

**MINUTES**  
**UNIVERSITY CURRICULUM COMMITTEE**  
**NOVEMBER 11, 2016**  
**230 STUDENT SERVICES BUILDING, 2:00 – 2:37 PM**

**Present:** Jim Bassett (CAUS), Paul Deck (COS), Patricia Lavender (CLAHS), Monica Ponder (CALS)

**Absent with notification:** Aaron Goldstein (COE), R. Bruce Hull (CNRE), Mary Kasarda (Chair), Ann-Marie Knoblauch (UCCGE), Carolyn Meier (UCCGE), Rachel Saville (Staff Senate), Stephen Skripak (PCOB)

**Visitors:** Eloise Coupey (MKTG), Ashley Johnson (CEM), Gary Costello, Gary Kinder, Justin D. Sanders

The meeting was called to order at **2:00 PM** by Jim Bassett, Acting Chair.

A motion to adopt the agenda as amended (adjustment in order of items to accommodate presenters) was made, seconded, and approved.

Announcement of approval of minutes: October 28, 2016 – Minutes voted on electronically.

## **OLD BUSINESS**

### **College of Agriculture and Life Sciences**

**Course:** FST 4304 Food Processing (New) Fall 2017 (CM-3029)

Motion was made and seconded to **APPROVE** FST 4304 Food Processing (New) Fall 2017 (CM-3029), **with modifications:**

- Section I Catalog Description—Please consider editing the words “Raw” and “Sanitation” to read “raw” and “sanitation”
- Section II Learning Objectives—6<sup>th</sup> Item—Please strike the duplicated word “of” to read “...types of cleaning...”
- Section III Justification—Please consider adding verbiage to highlight the lab component of the course. (i.e., adding the following verbiage “..food companies through classroom instruction and laboratory work.”)

**Motion passed unanimously.**

FST 4405-4406 Food Processing will be deleted (discontinued) from catalog with the approval of FST 4304 Food Processing (CM-3029)

## Pamplin College of Business

### New Minor

**Minor:** Establishment of New Minor: Minor in Digital Marketing Strategy (DMS) (New); First effective term to declare minor: Spring 2017; First term and year to graduate: Winter 2018. (CM-3004)

Motion was made and seconded to **APPROVE** the Establishment of New Minor: Minor in Digital Marketing Strategy (DMS) (New); First effective term to declare minor: Spring 2017; First term and year to graduate: Winter 2018. (CM-3004), **with modifications:**

- Proposal Document:
  - Please clarify the distinction between the “Digital Marketing Strategy Business Restricted Elective Courses” and the “Digital Marketing Strategy Elective Courses”
  - Resource Requirements—Please include additional verbiage to detail how the minor will be offered in the event that the tenure-track resource being requested is not provided. At a minimum, please provide verbiage to describe limiting enrollment unless or until the resource is provided.

**Motion passed unanimously.**

**Checksheet:** Minor in Digital Marketing Strategy (DMS) (New). Effective for students graduating in calendar year 2018 (CM-3004)

Motion was made and seconded to **APPROVE** Minor in Digital Marketing Strategy (DMS) (New). Effective for students graduating in calendar year 2018 (CM-3004), **with modifications:**

- Checksheet:
  - Please strike Grade lines and Term Taken lines from the checksheet document
  - Please provide clarification on the distinction between “Elective Courses” and “Restricted Marketing Courses”
    - Please review proposal document to provide clarification on the distinction between “Elective Courses” and “Restricted Marketing Courses” that may be referenced, to align with checksheet
- Additional Elective Course Options—Please review the inclusion of CHE 4144 and MKTG 4304 on the list of options, as they are referenced as restricted in previous sections of the checksheet and proposal document.

**Motion passed unanimously.**

## **College of Engineering**

**Course:** CEM 3084 Construction Economy (New) Fall 2017 (CM-3012)

Motion was made and seconded to **APPROVE** CEM 3084 Construction Economy (New) Fall 2017 (CM-3012), **with modifications:**

- Section I Catalog Description:
  - 4th Sentence—Please consider striking sentence
  - 5th Sentence—Please consider striking remainder of sentence following the word “creation” and adding the phrase “business plan development” to read “company creation, business plan development.”
- Section III Justification:
  - 2<sup>nd</sup> Paragraph—Please consider striking the word “background” to read “...require knowledge of...” and adding additional verbiage to discuss specific skills and knowledge students will be expected to possess before taking this course.

**Motion passed unanimously.**

A motion was made and seconded to adjourn the meeting at 2:37 p.m.

Respectfully Submitted,

Justin D. Sanders,  
*Office of the University Registrar*