1. FACULTY: Identify by name the faculty in your department/division who may teach this course.

Dr. Deanna Mader

Dr. Liz Alexander

2. DUPLICATION: If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the proposal. Enter "**Not Applicable**" if not applicable.

Not Applicable

3. REQUIRED COURSE: If this course will be required by another department(s), identify it/them by name. Enter "**Not Applicable**" if not applicable.

Accounting

4. AGREEMENTS: If there are any agreements required to provide clinical experiences, attach the details and the signed agreement. Enter "**Not Applicable**" if not applicable.

Not Applicable

5. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials to teach this course, attach an estimate of the time and money required to secure these items. (Note: Approval of this form does not imply approval for additional resources.) Enter "**Not Applicable**" if not applicable.

Not Applicable

6. COURSE OBJECTIVES: (May be submitted as a separate document)

Please refer to the syllabus.

## **Request for Graduate Course Addition - Page 3**

---

### **7. COURSE OUTLINE (May be submitted as a separate document)**

Please refer to the syllabus

### **8. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATES (May be submitted as a separate document)**

Please refer to the syllabus.

### **9. EXAMPLE OF INSTRUCTIONAL METHODS (Lecture, lab, internship)**

Chapter and article readings accompanied by in-class discussions

Lectures

Hands-on experiential portfolio exercises in the computer lab

Project

## **Request for Graduate Course Addition - Page 4**

### **10. EXAMPLE EVALUATION METHODS (CHAPTER, MIDTERM, FINAL, PROJECTS, ETC.)**

Major evaluation methods include: Portfolio Exercises on each major concept, Exams, Project

### **11. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE/GRADUATE COURSE**

Not Applicable

### **12. PROVIDE COMPLETE BIBLIOGRAPHY (May be submitted as a separate document)**

Please see bibliography.

## Request for Graduate Course Addition - Page 5

Please insert in the text box below your course summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Catalog Description:

Prerequisites:

First Term Offered:

Credit Hours:

Department: MKT/MIS/ENT (Marketing/Management Information Systems/Entrepreneurship)

Course Number and Title: MKT 686 - IMC for Professional Services

Catalog Description: The importance and application of integrated marketing communication in marketing professional services are examined. Information is drawn from business and other areas of study and experiential learning activities are incorporated.

Prerequisites: MKT 501

First Term Offered: Spring 2017

Credit Hours: 3

**MARSHALL UNIVERSITY – COLLEGE OF BUSINESS**  
**MARKETING 686**  
**Integrated Marketing Communications (IMC) for Professional Services**  
**Spring 2017 – 4:00-6:20pm M – CH 330**

**PROFESSOR INFORMATION**

Name: Dr. Deanna Mader  
Professor of Marketing and Director,  
BB&T Center for the Advancement of American Capitalism  
Office: 414 Corbly Hall, College of Business  
Phone: 304-696-2687  
Email: [maderd@marshall.edu](mailto:maderd@marshall.edu)  
FAX: 304-696-6013  
Office hours: 9:00-10:00am MW, 3:00-4:00pm M, and by appointment

TEXT: Smith, P.R. and Z.E. Zook (2016). Marketing Communications: Offline and Online Integration, Engagement and Analytics, 6<sup>th</sup> Edition. Philadelphia: Kogan Page Limited.

Other readings may be assigned throughout the semester such as academic articles, handouts, cases, and/or articles from the Wall Street Journal and other business publications.

**UNIVERSITY POLICIES**

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to [www.marshall.edu/academic-affairs](http://www.marshall.edu/academic-affairs) and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to [http://www.marshall.edu/academic-affairs/?page\\_id=802](http://www.marshall.edu/academic-affairs/?page_id=802)

Relevant Policies Include: Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

**POLICY ON ACADEMIC DISHONESTY – EMPHASIZED!!** Of special importance is the MU Policy on Academic Dishonesty. The College of Business and Marshall University take academic responsibility very seriously. It is important that you maintain the highest ethical standards personally and professionally. Do not jeopardize your future by plagiarizing or cheating in any other way. This includes both giving and/or taking from another person or source. Plagiarism is prohibited. It is the student's responsibility to read and understand the Marshall University Policy on Academic Dishonesty as set forth in the MU Graduate Catalog.

**COLLEGE OF BUSINESS POLICIES**

Under no circumstances shall an instructor allow a student who is not on the official role to remain in or to attend class. Any student who is attending class but is not on the official role distributed by the registrar must be barred by the instructor from attending or in any way participating in class until they are officially enrolled in the class. A student whose name does not appear on the official role must present the instructor a copy of their official course schedule which can be obtained either from the Banner system or in the Dean's office. Only when the professor has received that course schedule may the student be allowed to resume class attendance and participation.

The following link <http://www.marshall.edu/cob/> lists specific policies for the College of Business

**CATALOG DESCRIPTION**

The importance and application of integrated marketing communications in marketing professional services are examined. Information is drawn from business and other areas of study and experiential learning activities are incorporated.

### **BROADER COURSE DESCRIPTION**

The importance and application of integrated marketing communications (IMC) in marketing professional services are examined. To that end, this course presents information from business, as well as the behavioral and quantitative sciences, and addresses both theory and application. IMC tools and techniques as well as functional and personal competencies will be explored. Experiential learning portfolio exercises will convey and reinforce the concepts and tools covered.

**OBJECTIVES:** The course is designed to achieve the following objectives:

<b>Course student learning outcomes</b>	<b>How students will practice each outcome in this course</b>	<b>How student achievement of each outcome will be assessed in this course</b>
To explore, integrate, and apply the various marketing foundation concepts as they relate to marketing professional services.	Lectures and class discussion, in-class exercises, homework, Portfolio Exercises, project components	Portfolio Exercises, Exams, Project
To explore and apply the foundations of marketing communications as they relate to functional competencies: <ul style="list-style-type: none"> <li>•Identify problems and select appropriate solutions</li> <li>•Evaluate costs/benefits, risks, and rewards of alternatives</li> <li>•Identify what needs to be measured</li> <li>•Employ relevant research skills for locating data</li> </ul>	Lectures and class discussion, in-class exercises, homework, Portfolio Exercises, project components.	Portfolio Exercises, Exams, Project
To explore and apply the foundations of marketing communications as they relate to personal competencies. <ul style="list-style-type: none"> <li>•Interaction</li> <li>•Communication</li> <li>•Professional Demeanor</li> <li>•Identify problems and select appropriate solutions</li> </ul>	Lectures and class discussion, in-class exercises, homework, Portfolio Exercises, project components	Portfolio Exercises, Exams, Project

## COURSE REQUIREMENTS

2 Exams @ 150 points each	300 points
8 portfolio exercises @ 50 points each	400 points
1 project @ 200 points	200 points
Attendance and participation	<u>100 points</u>
Total	1000 points

Exams will include both objective and subjective types of questions. Students are expected to identify, define, integrate, and apply the terms and concepts covered in the articles, handouts, cases, assignments, portfolio exercises, and in class. Exams may be curved. A standard method of 10% increments is used for quizzes and course letter grade assignment. If a student misses an exam without a valid/documented excuse, he/she will receive a 0 on that exam.

The portfolio exercises (PE in the Schedule) will be completed in and outside of class and have two primary purposes. First, each is designed to make you think in-depth about the concept and its application and/or impact on both the consumer and the organization's marketing strategy. Second, the portfolio exercises will allow you to develop further your critical thinking, problem solving, and marketing communication skills. Some portfolio exercises will be completed individually, while others will be completed by pairs of students or teams. Portfolio exercises will be graded on content and structure. As with the exams, a standard method of 10% increments is used for grading purposes.

The project will involve critiquing a service business as to how it is implementing IMC. Findings and recommendations will be presented to the class. Students may work individually or in pairs. If working in a team of two, project section assignments will be coordinated with the professor in order to obtain assurance of learning information for the college. The service business to be critiqued must be approved by the professor prior to beginning the project. The written project deliverable will be in the form of PowerPoint slides with extensive notes. Other information regarding the project is provided at the end of this syllabus. Project oral presentations will be divided across multiple class meetings due to the large class enrollment. You are required to attend all presentations regardless of whether or not they are on the date of your own presentation.

Attendance is expected as is class participation. Both are necessary if you want to do well in the course. Exams will assess both written material and in-class discussions and activities, therefore, it is important to be here. In addition, portfolio exercises will be completed and/or discussed in class. Attendance will be taken periodically throughout the course. Please note, however, that attendance alone does not constitute full participation.

If a student in a borderline course grade situation has been present on 90% or more of those sessions in which attendance was taken and he/she has participated fully in all aspects of the class, his/her grade will be raised to the next letter grade.

## COURSE METHOD

The course reflects an integration of the class discussions, lectures, portfolio exercises, readings, videos, homework, and handouts.

## SCHEDULE

The class will meet in CH 330

The following schedule may be altered during the semester.

In addition to the assigned readings, each student is responsible for the material covered in class, the material contained in the course Blackboard site, and all other assigned materials.

March XX, 2017 – Last day to drop a full semester individual course

April XX, 2017 – Last day to completely withdraw from the semester

Week/ Date	Section	Topic	Chapters
1-1/9	1	Introduction Marketing vs. Selling Services differ from tangibles	1, 2, 5



So what exactly is IMC?  
Communication Model & Barriers

2-1/16		Holiday	
3-1/23	1	The IMC Plan	10
		Implicit and Explicit Elements	
		Advertising	13
		Message Factors	
		Creative	
		Media	
		Evaluation	
		PE	
4-1/30		Public Relations and Sales Promotion	14, 15, 16
		Who are your publics?	
		Traditional Tools of the Trade	
		Other Tools of the Trade	
		PE	
5-2/6	3	Personal Selling – Prospecting, Qualifying, & Approach	12
		Where and how to look?	
		Select and Prioritize	
		Preparation & Pre-Approach	
		Who to Contact	
		Techniques	
6-2/13	3	Personal Selling – The Presentation, Close, & Follow-up	12
		Need Discovery	
		Probing	
		Don't Sell – Facilitate Buying	
		Sweat the Details	
		PE	
7-2/20	4	Website Presence	21
		Who needs a website anyway?	
		Necessary elements & clutter	
		Gestalt Principles	
		PE	
8-2/27		Exam 1	
9-3/6	5	Market Segmentation & Positioning	Class Notes
		Segmentation & Targeting - Applied	
		Using Secondary & Primary Data	
		ArcGIS	
		PE	
10-3/13	6	Relationship Marketing and Buyer Behavior	3, 4
		Us-oriented vs. Them-oriented	
		Client satisfaction builds client loyalty	

What's involved?

CRM – Customer Relationship Management  
Measuring Customer Lifetime Value  
PE

11-3/20

Spring Break

12-3/27 6

CRM - CRM Strategy, Market Segmentation & Positioning 3, 4  
CRM Strategy  
Segmentation & Targeting – Methods Revisited  
What do prospective clients think of you?  
Services Offered vs. Services Needed  
Touchpoints and KPIs  
PE

13-4/3 7

Professionalism Class Notes  
What the client perceives is reality.  
Communications are an extension of you.  
Your communications are an extension of the organization.  
Outside/Inside/Personal

Cross-Cultural Communication 9  
It's a global market – now!  
Communication Methods  
Communication Challenges  
PE

14-4/10

Exam 2

15-4/17

Project Presentations

16-4/24

Project Presentations

17-Finals Week Monday, May 1, 2017 – Project Presentations

## **IMC for Professional Services Project Guidelines**

The goal of the project is to allow you to apply what you have learned this semester about integrated marketing communications (IMC) for professional services. To do that, you may 1) interview someone representing a professional service and discuss their organization's use of IMC, or 2) identify a professional service and review their use of IMC by researching secondary sources. Do not simply report, but rather, critique the organization's IMC activities and make recommendations.

Areas to include, whether you select to do an interview or to research secondary sources:

### **1. What is the business?**

- a. What is the service business and what specific services are provided?
- b. Where are they located?
- c. What are the target market characteristics (businesses and/or consumers, geographic, demographic, psychographic, benefits sought)?

### **2. What are they doing with IMC?**

- a. What are they doing with advertising?

Campaigns, appeals and execution techniques, successes, media, frequency, budget...

Do they use brochures, who creates them, budget, target markets ...

- b. What are they doing with personal selling?

Who is primarily responsible, what avenues do individuals use, training, techniques...

- c. What are they doing with public relations?

Who is primarily responsible, techniques, successes, failures, crisis management....

- d. What's happening with their website?

What do you think of it, what do they think of it, who does it, how could it be improved..

### **3. What are they doing with other areas that support IMC?**

- a. Do they do anything regarding professionalism?

Training, workshops, mentoring, emails & letters...

- b. What are they doing with relationship marketing and CRM?

Who is responsible? Do you agree with their CRM choice? What do you recommend?

**Required procedures:** In addition to the above instructions, 1) You must get your selected service business approved by me, and 2) present your completed project to the class in an oral presentation. You may choose to do your project alone or with a team. If you elect to do the project in a team, no more than two persons may be on the same project team. In the team setting, you must identify which slides were produced by each team member and each team member must present for a proportional amount of time during the class presentation.

**Required Deliverable:** PP slides with information details in the Notes for each slide. Provide enough information in the Notes so the PP presentation can stand on its own without a presenter.

**Grading:** PP slide notes will be graded on completion of all assignment elements, depth of critique and recommendations, grammar, typographical accuracy, and correct use of IMC terminology. Oral presentations will be graded on eye contact with the audience, preparation (don't read your notes or the PP slides), rate of speech, vocalized pauses, voice inflection, professional posture and movement, use of PP slides/screen, and volume. Peer evaluation will be a component of the grading in team projects. The written deliverable will account for 150 possible points and the oral presentation will account for 50 possible points.

**Due Date:** All PP slides are due at the beginning of the first day of class presentations regardless of the day you are presenting.

## **MKT 686 - IMC for Professional Services Sample Bibliography**

### **Books**

- Belch, George E. and Belch, Michael A. (2014). Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition. New York: McGraw Hill.
- Blakeman, Robyn (2015). Integrated Marketing Communication: Creative Strategy from Idea to Implementation. Maryland: Rowman & Littlefield.
- Clow, Kenneth E. and Baack, Donald E. (2016). Integrated Advertising, Promotion, and Marketing Communications 7<sup>th</sup> Edition. England: Pearson Education Limited.
- Keillor, Bruce, Editor (2007). Marketing in the 21<sup>st</sup> Century: Integrated Marketing Communications, Volumes 1-4. New York: Praeger.
- Kotler, Philip (2002). Marketing Professional Services, 2<sup>nd</sup> Edition. New Jersey: Prentice Hall.
- Maister, David (2003). Managing the Professional Service Firm. London: Simon & Schuster.
- Shimp, Terence and Andrews, J. Craig (2013). Advertising Promotion and Other Aspects of Integrated Marketing Communications. Ohio: South-Western/Cengage Learning.
- Shultz, Mike, Doerr, John E., and Frederiksen, Lee (2013). Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success. New Jersey: John Wiley & Sons, Inc.
- Young, Antony (2014). Brand Media Strategy: Integrated Communications Planning in the Digital Era. New York: Palgrave MacMillan.

### **Articles**

- Buday, Bob (2008). "Growth Strategies for Professional Services Firms: An Interview with Michael Treacy," The Bloom Group, <http://bloomgroup.com/content/growth-strategies-professional-services-firms-interview-michael-treacy>.
- Bügel, Marnix S., Buunk, Abraham P., and Verhoef, Peter C. (2010). "A Comparison of Customer Commitment in Five Sectors Using the Psychological Investment Model," *Journal of Relationship Marketing*, 9(1), 2-29.

- Ebren, Figen, Kitchen, Philip J., Aksoy, Şafak, and Kaynak, Erdener (2004). "Probing Integrated Marketing Communication (IMC) in Turkey," *Journal of Promotion Management*, 11(1), 127-151.
- Edmiston-Strasser, Dawn M.(2009). "An Examination of Integrated Marketing Communication in U.S. Institutions of Public Higher Education," *Journal of Marketing for Higher Education*, 19(2), 142-165.
- Fischer, Sophia (2014). "Hospital Positioning and Integrated Hospital Marketing Communications: State-of-the-Art Review, Conceptual Framework, and Research Agenda," *Journal of Nonprofit & Public Sector Marketing*, 26(1), 1-34.
- Ivan, Rica (2012). "The Promotion of Banking Services," *Journal of Electrical & Electronics Engineering*, 5(1), 101-104.
- Jensen, Morten Bach and Jepsen, Anna Lund (2006). "Online Marketing Communications: Need for a New Typology for IMC?" *Journal of Website Promotion*, 2(1/2), 19-35.
- Kerr, Gayle and Drennan, Judy (2010). "Same But Different—Perceptions of Integrated Marketing Communication among Marketing Communication Partners in Australia," *Journal of Promotion Management*, 16(1/2), 6-24.
- McGrath, John M. (2010). "Using Means-End Analysis to Test Integrated Marketing Communication Effects," *Journal of Promotion Management*, 16(4), 361-387.
- Mishra, Karen E. and Cong Li. (2008). "Relationship Marketing in Fortune 500 U.S. and Chinese Web Sites," *Journal of Relationship Marketing*, 7(1), 29-43.
- Moffatt, Jennifer J. and Luck, Edwina M. (2007). "The Relevance of IMC to Professional Service Firms," *2007 Australia and New Zealand Marketing Academy Conference Proceedings*, Dunedin, New Zealand, 1575-1583.
- Ogechukwu, Ayozie Daniel, Ndubueze, Ayozie Kingsley, and Uche, Ayozie Victoria (2011), "Ethical Issues Involved in Integrated Marketing Communication in Nigeria," *Business Management Dynamics*, 1(4), 50-62.
- Sevier, Bob (2004). "Building an Integrated Marketing Budget," *University Business*, 7(9), 35-36.
- Sevier, Bob (2004). "Integrated Marketing Budget, Part 2," *University Business*, 7(10), 33-34.
- Siems, Florian U., Bruton, James, and Moosmayer, Dirk C. (2010). "Integrating Core Marketing Ethical

- Values into Relationship Marketing," *Journal of Relationship Marketing*, 9(2), 68-8
- TEE, Ya-Mei, Lee, Lai-Soon, Lee, Chew-Ging, and Seow, Hsin-Vonn (2014). "Modified TAROT for Cross-Selling Financial Products," *AIP Conference Proceedings*, 1613, 239-265.
- Von Freymann, Jeffrey W. (2010). "An IMC Process Framework for a Communications-Based Services Marketing Model," *Journal of Promotion Management*, 16(4), 388-410.
- Wilson, Kathryn E. and Beck, Vicki H. (2002). "Entertainment Outreach for Women's Health at CDC," *Journal of Women's Health & Gender-Based Medicine*, 11(7), 575-578.
- Zvobgo, Mabel and Melewar, T. C. (2011). "Drivers of Integrated Marketing Communications: A Review of Literature and Research Propositions, *Journal of Promotion Management*, 17(1), 1-20.



## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 512

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:

Course Title: Regression Analysis

Alpha Designator/Number:

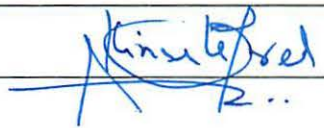



M T H 5 1 2

Title Abbreviation:

R e g r e s s i o n A n a l y s i s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u></u> <u>270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

College: Science      Department/Division: Mathematics      Alpha Designator/Number: MTH 512

Change in CATALOG TITLE: ☐ YES ☒ NO

[illegible][illegible]

--

From: 

M	T	H	
---	---	---	--

 To: 

S	T	A	
---	---	---	--

☒ YES ☐ NO

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses, to guide the students in their plan of study.

**Change in COURSE NUMBER:** ☐ YES ☒ NO

From: 

--	--	--	--

 To: 

--	--	--	--

--

From  Grade To  Credit/No Credit

--

**Change in CATALOG DESCRIPTION:** ☐ YES ☒ NO IF YES, fill in below:

From	
------	--

To \_\_\_\_\_

--

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: SCIENCE

Department: MATHEMATICS

Course Number/Title MTH 512 - Regression Analysis

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 512 / Regression Analysis

New Course Number: STA 512

Rationale:

With the Area of Emphasis (AoE) in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable students to easily identify which of the courses in the program are statistics or probability courses, and will help them when registering for classes and putting together their plans of study.

Catalog Description:

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 513

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

## CURRENT COURSE DATA:

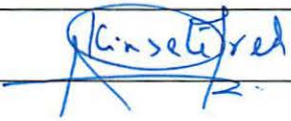


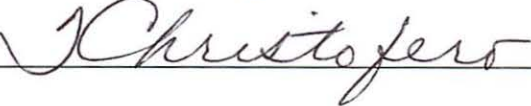
Course Title: Experimental Designs

Alpha Designator/Number: M T H 5 1 3

Title Abbreviation: E x p e r i m e n t a l D e s i g n s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u> 270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 513

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 



 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From



To



If Yes  
Rationale



## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 513 - Experimental Designs

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 513 - Experimental Designs

New Course Number: STA 513

#### Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

Catalog Description: No changes in the catalog description

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 518

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

## CURRENT COURSE DATA:

Course Title: Biostatistics

Alpha Designator/Number:




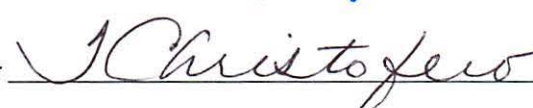
M T H 5 1 8

Title Abbreviation:

B i o s t a t i s t i c s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u> 270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 518

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 















 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From 

--

To 

--

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From 

--

To 

--

Rationale 

--

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 518 - Biostatistics

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE



## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 518 - Biostatistics

New Course Number: ~~STA 663~~ 518

Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

Catalog Description:

Statistical skills for biological/biomedical research, with emphasis on applications. Experimental design/survey sampling, estimation/hypothesis testing procedures, regression, ANOVA, multiple comparisons. Implementation using statistical software such as SAS, BMDP. May not be used for any degree offered by the Department of Mathematics.

Credit hours: 3

**Request for Graduate Course Change**

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 520

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

**CURRENT COURSE DATA:**

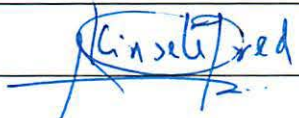


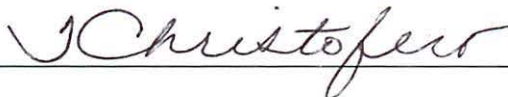
Course Title: Nonparametric Statistics

Alpha Designator/Number: M T H 5 2 0

Title Abbreviation: N o n p a r a m e t r i c S t a t i s t i c s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head 	Date <u>3/11/16</u>
Registrar  270503	Date <u>3/14/16</u>
College Curriculum Chair 	Date <u>04/01/16</u>
Graduate Council Chair 	Date <u>5-23-16</u>

College: Science Department/Division: Mathematics Alpha Designator/Number: MTH 520

Change in CATALOG TITLE: ☐ YES ☒ NO

[illegible]

--

From: 

M	T	H	
---	---	---	--

 To: 

S	T	A	
---	---	---	--

☒ YES ☐ NO

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.

From: 

--	--	--	--

 To: 

--	--	--	--

--

--

From	
------	--

--

--

## Request for Graduate Course Change - Page 3

---

Change in **COURSE CREDIT HOURS**: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in **COURSE CONTENT**: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science \_\_\_\_\_

Department: Mathematics \_\_\_\_\_

Course Number/Title MTH 520 - Nonparametric Statistics \_\_\_\_\_

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 520 - Nonparametric Statistics

New Course Number: STA 520

#### Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

#### Catalog Description:

Coverage of a variety of nonparametric or distribution-free methods for practical statistical inference problems in hypothesis testing and estimation, including rank procedures and randomization procedures.

Credit hours: 3

# Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 525

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

## CURRENT COURSE DATA:




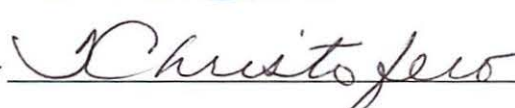
Course Title: Sample Designs and Estimation

Alpha Designator/Number: M T H 5 2 5

Title Abbreviation: S a m p l e D e s i g n s &amp; E s t i m a t i o n

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head 	Date <u>3/11/16</u>
Registrar  270503	Date <u>3/14/16</u>
College Curriculum Chair 	Date <u>04/01/16</u>
Graduate Council Chair 	Date <u>5-23-16</u>



## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 525

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.
--

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 



 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION:

☐ YES

☒ NO

IF YES, fill in below:

From



To



If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 525 - Sampling Designs & Estimation

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 525 - Sampling Designs and Estimation

New Course Number: STA 525

Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

Catalog Description:

Coverage of the theory and applications of a variety of sampling designs; sample size determination; ratio and regression estimates; comparisons among the designs. (PR: MTH 326 or permission)

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 545

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:




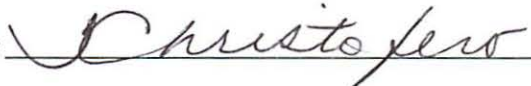
Course Title: Probability and Statistics I

Alpha Designator/Number: M T H 5 4 5

Title Abbreviation: P r o b a b i l i t y &amp; S t a t i s t i c s I

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u></u> <u>270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

College: Science Department/Division: Mathematics Alpha Designator/Number: MTH 545

Change in CATALOG TITLE: ☐ YES ☒ NO

If Yes, Rationale	
-------------------	--

If Yes, Rationale	With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.
-------------------	--

If Yes, Rationale	
-------------------	--

Rationale	
-----------	--

If Yes Rationale	
---------------------	--

## Request for Graduate Course Change - Page 3

---

Change in **COURSE CREDIT HOURS**: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From 

--

To 

--

---

Change in **COURSE CONTENT**: ☐ YES ☒ NO (May attach separate page if needed)

From 

--

To 

--

Rationale 

--

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 545 - Probability & Statistics I

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE



## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 545 - Probability & Statistics I

New Course Number: STA 545

Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

Catalog Description:

Probability spaces, conditional probability, and applications. Random variables, distributions, expectations, and moments.

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 546

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

## CURRENT COURSE DATA:

Course Title: Probability and Statistics II

Alpha Designator/Number:

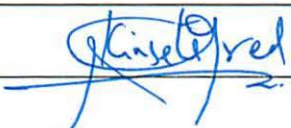


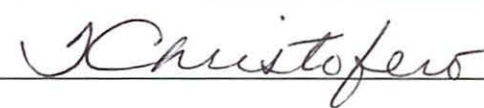
M T H 5 4 6

Title Abbreviation:

P r o b a b i l i t y &amp; S t a t i s t i c s I I

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head 	Date <u>3/11/16</u>
Registrar  270503	Date <u>3/14/16</u>
College Curriculum Chair 	Date <u>04/01/16</u>
Graduate Council Chair 	Date <u>5-23-16</u>

College: Science      Department/Division: Mathematics      Alpha Designator/Number: MTH 546

Change in CATALOG TITLE: ☐ YES ☒ NO

[illegible]

If Yes, Rationale	
-------------------	--

From: 

M	T	H	
---	---	---	--

 To: 

S	T	A	
---	---	---	--

☒ YES ☐ NO

If Yes, Rationale	With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.
-------------------	--

From: 

--	--	--	--

 To: 

--	--	--	--

If Yes, Rationale	
-------------------	--

From  Grade To  Credit/No Credit

Rationale	
-----------	--

From

To

If Yes Rationale	
---------------------	--

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From 

--

To 

--

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From 

--

To 

--

Rationale 

--

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 546 - Probability & Statistics II

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 546 - Probability & Statistics II

New Course Number: STA 546

#### Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

#### Catalog Description:

Probability spaces, conditional probability, and applications. Random variables, distributions, expectations, and moments.

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 564

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:

Course Title: Statistics Computing

Alpha Designator/Number:




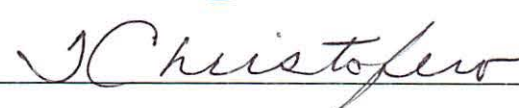
M T H 5 6 4

Title Abbreviation:

S t a t i s t i c s C o m p u t i n g

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u> 270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 564

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 















 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From



To



If Yes  
Rationale



## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From 

--

To 

--

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From 

--

To 

--

Rationale 

--

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 564 - Statistical Computing

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 564 - Statistical Computing

New Course Number: STA 564

#### Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

#### Catalog Description:

Introduction to the commonly used statistical computing techniques, procedures and methods, with extensive use of R language and environment, and SAS for statistical computing and graphics. (CR/PR: MTH 545 or MTH 546)

Credit hours: 3

[illegible]

1. The first step is to identify the problem or question that needs to be addressed. This involves understanding the context and the specific requirements of the task.

[illegible]

*[Illegible handwritten text]*

[illegible]

11-10-1964  
11-10-1964

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 570

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:

Course Title: Applied Survival Analysis

Alpha Designator/Number:




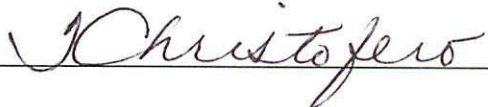
M T H 5 7 0

Title Abbreviation:

A p p l i d S u r v i v a l A n a l y s i s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u></u> <u>270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 570

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 















 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: SCIENCE

Department: MATHEMATICS

Course Number/Title MTH 570 - Applied Survival Analysis

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE



## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics  
Current Course Number/Title: MTH 570 / Applied Survival Analysis  
New Course Number: STA 570

#### Rationale:

With the Area of Emphasis (AoE) in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable students to easily identify which of the courses in the program are statistics or probability courses, and will help them when registering for classes and putting together their plans of study.

Catalog Description: Survival and hazard functions, parametric and non-parametric methods, models and inferences for survival data, proportional hazard, and regression diagnosis. (PR. MTH 545, or permission)

Credit Hours: 3 Hrs.

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 660

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:

Course Title: Stochastic Processes

Alpha Designator/Number:



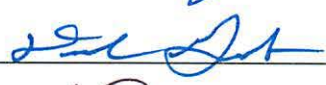
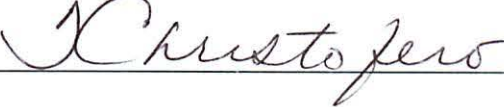
M T H 6 6 0

Title Abbreviation:

S t o c h a s t i c P r o c e s s e s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u> 270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

**College: Science**

Department/Division: Mathematics

Alpha Designator/Number: MTH 660

**Provide complete information regarding the course change for each topic listed below.**

Change in CATALOG TITLE: ☐ YES ☒ NO

From																															(limited to 30 characters and spaces)
------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	---------------------------------------

[illegible]

**If Yes, Rationale**

**Change in COURSE ALPHA DESIGNATOR:**

From: 

M	T	H	
---	---	---	--

 To: 

S	T	A	
---	---	---	--

☒ YES ☐ NO

If Yes, Rationale	With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.
-------------------	--

**Change in COURSE NUMBER:** ☐ YES ☒ NO

From: 

--	--	--	--

 To: 

--	--	--	--

**If Yes, Rationale**

### Change in COURSE GRADING

From  Grade To  Credit/No Credit

## Rationale

**Change in CATALOG DESCRIPTION:** ☐ YES ☒ NO IF YES, fill in below:

From	
------	--

To	
----	--

**If Yes**  
**Rationale**

## Request for Graduate Course Change - Page 3

---

Change in **COURSE CREDIT HOURS**: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in **COURSE CONTENT**: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 660 - Stochastic Processes

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 660 - Stochastic Processes

New Course Number: STA 660

#### Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

#### Catalog Description:

Theory and applications of Markov chains. (PR: MTH 545)

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 661

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:

Course Title: Advanced Mathematical Statistics

Alpha Designator/Number:




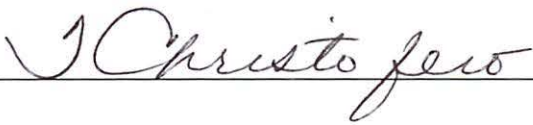
M T H 6 6 1

Title Abbreviation:

A d v M a t h e m a t i c a l S t a t s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u></u>	Date <u>3/11/16</u>
Registrar <u></u> <u>270503</u>	Date <u>3/14/16</u>
College Curriculum Chair <u></u>	Date <u>04/01/16</u>
Graduate Council Chair <u></u>	Date <u>5-23-16</u>

## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 661

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.
--

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 



 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale



## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science \_\_\_\_\_

Department: Mathematics \_\_\_\_\_

Course Number/Title MTH 661 - Advanced Mathematical Statistics \_\_\_\_\_

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 661 - Advanced Mathematical Statistics

New Course Number: STA 661

Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

Catalog Description:

Topics in mathematical statistics including distribution theory for functions of random variables, convergence concepts, sufficient statistics, finding optimal estimates for parameters, optimal tests of hypotheses. (PR: MTH 546)

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 662

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

## CURRENT COURSE DATA:




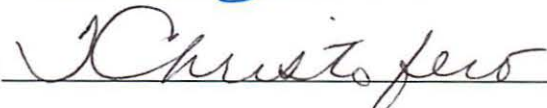
Course Title: Multivariate Mathematical Statistics

Alpha Designator/Number: M T H 6 6 2

Title Abbreviation: M u l t i v a r i a t e M a t h S t a t s

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head 	Date <u>3/11/16</u>
Registrar  270503	Date <u>3/14/16</u>
College Curriculum Chair 	Date <u>04/01/16</u>
Graduate Council Chair 	Date <u>5-23-16</u>

College: Science      Department/Division: Mathematics      Alpha Designator/Number: MTH 662

Change in CATALOG TITLE: ☐ YES ☒ NO

[illegible][illegible]

--

From: 

M	T	H	
---	---	---	--

 To: 

S	T	A	
---	---	---	--

☒ YES ☐ NO

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses to guide the students in their choice of classes and plan of study.

**Change in COURSE NUMBER:** ☐ YES ☒ NO

From: 

--	--	--	--

 To: 

--	--	--	--

--

From  Grade To  Credit/No Credit

--

**Change in CATALOG DESCRIPTION:** ☐ YES ☒ NO IF YES, fill in below:

From	
------	--

To	
----	--

--

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science

Department: Mathematics

Course Number/Title MTH 662 - Multivariate Mathematical Statistics

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:  
Course Number and Title:  
Rationale:  
Course Description (old)  
Course Description: (new)  
Catalog Description:

### COURSE NUMBER CHANGE

Department:  
Current Course Number/Title:  
New Course Number:  
Rationale:  
Catalog Description:  
Credit hours:

### COURSE TITLE CHANGE

Department:  
Current Course Number/Title:  
New Course Title:  
Rationale:  
Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 662 - Multivariate Mathematical Statistics

New Course Number: STA 662

#### Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

#### Catalog Description:

Multivariate distribution theory and statistical inference including estimation and tests concerning mean vectors and covariance matrices (maximum likelihood and likelihood-ratio techniques emphasized). (PR: MTH 545; REC: MTH 546)

Credit hours: 3



## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Science

Dept/Division: Mathematics

Current Alpha Designator/Number: MTH 663

Contact Person: Dr. Alfred Akinsete

Phone: 3046966010

### CURRENT COURSE DATA:

Course Title: Time Series Forecasting

Alpha Designator/Number:

M	T	H		6	6	3			
---	---	---	--	---	---	---	--	--	--

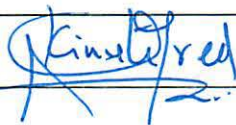
Title Abbreviation:

T	i	m	e		S	e	r	i	e	s		F	o	r	e	c	a	s	t	i	n	g		
---	---	---	---	--	---	---	---	---	---	---	--	---	---	---	---	---	---	---	---	---	---	---	--	--

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head



Date

3/11/16

Registrar



270503

Date

3/14/16

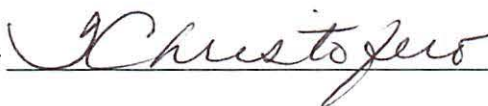
College Curriculum Chair



Date

04/01/16

Graduate Council Chair



Date

5-23-16

## Request for Graduate Course Change - Page 2

College: Science

Department/Division: Mathematics

Alpha Designator/Number: MTH 663

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☐ YES ☒ NO

From 



 (limited to 30 characters and spaces)

To

If Yes, Rationale



Change in COURSE ALPHA DESIGNATOR:

From: 











 To 











☒ YES ☐ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From: 



 To:

If Yes, Rationale



Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale



Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO (May attach separate page if needed)

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: Science \_\_\_\_\_

Department: Mathematics \_\_\_\_\_

Course Number/Title MTH 663 - Time Series Forecasting \_\_\_\_\_

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

NOT APPLICABLE

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE NUMBER CHANGE

Department: Mathematics

Current Course Number/Title: MTH 663 - Time Series Forecasting

New Course Number: STA 663

Rationale:

With the Area of Emphasis in Statistics in the MA program, it is necessary to properly identify which courses in the program are statistics designated courses. The change of alpha designator from MTH to STA will enable the students to easily identify which courses in the program are statistics or probability courses, and guide them in their choice of classes and plan of study.

Catalog Description:

Finding statistical models to represent various time-dependent phenomena and processes; coverage of a variety of forecasting techniques, with an emphasis on adaptive, regression, and Box-Jenkins procedures.

Credit hours: 3

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHPDept/Division: NURCurrent Alpha Designator/Number: NUR 720Contact Person: Dr. Margie McInerneyPhone: 62675

### CURRENT COURSE DATA:

Course Title: Pharmacology for Nurse Anesthesia IAlpha Designator/Number: NUR 720Title Abbreviation: Pharma Nurse Anesth 1

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u><i>Denise Landry</i></u> <i>As Chair of the School of Nursing I have no objections to this change. However, I provide no oversight to either this course or the Nurse Anesthesia program.</i>	Date <u><i>4/5/16</i></u>
Registrar <u><i>Roberta Ferguson</i></u>	Date <u><i>4/7/16</i></u>
College Curriculum Chair <u><i>Dallas Brozik</i></u> <i>LEOB</i>	Date <u><i>4/7/16</i></u>
Graduate Council Chair <u><i>Christofero</i></u>	Date <u><i>5-23-16</i></u>

## Request for Graduate Course Change - Page 2

College: COHP

Department/Division: NUR

Alpha Designator/Number: NUR 720

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☒ YES ☐ NO

From Pharma Nurse Anesth 1

(limited to 30 characters and spaces)

To Adv Pharma Nurse Anesth 1

If Yes, Rationale 

The WV board overseeing the licensure of nurses has informed the College of Business that the titles of the following courses need to be revised to include the word, advanced.

Change in COURSE ALPHA DESIGNATOR:

From:                      To :                      ☐ YES ☒ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From:                      To:                     

If Yes, Rationale

Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale

Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO

From

To

Rationale



## Request for Graduate Course Change-Page 4

---

College: COHP

Department: NUR

Course Number/Title NUR 720

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

Not applicable

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

Not applicable

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

Not applicable

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### **COURSE TITLE CHANGE**

**Department: NUR**

**Course Number and Title: NUR 720**

**New Course Title: Adv Pharma Nurse Anesth 1**

**Rationale: The WV board overseeing the licensure of nurses has informed the College of Business that the titles of the following courses need to be revised to include the word, advanced.**

**Catalog Description:**

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHPDept/Division: NURCurrent Alpha Designator/Number: NUR 721Contact Person: Dr. Margie McInerneyPhone: 62675

## CURRENT COURSE DATA:

Course Title: Pharmacology for Nurse Anesthesia IIAlpha Designator/Number: NUR 721Title Abbreviation: Pharma Nurse Anesth 2

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head

*Yenisee Landry*  
 As Chair of the School of Nursing I have no objections to this change. However, I provide no oversight to either this course or the Nurse Anesthesia program.

Registrar

*Roberta Ferguson*

College Curriculum Chair

*[Signature]*

*Deus Broek*  
 LCOB

Graduate Council Chair

*Tracy Christofero*

Date

*4/5/16*

Date

*4/7/16*

Date

*4/7/16*

Date

*5-23-16*

## Request for Graduate Course Change - Page 2

College: COHP

Department/Division: NUR

Alpha Designator/Number: NUR 721

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☒ YES ☐ NO

From Pharma Nurse Anesth 2

(limited to 30 characters and spaces)

To Adv Pharma Nuse Anesth 2

If Yes, Rationale

The WV board overseeing the licensure of nurses has informed the College of Business that the titles of the following courses need to be revised to include the word, advanced.

Change in COURSE ALPHA DESIGNATOR:

From: To : ☐ YES ☒ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From: To:

If Yes, Rationale

Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale

Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in COURSE CREDIT HOURS: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in COURSE CONTENT: ☐ YES ☒ NO

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: COHP

Department: NUR

Course Number/Title NUR 721

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

Not applicable

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

Not applicable

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

Not applicable

## Request for Graduate Course Change - Page 5

- Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### COURSE TITLE CHANGE

Department: NUR

Course Number and Title: NUR 721

New Course Title: Adv Pharma Nurse Anesth 2

Rationale: The WV board overseeing the licensure of nurses has informed the College of Business that the titles of the following courses need to be revised to include the word, advanced.

Catalog Description:

## Request for Graduate Course Change

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: COHPDept/Division: NURCurrent Alpha Designator/Number: NUR 741Contact Person: Dr. Margie McInerneyPhone: 62675

### CURRENT COURSE DATA:

Course Title: Introduction to Health Care Clinical Practicum/Adv Physical AssessmentAlpha Designator/Number: NUR 741Title Abbreviation: Intro HC Prac/Phys Assess

1. Complete this **five** page form in its entirety and route through the departments/committees below for changes to a course involving: course title, alpha designator, course number, course content, credit hours, or catalog description.
2. If this change will affect other departments that require this course, please send a memo to the affected department and include it with this packet, as well as the response received from the affected department.
3. If the changes made to this course will make the course similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet as well as the response received from the affected department.
4. List courses, if any, that will be deleted because of this change (*must submit course deletion form*).
5. If the faculty requirements and/or equipment need to be changed upon approval of this proposal, attach a written estimate of additional needs.

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u><i>Denise Landry</i></u> <i>As Chair of the School of Nursing I have no objections to this change. However I provide no oversight to either this course or the Nurse Anesthesia Program.</i> Registrar <u><i>Robert Ferguson</i></u> College Curriculum Chair <u><i>[Signature]</i></u> <span style="float: right;"><i>DAVID BROZIK</i> <i>LCOB</i></span> Graduate Council Chair <u><i>Christofero</i></u>	Date <u><i>4/5/16</i></u>  Date <u><i>4/7/16</i></u>  Date <u><i>4/7/16</i></u>  Date <u><i>5-23-16</i></u>
--	---



## Request for Graduate Course Change - Page 2

College: COHP

Department/Division: NUR

Alpha Designator/Number: NUR 741

Provide complete information regarding the course change for each topic listed below.

Change in CATALOG TITLE: ☒ YES ☐ NO

From Intro HC Prac/Phys Assess

(limited to 30 characters and spaces)

To Adv HC Prac/Phys As

If Yes, Rationale 

The WV board overseeing the licensure of nurses has informed the College of Business that the titles of the following courses need to be revised to include the word, advanced.

Change in COURSE ALPHA DESIGNATOR:

From: To : ☐ YES ☒ NO

If Yes, Rationale

Change in COURSE NUMBER: ☐ YES ☒ NO

From: To:

If Yes, Rationale

Change in COURSE GRADING

From ☐ Grade To ☐ Credit/No Credit

Rationale

Change in CATALOG DESCRIPTION: ☐ YES ☒ NO IF YES, fill in below:

From

To

If Yes  
Rationale

## Request for Graduate Course Change - Page 3

---

Change in **COURSE CREDIT HOURS**: ☐ YES ☒ NO If YES, fill in below:

NOTE: If credit hours increase/decrease, please provide documentation that specifies the adjusted work requirements.

From

To

---

Change in **COURSE CONTENT**: ☐ YES ☒ NO

From

To

Rationale

## Request for Graduate Course Change-Page 4

---

College: COHP

Department: NUR

Course Number/Title NUR 741

---

1. REQUIRED COURSE: If this course is required by another department(s), identify it/them by name and attach the written notification you sent to them announcing to them the proposed change and any response received. Enter NOT APPLICABLE if not applicable.

Not applicable

2. COURSE DELETION: List any courses that will be deleted because of this change. A *Course Deletion* form is also required. Enter NOT APPLICABLE if not applicable.

Not applicable

3. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials as a result of this change, attach an estimate of the time and cost etc. required to secure these items. (NOTE: approval of this form does not imply approval for additional resources. Enter NOT APPLICABLE if not applicable.

Not applicable

## Request for Graduate Course Change - Page 5

Please insert in the text box below your course change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings) based on the appropriate change:

### COURSE DESCRIPTION CHANGE

Department:

Course Number and Title:

Rationale:

Course Description (old)

Course Description: (new)

Catalog Description:

### COURSE NUMBER CHANGE

Department:

Current Course Number/Title:

New Course Number:

Rationale:

Catalog Description:

Credit hours:

### COURSE TITLE CHANGE

Department:

Current Course Number/Title:

New Course Title:

Rationale:

Catalog Description:

### **COURSE TITLE CHANGE**

**Department: NUR**

**Course Number and Title: NUR 741**

**New Course Title: Adv Intro HC Prac/Phys As**

**Rationale: The WV board overseeing the licensure of nurses has informed the College of Business that the titles of the following courses need to be revised to include the word, advanced.**

**Catalog Description: The introduction to health care clinical practicum provides the student with a beginning knowledge and proficiency in all phases of anesthetic management (pre-anesthesia, induction, maintenance, post-anesthesia**

## Request for Graduate Addition, Deletion, or Change of a Major or Degree

NOTE: Before you submit a request for a new Major or Degree, you must submit an INTENT TO PLAN form. Only after the INTENT TO PLAN goes through the approval process are you ready to submit this request for a new Major or Degree. For detailed information on new programs please see: <http://wvhepcdoc.wvnet.edu/resources/133-11.pdf>.

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: School of Pharmacy

Dept/Division: Pharmacy

Contact Person: H. Glenn Anderson Jr., Pharm.D.

Phone: 6-2305; 806-236-4037

Degree Program Doctor of Pharmacy

Check action requested: ☐ Addition ☐ Deletion ☒ Change

Effective Term/Year

Fall 20

16

Spring 20

☐

Summer 20

☐

**Information on the following pages must be completed before signatures are obtained.**

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head <u>H. Glenn Anderson Jr., Pharm.D.</u>	Date <u>4/8/16</u>
College Curriculum Chair <u>By: Dr. Kim, PhD, MA, MS, BSNP</u>	Date <u>4/8/16</u>
College Dean <u>Kim Young</u>	Date <u>4/8/16</u>
Graduate Council Chair <u>J. Christy</u>	Date <u>5-23-16</u>
Provost/VP Academic Affairs _____	Date _____
Presidential Approval _____	Date _____
Board of Governors Approval _____	Date _____

## Request for Graduate Addition, Deletion, or Change of a Major or Degree-Page 2

---

Please provide a rationale for addition, deletion, change: (May attach separate page if needed)

Changes to the current SOP curriculum instigated for the following reasons:

1. Deletion of PHAR 551 Biomedical Chemistry and addition of PHAR 546 Pharmaceutical Biochemistry and PHAR 522 Fundamentals of Medicinal Chemistry

Change made as part of school assessment and continuous quality assurance programs. National assessment data indicate that the school's P3 students performed below national norms in the areas of Medicinal Chemistry and Biochemistry. Separation of these courses provides additional course contact hours (+1 SCH overall) and allows the instructors to focus students upon the individual topics for content clarity and mastery.

2. Addition of PHAR 819 Introductory Experiences in Longitudinal Care of the Patient

Please describe any changes in curriculum:

List course number, title, credit hours. Note whether each course is required or optional. Enter NONE if no change. (May attach separate page if needed)

1. PHAR 546 Pharmaceutical Biochemistry (required)
2. PHAR 522 Fundamentals of Medicinal Chemistry (required)
3. PHAR 819 Introductory Experiences in Longitudinal Care of the Patient (required)

**1. ADDITIONAL RESOURCE REQUIREMENTS:** If your program requires additional faculty, equipment or specialized materials to ADD or CHANGE this major or degree, attach an estimate of the time and money required to secure these items.

NOTE: Approval of this form does not imply approval for additional resources. Enter NONE if not applicable.

None

**2. NON-DUPLICATION:** If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them. Enter NONE if not applicable.

None

***For catalog changes as a result of the above actions, please fill in the following pages.***

**3. Current Catalog Description**

Insert the *Current* Catalog Description and page number from the latest catalog for entries you would like to change.  
(May attach separate page if needed)

P. 212-213 of current Graduate Catalog - please see attachment that highlights changes to existing catalog description.

**4. Edits to the Current Description**

Attach a PDF copy of the current catalog description prepared in MS WORD with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

**5. New Catalog Description**

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

See attached.



-----  
Please insert in the text box below your change summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Major or Degree:

Type of Change: *(addition, deletion, change)*

Rationale:

School of Pharmacy

Doctor of Pharmacy Degree

Change in degree requirements

Rationale:

1. To improve education of current and future students
2. To meet changes in educational requirements implemented by the general pharmacy academy

**Attachment for GC #9, P. 3, Edits to current description: showing strikethrough**

**Year 1 - Fall**

PHAR 541 - Pharmacy Practice I  
PHAR 542 - Immunology and Microbiology  
PHAR 546 - ~~Biomedical~~ Pharmaceutical Bioc~~Chemistry~~  
PHAR 522 – Fundamentals of Medicinal Chemistry  
~~PHAR 511 – Clinical Immunology~~  
PHAR 531 - Biopharmaceutics I  
PHAR 811 - Introductory Pharmacy Practice Experiences in Community Settings I (PPE1) OR  
PHAR 812 - Introductory Pharmacy Practice Experiences in Institutional Settings I (PPE2)  
PHAR 819 – Long Care of Patient

Semester Total.....19 credit hours

**Attachment for GC #9, P. 4, New Catalog Description, clean copy**

**Year 1 - Fall**

PHAR 541 - Pharmacy Practice I  
PHAR 542 - Immunology and Microbiology  
PHAR 546 - Pharmaceutical Biochemistry  
PHAR 522 - Basic Skills Medicinal Chemistry  
PHAR 531 - Biopharmaceutics I  
PHAR 811 - Introductory Pharmacy Practice Experiences in Community Settings 1 (PPE1) OR  
PHAR 812 - Introductory Pharmacy Practice Experiences in Institutional Settings 1 (PPE2)  
PHAR 819 - Long Care of Patient

Semester Total.....19 credit hours

**Year 1 - Spring**

PHAR 543 - Spring Pharmacy Practice II  
PHAR 544 - Principles of Disease and Drug Action  
PHAR 532 - Biopharmaceutics 2  
PHAR 521 - Integrated Laboratory 1  
PHAR 545 - Therapeutics 1-Appropriate use of over-the-counter products  
PHAR 811 - Introductory Pharmacy Practice Experiences in Community Settings 1 (PPE1) OR  
PHAR 812 - Introductory Pharmacy Practice Experiences in Institutional Settings 1 (PPE2)  
**PHAR 819 - Long Care of Patient**  
PHAR 511 - Clinical Immunology

Semester Total.....19 credit hours

**Year 2 - Fall**

PHAR661 - Therapeutics 2 -Infectious, Immunological, and Ears, Nose, and Throat Diseases  
PHAR 631 - Pharmacometrics  
PHAR 632 - Pharmacy Practice Management I: Leadership  
PHAR 621 - Pharmacy Law and Ethics  
PHAR 611 - Integrated laboratory 2  
PHAR 622 - Exploration of Competency and Responsibility in Pharmacy Practice  
PHAR 813 - Introductory Pharmacy Practice Experiences in Community Settings 2 (PPE3) OR  
PHAR 814 - Introductory Pharmacy Practice Experiences in Institutional Settings 2 (PPE4)  
**PHAR 819 - Long Care of the Patient**

Semester Total.....18 credit hours

**Year 2 - Spring**

PHAR 671 - Therapeutics 3- Cardiovascular Diseases, Renal diseases, Pulmonary Diseases, and Electrolyte Homeostasis  
PHAR 633 - Patient Care Skills Lab  
PHAR 634 - Pharmacy Practice Management II: Finance  
PHAR 612 - Therapeutic Drug Dosing  
PHAR 635 - Bridging Research Outcomes and Patient Care  
PHAR 813 - Introductory Pharmacy Practice Experiences in Community Settings 2 (PPE3) OR

PHAR 814 - Introductory Pharmacy Practice Experiences in Institutional Settings 2 (PPE4)

PHAR 819 – Long Care of the Patient

Semester Total.....18 credit hours

**Year 3 - Spring**

PHAR 711 PHAR 751 PHAR 741 PHAR 742

PHAR 711 - National Certification for Medication Therapy Management

PHAR 751 - Therapeutics 4 – Neurologic and Psychiatric diseases

PHAR 741 - Therapeutics 5 – Endocrine Diseases, Genitourinary Diseases, and Reproduction Pharmacy

PHAR 742 - Practice Management III: Patient Safety

Elective 1 (3 credit hours)

PHAR 819 – Long Care of the Patient

Two courses from the following:

PHAR 815 - Ambulatory Care Skills (PPE 5) OR

PHAR 816 - Inpatient Practice Skills (PPE 6) OR

PHAR 817 - Introductory Pharmacy Practice Experiences in Practice Management (PPE 7) OR

PHAR 818 - Introductory Pharmacy Practice Experiences in Education (PPE 8)

Semester Total.....18 credit hours

## Graduate Intent to Plan--Major or Degree

NOTE: This "Intent to Plan" form must be submitted and go through the approval process BEFORE you submit the form titled, "Request for Graduate Addition, Deletion or Change of a Major or Degree." For detailed information on new programs please see: <http://wvhepcdoc.wvnet.edu/resources/133-11.pdf>.

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair. If attachments are included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: School of Pharmacy

Dept/Division: Pharmaceutical Sciences and Research

Contact Person: Glen Anderson, Assoc. Dean

Phone: x2305

New Degree Program Yes

Effective Term/Year

Fall 20

☐

Spring 20



☒

Summer 20

☐

**Information on the following pages must be completed before signatures are obtained.**

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

<p>Dept. Chair/Division Head <u>Faruk Khan</u> </p> <p>College Curriculum Chair </p> <p>College Dean <u>Am Yngby</u></p> <p>Graduate Council Chair <u>J Christofero</u></p> <p>Provost/VP Academic Affairs _____</p> <p>Presidential Approval _____</p> <p>Board of Governors Approval _____</p>	<p>Digitally signed by Faruk Khan DN: cn=Faruk Khan, o=MUSOP, ou=DPSR, email=khanmo@marshall.edu, c=US Date: 2016.04.12 13:00:00 -0400</p> <p>Date <u>4/10/16</u></p> <p>Date <u>4/12/16</u></p> <p>Date <u>4/13/16</u></p> <p>Date <u>5-23-16</u></p> <p>Date _____</p> <p>Date _____</p> <p>Date _____</p>
--	--

## Graduate Intent to Plan--Major or Degree-Page 2

---

Please provide a rationale for new degree program: (May attach separate page if needed)

The graduate program in Pharmaceutical Sciences aims to provide students with the training and skills required to prepare them for careers in academia, pharmaceutical industry, or public/private research institutions. This program involves an intensive curriculum consisting of didactic courses and research. The program goals are: (1) to attract highly qualified graduate students in West Virginia; (2) to provide comprehensive multidisciplinary training and research opportunities to the students enrolled in the program; (3) to enrich the educational opportunities of students in the Pharm.D. program by providing well trained and highly motivated graduate teaching assistants; (4) to provide highly trained and versatile scientists to meet the needs of the growing biotechnology sector in West Virginia; and (5) to gain national recognition for the Marshall University through the future accomplishments of our graduates in the field of pharmaceutical sciences.

The proposed program would be the only master's degree program in Pharmaceutical Sciences in a public university in the State of West Virginia. This program will likely be attractive to pre-health profession undergraduate students from biology, biochemistry, microbiology, and chemistry. This program will provide a rigorous training experience, both lecture and laboratory, for those students wishing to further their education at the doctoral level. This program will enhance the ability of Marshall to compete nationally in attracting the very best graduate students. These graduate students will play essential roles both in providing high quality instruction as Teaching Assistants and in discovering new knowledge while pursuing their research projects. This degree will also allow outstanding undergraduate students to remain at Marshall for their Master's degree when they are currently going elsewhere. This new degree addresses Marshall University's stated mission of providing educational opportunities in advanced technologies, healthcare education, and addressing industry needs.

**1. ADDITIONAL RESOURCE REQUIREMENTS:** If your new program requires additional faculty, equipment or specialized materials, attach an estimate of the time and money required to secure these items.

NOTE: Approval of this form does not imply approval for additional resources. Enter NONE if not applicable.

**2. NON-DUPLICATION:** If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the request and any response received from them. Enter NONE if not applicable.

NONE

***For catalog changes as a result of the above actions, please fill in the following pages.***

### 5. New Catalog Description

Insert a 'clean' copy of your proposed description, i.e., no strikethroughs or highlighting included. This should be what you are proposing for the new description. (May attach separate page if needed)

#### Program Description

The Department of Pharmaceutical Sciences at the Marshall University School of Pharmacy Master of Science (M.S.) and Master of Arts (M.A.) degrees with a major in Pharmaceutical Sciences. Students may complete the requirements for a M.S. under a faculty mentor in areas ranging from cellular and molecular pharmacology to antibiotic formulation and methods of drug delivery.

The Master of Science (M.S.) degree in Pharmaceutical Sciences is preparation for further study or employment requiring pharmaceutical research experience and requires a thesis. An M.S. student must be mentored by a faculty member, so applicants are encouraged (but not required) to contact potential faculty advisors about research projects and graduate assistantships prior to application for admission. Information about faculty may be accessed through the School of Pharmacy website (<http://www.marshall.edu/pharmacy/academic-departments/pharmaceutical-sciences-and-research/>). The Master of Arts (M.A.) degree does not require a thesis and allows students to strengthen their education in Pharmaceutical Sciences through the completion of advanced coursework and a research program.

#### Admission Requirements

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website at [www.marshall.edu/graduate/admissions/how-to-apply-for-admission](http://www.marshall.edu/graduate/admissions/how-to-apply-for-admission). Application deadlines are April 15 and November 15 for Fall and Spring admissions, respectively.

Applicants should send these materials directly to the Graduate Admissions Office:

- Three letters of recommendation from academic or professional references;
- Graduate Record Exam (GRE) scores. Applicants must specify that official test scores are to be sent directly to Marshall University.

Applicant must also have:

- An earned baccalaureate degree, a combination undergraduate GPA of 3.0 on a 4.0 scale for all previously completed undergraduate university work and a GRE score of at least 150 on both verbal and quantitative sections and a writing score of at least 4.0 or matriculating students with a recommended PCAT score of 50

Prior to admission, prospective students must also complete an on-site or video interview.

#### Graduate Assistantships

Students interested in applying for financial support must submit a completed Application for Graduate Assistantship by April 15 or November 15 for the Fall or Spring semester, respectively. The Application for Graduate Assistantship Form is available from the Department of Pharmaceutical Sciences website (<http://www.marshall.edu/pharmacy/academic-departments/pharmaceutical-sciences-and-research/>).

#### Requirement for All Degrees

A Plan of Study approved by the student's advisor must be submitted for approval to the Graduate College Dean before the student registers for his or her 12th semester hour. The Plan of Study is a student's "blueprint" for completing graduation requirements. Students must also have a thesis committee (M.S.) or advising committee (M.A.) consisting of no fewer than three faculty (including the student's advisor) assembled by the end of their first year. Students must meet with their committees at least once within their first year and at least once per semester (excluding the defense) in subsequent years.

#### M.S. Degree Requirements

See attached.

## Graduate Intent to Plan--Major or Degree-Page 4

Please insert in the text box below your summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

New Major or Degree:

Credit Hours:

Rationale:

Department: School of Pharmacy

New Major or Degree: Masters of Science program in Pharmaceutical Sciences

Credit hours: 46-51 depending upon Thesis / Non-thesis option)

Rationale:

The graduate program in Pharmaceutical Sciences aims to provide students with the training and skills required to prepare them for careers in academia, pharmaceutical industry, or public/private research institutions. This program involves an intensive curriculum consisting of didactic courses and research. The program goals are: (1) to attract highly qualified graduate students in West Virginia; (2) to provide comprehensive multidisciplinary training and research opportunities to the students enrolled in the program; (3) to enrich the educational opportunities of students in the Pharm.D. program by providing well trained and highly motivated graduate teaching assistants; (4) to provide highly trained and versatile scientists to meet the needs of the growing biotechnology sector in West Virginia; and (5) to gain national recognition for the Marshall University through the future accomplishments of our graduates in the field of pharmaceutical sciences.

The proposed program would be the only master's degree program in Pharmaceutical Sciences in a public university in the State of West Virginia. This program will likely be attractive to pre-health profession undergraduate students from biology, biochemistry, microbiology, and chemistry. This program will provide a rigorous training experience, both lecture and laboratory, for those students wishing to further their education at the doctoral level. This program will enhance the ability of Marshall to compete nationally in attracting the very best graduate students. These graduate students will play essential roles both in providing high quality instruction as Teaching Assistants and in discovering new knowledge while pursuing their research projects. This degree will also allow outstanding undergraduate students to remain at Marshall for their Master's degree when they are currently going elsewhere. This new degree addresses Marshall University's stated mission of providing educational opportunities in advanced technologies, healthcare education, and addressing industry needs.



### Core Course requirements (MS- Thesis option)

Fall, Year 1			Spring, Year 1			
PHAR531	Biopharm 1	3	MSPS542	MS Biopharm 2	4	
PHAR546	Biochemistry	4	MSPS551	MS Prin. Dis. Drug Actions	5	
MSPS531	MS Fund. Med Chem	3	MSPS511	Seminar	1	
MSPS511	Seminar	1	MSPS512	Res. Conduct of Res.	1	
MSPS621	Regulatory Affairs	1				
	Total	12		Total	11	
Fall, Year 2			Spring, Year 2			
MSPS641	MS Pharmacometrics	4	MSPS511	Seminar	1	
MSPS511	Seminar	1	MSPS669	Thesis	4-6	
		4-6				
MSPS669	Thesis		MSPS622	Product Development by QbD	2	
				Total	7-9	
	Total	9-11				
					Total for program	39-43

### Core Course Requirements (MA - Non thesis option)

Fall, Year 1			Spring, Year 1			
PHAR531	Biopharm 1	3	MSPS542	MS Biopharm 2	4	
PHAR546	Biochemistry	4	MSPS551	MS Prin. Dis. Drug Actions	5	
MSPS531	MS Fund. Med Chem	3	MSPS511	Seminar	1	
MSPS511	Seminar	1	MSPS512	Res. Conduct of Res.	1	
MSPS621	Regulatory Affairs	1				
		Total	12		Total	11
Fall, Year 2			Spring, Year 2			
MSPS641	MS Pharmacometrics	4	MSPS511	Seminar	1	
MSPS511	Seminar	1	XXXX	Electives	3-4	
XXXX	Electives	3-4	MSPS622	Product Development by QbD	2	
		Total	8-9		Total	6-7

## Request for Graduate Non-Curricular Changes

PLEASE USE THIS FORM FOR ALL NON-CURRICULAR CHANGE REQUESTS (changes in admission requirements or requirements for graduation, changes in or new policies/procedures, changes in program descriptions in catalog, general language changes in catalog.)

SIGNATURES may not be required, depending on the nature of the request and from where it originates. Consult Graduate Council chair.

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one PDF copy without signatures to the Graduate Council Chair.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: School of Pharmacy

Dept/Division: Pharmacy

Contact Person: H. Glenn Anderson, Jr., PharmD


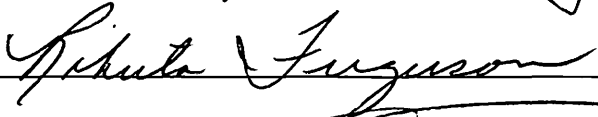

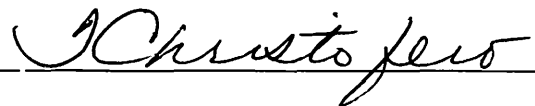
Phone: 304-696-62305

Rationale  
for Request

(May attach  
separate page  
if needed)

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

NOTE: all requests may not require all signatures.

Department/Division Chair 	Date <u>3/17/2016</u>
Registrar 	Date <u>4/15/16</u>
College Curriculum Committee Chair  (or Dean if no college curriculum committee)	Date <u>3/17/2016</u>
Graduate Council Chair 	Date <u>5-23-16</u>

NOTE: please complete information required on the following pages before obtaining signatures above.

## Request for Graduate Non-Curricular Changes-Page 2

---

**1. Current Catalog Description (if applicable):** Please insert the catalog description from the current catalog for entries you would like to change. (May attach separate page if needed)

On pages 212-213: Please update each semester of the P1 Fall through the P3 Spring with courses that have been added to the Curriculum.

On page 213: Please insert the following under new sub-headings-

Dual Degree: Pharm. D. and MBA:

Students admitted to the School of Pharmacy may also seek admission to the Graduate College to pursue a Master of Business Administration (MBA) degree. Students selecting this option will be awarded the Pharm. D. and MBA degrees at the same time. The application procedure and the student's enrollment status will vary depending on the student's undergraduate degree.

All students wishing to pursue the dual degree option must first consult with the Pharm. D. advisor regarding when they should apply for admission. Students who are admitted to the MBA program will be advised by a Pharm. D. advisor and an MBA advisor. The advisors are responsible for ensuring students are making appropriate progress toward both degrees, enroll in the proper sequence of courses, and enroll in the proper section of the courses.

**Pharm. D. Students Holding a Baccalaureate Degree:** All students who have earned a baccalaureate degree from a regionally accredited college or university may apply for admission to the MBA program. Students must meet the published admission criteria and complete the published degree requirements for the MBA program. When admitted, the student will be classified depending upon his or her completion of core business courses.

**Pharm. D. Students Who Do Not Have a Baccalaureate Degree:** Students who have not earned a baccalaureate degree from a regionally accredited college or university may apply for admission to the MBA program and pursue the degree under the following conditions. During their enrollment in the two degree programs, students who do not hold the baccalaureate will be continuously classified as Provisionally Admitted for the MBA program. Students beginning the final semester of the Pharm. D. program of study will apply for graduation. Students in good academic standing in both programs and eligible to receive both degrees at the end of the term will be reclassified as Fully Admitted to the MBA program. Students who withdraw or are dismissed from the Pharm. D. program will also be withdrawn from the MBA program regardless of level of degree completion or academic standing.

## Request for Graduate Non-Curricular Changes-Page 3

**2. Edits to current description:** Attach a PDF copy of the current catalog description prepared in MS WORD with strikethroughs to mark proposed deletions and use the highlight function to indicate proposed new text.

-----

## Request for Non-Curricular Changes-Page 4

3. **New Catalog Description:** Provide a "clean" copy of your proposed description without strikethroughs or highlighting. This should be what you are proposing for the new description. (May attach separate page if needed)

-----

## Request for Non-Curricular Changes-Page 5

Please insert in the text box below your proposed change information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Type of change request:

Department:

Degree program:

Effective date (*Fall/Spring/Summer, Year*)

## Request for Graduate Non-Curricular Changes-Page 2

---

**1. Current Catalog Description (if applicable):** Please insert the catalog description from the current catalog for entries you would like to change. (May attach separate page if needed)

**Attachment for GC #9, P. 3, Edits to current description: showing strikethrough**

**Year 1 - Fall**

PHAR 541 - Pharmacy Practice I

PHAR 542 - Immunology and Microbiology

PHAR 546 - ~~Biomedical~~ Pharmaceutical Biochemistry

PHAR 522 – Fundamentals of Medicinal Chemistry

~~PHAR 511 – Clinical Immunology~~

PHAR 531 - Biopharmaceutics I

PHAR 811 - Introductory Pharmacy Practice Experiences in Community Settings 1 (PPE1) OR

PHAR 812 - Introductory Pharmacy Practice Experiences in Institutional Settings 1 (PPE2)

PHAR 819 – Long Care of Patient

Semester Total.....19 credit hours



**Attachment for GC #9, P. 4, New Catalog Description, clean copy**

**Year 1 - Fall**

PHAR 541 - Pharmacy Practice I  
PHAR 542 - Immunology and Microbiology  
PHAR 546 - Pharmaceutical Biochemistry  
PHAR 522 - Basic Skills Medicinal Chemistry  
PHAR 531 - Biopharmaceutics I  
PHAR 811 - Introductory Pharmacy Practice Experiences in Community Settings 1 (PPE1) OR  
PHAR 812 - Introductory Pharmacy Practice Experiences in Institutional Settings 1 (PPE2)  
PHAR 819 - Long Care of Patient

Semester Total.....19 credit hours

**Year 1 - Spring**

PHAR 543 - Spring Pharmacy Practice II  
PHAR 544 - Principles of Disease and Drug Action  
PHAR 532 - Biopharmaceutics 2  
PHAR 521 - Integrated Laboratory 1  
PHAR 545 - Therapeutics I-Appropriate use of over-the-counter products  
PHAR 811 - Introductory Pharmacy Practice Experiences in Community Settings 1 (PPE1) OR  
PHAR 812 - Introductory Pharmacy Practice Experiences in Institutional Settings 1 (PPE2)  
**PHAR 819 - Long Care of Patient**  
PHAR 511 - Clinical Immunology  
Semester Total.....19 credit hours

**Year 2 - Fall**

PHAR661 - Therapeutics 2 -Infectious, Immunological, and Ears, Nose, and Throat Diseases  
PHAR 631 - Pharmacometrics  
PHAR 632 - Pharmacy Practice Management I: Leadership  
PHAR 621 - Pharmacy Law and Ethics  
PHAR 611 - Integrated laboratory 2  
PHAR 622 - Exploration of Competency and Responsibility in Pharmacy Practice  
PHAR 813 - Introductory Pharmacy Practice Experiences in Community Settings 2 (PPE3) OR  
PHAR 814 - Introductory Pharmacy Practice Experiences in Institutional Settings 2 (PPE4)  
**PHAR 819 - Long Care of the Patient**

Semester Total.....18 credit hours

**Year 2 - Spring**

PHAR 671 - Therapeutics 3- Cardiovascular Diseases, Renal diseases, Pulmonary Diseases, and Electrolyte Homeostasis  
PHAR 633 - Patient Care Skills Lab  
PHAR 634 - Pharmacy Practice Management II: Finance  
PHAR 612 - Therapeutic Drug Dosing  
PHAR 635 - Bridging Research Outcomes and Patient Care  
PHAR 813 - Introductory Pharmacy Practice Experiences in Community Settings 2 (PPE3) OR