



Academic Notes

January 7, 2013

AN 2012-2013

ACADEMIC NOTES PUBLICATION SCHEDULE

Below is the publication schedule for the electronic copy of *Academic Notes* through May 6, 2013. All submissions for inclusion in *Academic Notes* are due in the Office of Academic Affairs no later than 11:00 a.m. on the **Deadline for Items** date shown below. Submissions must be in hard copy along with an email, zip drive, or CD with the same information. The electronic version must be formatted either in Word with pages with signatures scanned and inserted as a picture OR PDF saved as text and image. (Do NOT send PDF just saved as an image.) Information submitted to *Academic Notes* that is not accompanied by an electronic version or that is incomplete or unusable will be returned to the appropriate office. *Academic Notes* is available using Acrobat Reader at http://www.indstate.edu/academicaffairs/academic_notes.htm

During the summer months, *Academic Notes* is published every other week.

If you have questions, please contact Yvonne Russell in Academic Affairs, extension 3662.

ACADEMIC NOTES PUBLICATION SCHEDULE FOR SPRING 2013

<u>Deadline for Items</u>	<u>Issue Date</u>
January 3	January 14
January 9	January 21
January 16	January 28
January 23	February 4
January 30	February 11
February 6	February 18
February 13	February 25
February 20	March 4
February 27	March 11
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CURRICULUM

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UNDERGRADUATE PROPOSALS

NEW COURSES

COLLEGE OF TECHNOLOGY: Built Environment

IAD 110 - Introduction to Interior Architecture Design

3 credits

A survey of the interior architecture design profession and related topics in the field. Readings, analysis of visuals, discussions, field trips, assignments and collaborative studio work will give an overview of the design process and the designer's involvement in society.

A-F Grading

Effective term: Fall 2013

IAD 140 - Interior Architecture Design Graphics 2: Presentation

3 credits

Studio introduction and development of graphic presentation techniques—perspectives, color renderings, layout and composition, and visual exhibition.

Prerequisites: IAD 110 and 152 or consent of instructor. Successful completion of or concurrent enrollment in IAD160 or consent of instructor.

A-F Grading

Effective term: Spring 2014

IAD 160 - Materials and Finishes of Interior Architecture Design

3 credits

Survey of interior components. Emphasis on function, installation, care, maintenance, and sustainability. Practicum project(s) will support and emphasize discussion material.

Prerequisites: IAD 110 and 152 or consent of instructor. Successful completion of or concurrent enrollment in IAD 140 or consent of instructor.

A-F Grading

Effective term: Spring 2014

IAD 220 - Construction + Detailing: Residential

3 credits

Lecture and studio. Residential construction systems and methods applied in technical design drawings. Discussion of liability, fire safety and environmental concerns. Custom design, performance evaluation, square footage estimating, and preliminary specifications with manual and CAD applications.

Prerequisites: IAD151, 140, and 160 or consent of instructor. Successful completion of or concurrent enrollment in IAD 230 and 251 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 230 - CAD Fundamentals of Interior Architecture Design

3 credits

Studio instruction of AutoCAD software using 2D representations with emphasis on interior architecture design as well as Adobe Photoshop and Illustrator for 2D visualization/presentation.

Prerequisites: IAD 110, 152, 151, 140, and 160 or consent of instructor. Successful completion of or concurrent enrollment in IAD 220 and 251 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 240 - Digital Visualization

3 credits

Studio instruction of 3D visualization software with the emphasis on interior architecture design.

Prerequisites: IAD 251, 220, and 230 or consent of instructor. Successful completion of or concurrent enrollment in IAD 270 or consent of instructor.

A-F Grading

Effective term: Spring 2013

IAD 270 - Studio 2: Residential + Kitchen

3 credits

Implementation of the design process through the exploration of abstract and realistic problem solving applications. Design solutions for residential + kitchen problems are presented through the development of two and three dimensional presentation techniques.

Prerequisites: IAD 251, 220, and 230 or consent of instructor. Successful completion of or concurrent enrollment in IAD 240 or consent of instructor.

A-F Grading

Effective term: Spring 2013

IAD 310 - Construction + Detailing: Commercial

3 credits

Lecture and studio. Construction systems and methods applied in working drawings, schedules, and specifications. Discussion of liability, fire safety, and environmental concerns. Custom design, product evaluation, cost estimating, and specification writing project(s) with digital applications.

Prerequisites: IAD 240 and 270 or consent of instructor. Successful completion of or concurrent enrollment in IAD 351 and 355 or consent of instructor.

A-F Grading

Effective term: Fall 2015

IAD 360 - Sustainable Practices

3 credits

Application of professional sustainability practices and LEED rating systems.

Prerequisites: Junior standing. Successful completion of or concurrent enrollment in IAD 352 for IAD majors only or consent of instructor.

A-F Grading

Effective term: Spring 2013

IAD 470 - Interior Architecture Design Portfolio

2 credits

Specialized problems in portfolio preparation for the interior architecture design field. Digital applications.

Prerequisites: Successful completion of or concurrent enrollment in IAD 452 or consent of instructor.

A-F Grading

Effective term: Spring 2013

COURSE REVISIONS

BAYH COLLEGE OF EDUCATION: Elementary, Early, and Special Education

ELED 200 - Best Practices in Teaching

2 credits

Students examine the role of the elementary teacher and the philosophical and practical elements of effective teaching demonstrated through best practice. This course introduces students to multiple instructional strategies and allows students to reflect upon their ideal usage in the elementary classroom. Required fieldwork provides opportunities for structured observations in educational settings.

Note: Enrollment by departmental permission only.

Add prerequisites to:

ELED 200 - Best Practices in Teaching

2 credits

Students examine the role of the elementary teacher and the philosophical and practical elements of effective teaching demonstrated through best practice. This course introduces students to multiple instructional strategies and allows students to reflect upon their ideal usage in the

elementary classroom. Required fieldwork provides opportunities for structured observations in educational settings.

Prerequisites: ELED 101

A-F Grading

Effective term: Fall 2013

COLLEGE OF TECHNOLOGY: Built Environment

IAD 151 – Design Fundamentals

3 credits

Exploring depth, space, and mass, with specialized problems in three-dimensional design as related to interiors.

Change title and add prerequisites to:

IAD 151 – Design Fundamentals: 3D Design

3 credits

Exploring depth, space, and mass, with specialized problems in three-dimensional design as related to interiors.

Prerequisites: IAD 110 AND IAD 152 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 152 - Interior Design Graphics I

3 credits

Studio introduction and development of technical drawing skills as a means of graphic communication.

Change title to:

IAD 152 - Interior Architecture Design Graphics 1: Drafting

3 credits

Studio introduction and development of technical drawing skills as a means of graphic communication.

A-F Grading

Effective term: Fall 2013

IAD 251 - Interior Design Studio I

3 credits

Introduction and development of the design process through the exploration of abstract and realistic problem solving application. Design solutions are presented through the development of two and three dimensional presentation techniques.

Change title and add prerequisites to:

IAD 251 - Studio 1: Residential + Bath

3 credits

Introduction and development of the design process through the exploration of abstract and realistic problem solving applications. Design solutions for residential + bath problems are presented through the development of two and three dimensional presentation techniques.

Prerequisites: IAD 110, 152, 151, 140 and 160 or consent of instructor. Successful completion of or concurrent enrollment in IAD 220 and 230 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 351 Interior Design Studio II

3 credits

Schematic development and application of problem-solving processes to small-scale living and working environments.

Prerequisites: IAD 251

Change title and prerequisites to:

IAD 351 Studio 3: Universal + Corporate

3 credits

Schematic development and application of problem-solving processes to mid to large scale working environments.

Prerequisites: IAD 240 and 270 or consent of instructor. Successful completion of or concurrent enrollment in IAD 310 and 355 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 352 Interior Design Studio III

3 credits

Advanced programming, schematics, and design development and application of building codes and universal design to adaptive use and restoration projects. CAD applications.

Prerequisites: IAD 351 and MET 299.

Change title and prerequisites to:

IAD 352 Studio 4: Historic Restoration

3 credits

Advanced programming, schematics, and design development and application of building codes to adaptive reuse and/or building restoration project(s). Digital applications.

Prerequisites: IAD 351 or consent of instructor. Successful completion of or concurrent enrollment in IAD 360 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 353 Internship

3 credits

Supervised experience in business and professional practices and interior design, facilities management, or related interior design field.

Prerequisites: Junior or senior standing, and pre-approval of instructor.

Change title to:

IAD 353 Interior Architecture Design Internship

3 credits

Supervised field experience in professional interior architecture design.

Prerequisites: Junior or senior standing, and pre-approval of instructor.

A-F Grading

Effective term: Fall 2013

IAD 354 Traditional Interiors

3 credits

The development of Western world interiors, furnishings, and architecture from antiquity through the mid-nineteenth century. The economic, social, political, and technological factors that shaped change.

Prerequisites: ART 271 and 272, or consent of instructor.

Change title to:

IAD 354 History of Traditional Interior Architecture Design

3 credits

The development of Western world interiors, furnishings, and architecture from antiquity through the mid-nineteenth century. The economic, social, political, and technological factors that shaped change.

Prerequisites: ARTH 271 or 272, or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 355 Interior Lighting and Color Theory

3 credits

Lecture and studio applications of technical, aesthetic, and psychological uses of light and lighting fixtures, and their relationships to color.

Prerequisites: Junior standing.

Change title and prerequisites to:

IAD 355 Lighting + Color

3 credits

Lecture and studio applications of technical, aesthetic, and psychological uses of lighting and its relationship to color.

Prerequisites: IAD 240 and 270 or consent of instructor. Successful completion of or concurrent enrollment in IAD 310 and 351 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 451 - Interior Design Studio 1V

3 credits

Design solutions to specialized problems in non-residential interiors using design processes and knowledge of materials, fixtures, furnishings, and equipment. CAD applications.

Prerequisites: IAD 250, 260; MET 299.

Change title and prerequisites to:

IAD 451 – Studio 5: Healthcare

3 credits

Design solutions to specialized problems in healthcare using design processes and knowledge of codes, materials, fixtures, furnishings, and equipment. Digital applications.

Prerequisites: IAD 352 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 452 - Interior Design Studio V

3 credits

Capstone senior project incorporating advanced problem solving techniques, technical knowledge, oral and visual communication skills in a comprehensive design solution.

Prerequisites: IAD 451

Change title and prerequisites to:

IAD 452 – Studio 6: Thesis

3 credits

Capstone senior thesis project incorporating advanced problem solving techniques, technical knowledge, visual and oral communication skills in comprehensive design solution(s).

Prerequisites: IAD 451 or consent of instructor. Successful completion of or concurrent enrollment in IAD 458 and 470 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 454 – Contemporary Interiors

3 credits

Study of the design field after the industrial revolution, emphasizing its role in interior design, architecture, product design, furniture, textiles, art, and accessories.

Prerequisites: IAD 354

Change title and prerequisites to:

IAD 454 – History of Contemporary Interior Architecture Design

3 credits

Study of the design field after the industrial revolution, emphasizing its role in interior design, architecture, product design, furniture, textiles, art, and accessories.

Prerequisites: IAD 354 or consent of instructor.

A-F Grading

Effective term: Fall 2013

IAD 458 – Professional Practices and Procedures

3 credits

Lecture and discussion of business practices and procedures, contract documents, and ethical issues in interior design and related fields. Preparation to seek positions in the interior design, facility management, and interior merchandising fields.

Prerequisites: Junior standing.

Change title and prerequisites to:

IAD 458 – Professional Practices + Procedures in Interior Architecture Design

3 credits

Lecture and discussion of business practices and procedures, contract documents, and ethical issues in interior architecture design and related fields. Preparation to seek positions in the interior architecture design profession.

Prerequisites: Successful completion of or concurrent enrollment in IAD 452 or consent of instructor.

PROGRAM REVISIONS

COLLEGE OF TECHNOLOGY: Built Environment

Interior Design Major (75 credits)

CIP Code: 040501 Major Code: E834

Brief Summary:

Change of title and revision to existing program.

Student Learning:

In response to advisory board and alumni feedback, internship employers, industry changes and accreditation reviews, the interior design faculty recommends modification of the curriculum in order to keep pace with the architecture and design industry. These changes will strengthen and competitively position the program within the state and the nation. Students will produce a stronger sophomore portfolio review, better understanding in technical design and construction methods, increase their knowledge in residential design, generate advanced three dimensional models, and gain cutting edge sustainable practices. Thus allowing students to pursue the upper level studios with a more advanced design foundation. These factors aid the program in accreditation, reputation, student employability, outstanding graduate school portfolios, building student numbers and overall student confidence .

Proposed Catalog Copy:

Interior Architecture Design Major (71 credits)

CIP Code: 040501 Major Code: E834

ACCREDITATION

The Interior Architecture Design program is accredited by the Council of Interior Design Accreditation (CIDA), National Association of Schools of Art and Design (NASAD) and the National Kitchen and Bath Association (NKBA).

NATIONAL COUNCIL FOR INTERIOR DESIGN QUALIFICATION (NCIDQ) DEFINITION OF INTERIOR DESIGN

Interior design is a multi-faceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment. These solutions are functional, enhance the quality of life and culture of the occupants and are aesthetically attractive. Designs are created in response to and coordinated with the building shell and acknowledge the physical location and social context of the project. Designs must adhere to code and regulatory requirements, and encourage the principles of environmental sustainability. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to

produce an interior space that fulfills the project goals. Interior design includes a scope of services performed by a professional design practitioner, qualified by means of education, experience and examination, to protect and enhance the health, life safety and welfare of the public. These services may include any or all of the following tasks:

- Research and analysis of the client's goals and requirements; and development of documents, drawings and diagrams that outline those needs

- Formulation of preliminary space plans and two and three dimensional design concept studies and sketches that integrate the client's program needs and are based on knowledge of the principles of interior design and theories of human behavior

- Confirmation that preliminary space plans and design concepts are safe, functional, aesthetically appropriate, and meet all public health, safety and welfare requirements, including code, accessibility, environmental, and sustainability guidelines

- Selection of colors, materials and finishes to appropriately convey the design concept and to meet socio-psychological, functional, maintenance, lifecycle performance, environmental, and safety requirements

- Selection and specification of furniture, fixtures, equipment and millwork, including layout drawings and detailed product description; and provision of contract documentation to facilitate pricing, procurement and installation of furniture

- Provision of project management services, including preparation of project budgets and schedules

- Preparation of construction documents, consisting of plans, elevations, details and specifications, to illustrate non-structural and/or non-seismic partition layouts; power and communications locations; reflected ceiling plans and lighting designs; materials and finishes; and furniture layouts

- Preparation of construction documents to adhere to regional building and fire codes, municipal codes, and any other jurisdictional statutes, regulations and guidelines applicable to the interior space

- Coordination and collaboration with other allied design professionals who may be retained to provide consulting services, including but not limited to architects; structural, mechanical and electrical engineers, and various specialty consultants

- Confirmation that construction documents for non-structural and/or non-seismic construction are signed and sealed by the responsible interior designer, as applicable to jurisdictional requirements for filing with code enforcement officials

- Administration of contract documents, bids and negotiations as the client's agent

- Observation and reporting on the implementation of projects while in progress and upon

completion, as a representative of and on behalf of the client; and conducting post-occupancy evaluation reports.

INTERIOR ARCHITECTURE DESIGN PROGRAM

Indiana State University's Interior Architecture Design (IAD) program is dedicated to providing a comprehensive quality education to students in the undergraduate level. The program combines classroom instruction by faculty who have experience and professional connections to the world of architecture and design with program opportunities for students to receive actual work experiences in the discipline of IAD.

The program's mission statement reinforces this purpose by formally stating. "to empower program graduates to become innovative, environmentally and socially conscious designers; to be involved in the community and public engagement; and to focus on the world of design and all its complexity in relation to its effect on people as well as their social interactions and behavior."

The faculty are members of relevant professional organizations. The faculty bring dedication and experience to their classroom teaching, providing students with knowledge and skills gained from IAD contacts.

The IAD program focuses on providing interior architecture design students with quality education via academic knowledge, professional experiences, and social and developmental opportunities. Students in the program are advised by IAD faculty, who also provide information on IAD admission policies, transfer student policies, course repeat process, senior check-out, and graduation. Students are required to join and participate in professional activities including field trips, attendance at conventions, guest speakers, workshops, and social events which bring students, faculty, and professional guests together to share and learn about IAD.

Providing practical experience is an important goal of the IAD program, and a variety of internships and professional practice opportunities are available to the IAD majors. Students in the past have completed internships with such firms as Hellmuth, Obata, and Kassabaum (HOK), Jensen & Halstead Ltd., Kovert Hawkins Architects., Masterbrand Cabinets, Inc., and Lohr Design Interiors. More information is available on the IAD web site, www.indstate.edu/interior

PROGRAM OPPORTUNITIES

All students in the IAD Program are required to join the Interior Designers Embrace Amplification (IDEA) organization. IDEA provides professional learning, networking and social opportunities to meet other students, faculty, and practicing professionals in the country. All students in the IAD Program are also required to join two of the following professional organizations: American Society of Interior Designers (ASID), International Interior Design Association (IIDA), National Kitchen and Bath Association (NKBA), and United States Green Building Council (USGBC).

ENTRANCE REQUIREMENTS

1. At least a 2.5 cumulative GPA is required for unconditional acceptance into the IAD

program. If recommended for admission by IAD faculty, applicants with a GPA lower than 2.5 will be offered a conditional acceptance on a space-available basis.

2. Personal Interview with IAD faculty in May of the spring semester. All applicants will be informed of the interview time and date.

3. Complete and submit creative exercise (www.indstate.edu/interior) before the personal interview with IAD faculty.

4. It is strongly recommended that each applicant take the Ishihara Test for Color Blindness and forward a copy of the results to IAD faculty before the personal interview (www.indstate.edu/interior).

5. International students must have a minimum TOEFL, score of 550 or equivalent.

ACADEMIC STANDARDS FOR IAD MAJORS

The following standards apply with regard to the admission, retention, and graduation of students from the four-year undergraduate IAD program.

1. Each entering freshman selecting the Interior Architecture Design (IAD) program will be placed in the category of “pre-design” within the IAD Bachelor of Science Degree

2. Students will remain in the “pre-design” category until they complete the following first year "pre-design" courses with an average GPA of 2.5 or higher:

IAD 110—Intro to IAD

IAD 152—IAD Graphics 1: Drafting

IAD 151—Design Fundamentals: 3D Design

IAD 140—IAD Graphics 2: Presentation

IAD 160 —Materials and Finishes of IAD

ARTS 101—Drawing

3. Upon satisfactorily meeting the "pre-design" category requirements, students **MAY REGISTER FOR THE SOPHOMORE YEAR OF THE IAD PROGRAM** in May of the spring semester.

4. Complete the following sophomore design courses with an average of 2.5 or higher:

IAD 251—Studio 1: Residential + Bath

IAD 220—Const + Detailing: Residential

IAD 230—CAD Fundamentals of IAD

IAD 240 —Digital Visualization

IAD 270—Studio 2: Residential + Kit

ARTH 271 or 272—Art History

5. Complete the Sophomore Portfolio Review with an overall acceptance into the junior level of

the Interior Architecture Design program in all of the above courses (see numbers 2 and 4).

6. Complete the following junior and senior design courses with a grade point average of 2.5 or higher:

IAD 310—Const + Detailing: Commercial

IAD 351—Studio 3: Universal + Corp

IAD 355—Lighting + Color

IAD 354—History of Traditional IAD

IAD 352—Studio 4: Historic Restoration

IAD 360—Sustainable Practices

IAD 353—IAD Internship

IAD 451—Studio 5: Healthcare

IAD 454—History of Contemporary IAD

IAD 458—Prof Practice + Proc in IAD

IAD 452—Studio 6: Thesis

IAD 470—IAD Portfolio

7. Academic performance will be monitored regularly by the program. Students who do not maintain a 2.5 GPA will have a grace period in order to improve their performance. Students who continue to not meet GPA requirements and/or professional standards may be dismissed from the program.

8. In order to graduate, students majoring in IAD must meet the following minimum requirements:

- Have a cumulative grade point average of at least 2.5
- Complete all IAD courses with an average grade point of 2.5 or higher
- Complete the course work and any additional requirements that may be stipulated by the IAD Program such as professional standards

9. Students who change majors or who had a break in their attendance and have been readmitted, could be asked to meet the degree requirements in force at the time a major is declared or at the time they were admitted.

10. All students majoring in IAD are expected to be aware of course and graduation requirements. For further information, consult the IAD Program Coordinator.

TRANSFER POLICIES

1. For transfer into the "predesign" category within the IAD major, the student transferring from another institution must be in good academic standing.

2. For transfer into the IAD major, the student transferring from another institution must be in good academic standing. All design courses to be considered for design transfer equivalency must be approved by the IAD faculty.

3. For design transfer into junior level of the IAD Program, the design transfer student must complete the Sophomore Portfolio Review with an overall acceptance into the junior level of the Interior Architecture Design program in all of the following design courses:

IAD 110—Intro to IAD
IAD 152—IAD Graphics 1: Drafting
IAD 151—Design Fundamentals: 3D Design
IAD 140—IAD Graphics 2: Presentation
IAD 160 —Materials and Finishes of IAD
ARTS 101—Drawing
IAD 251—Studio 1: Residential + Bath
IAD 220—Const + Detailing: Residential
IAD 230—CAD Fundamentals of IAD
IAD 240 —Digital Visualization
IAD 270—Studio 2: Residential + Kit
ARTH271 or 272—Art History

4. A student transferring from another academic unit in the University must have cumulative grade point average of at least 2.5 in any courses that will be applied to meeting the requirements of the IAD major.

5. An International student must also have a minimum TOEFL score of 550.

6. At least 50 percent of IAD credits required for any IAD major should be taken at Indiana State University.

Effective term: Fall 2013

SCOTT COLLEGE OF BUSINESS: Marketing and Operations

Marketing Major (A total of 72 credits are required)

CIP Code: 521401 Major Code: 7230

Brief Summary:

Because tracks cannot be recorded in Banner for use on a transcript, this proposal renames the two marketing major Tracks as Concentrations. The Marketing Management Track will become the Marketing Management Concentration. The Sales Management Track will become the Sales Management Concentration. The only change is replacing the word "track" with Concentration. This change was recommended by Office of Records and Registration.

Note: A separate proposal is moving through approval that adds BEIT 336 to the "Required Courses on all Four-Year Professional Programs" as a required foundational studies class for all business majors. This proposal includes the existing set of 45 credits in this group and the other proposal will apply equally to this and all other four-year business majors.

Student Learning:

Students will benefit by being able to have their marketing concentration recorded on their transcript.

Proposed Catalog Copy:

Marketing Major (A total of 72 credits are required)

CIP Code: 521401 Major Code: 7230

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Students who complete the marketing major will become qualified for a diverse range of careers including business to business sales, retail management, marketing research, integrated marketing communications, and product management. The Marketing Program prepares students for careers in business-to-business as well as consumer marketing working for either business corporations or nonprofit organizations using digital marketing or the more traditional forms of customer contact.

Required Courses on all Four-Year Professional Programs (45 credits):

Business:

- BUS 100 - Introduction to Contemporary Business 3 credits
- BUS 180 - Business Information Tools 3 credits
- BUS 201 - Principles of Accounting I 3 credits
- BUS 202 - Principles of Accounting II 3 credits
- BUS 205 - Business Statistics I 3 credits
- BUS 221 - Introduction to Management Information Systems 3 credits
- BUS 263 - Legal Environment and Business 3 credits
- BUS 305 - Business Statistics II 3 credits
- BUS 311 - Business Finance 3 credits
- BUS 351 - Introduction to Operations Management 3 credits
- BUS 361 - Principles of Marketing 3 credits
- BUS 371 - Management and Organizational Behavior 3 credits
- BUS 401 - Senior Business Experience 3 credits

Economics:

- ECON 200 - Principles of Macroeconomics 3 credits
- ECON 201 - Principles of Microeconomics 3 credits

Marketing Major Courses (27 credits):

Required Core Courses for All Marketing Majors Regardless of Concentration (9 credits):

- MKTG 332 - Buyer Behavior 3 credits
- MKTG 338 - Marketing Research 3 credits
- MKTG 448 - Marketing Management 3 credits

Choose Either the Marketing Management or the Sales Management Concentration:

Marketing Management Concentration:

Required Courses for Marketing Management Concentration (9 credits)

- MKTG 333 - Product and Pricing Strategy 3 credits
- MKTG 334 - Promotional Strategy 3 credits
- MKTG 353 - Marketing Channel Structure and Strategy 3 credits

Elective Courses for Marketing Management Concentration:

Working closely with an academic advisor, students pursuing the Marketing Management Concentration of the Marketing Major will choose 9 credits from the following list of MKTG courses:

- MKTG 310 - Marketing for Non-Profit and Service Organizations 3 credits
- MKTG 312 - Motorsports Marketing 3 credits
- MKTG 344 - Professional Selling 3 credits
- MKTG 347 - Principles of Retailing 3 credits
- MKTG 414 - International Marketing 3 credits
- MKTG 439 - Marketing Internship 3 credits
- MKTG 443 - Business to Business Marketing 3 credits
- MKTG 444 - Salesforce Management 3 credits
- MKTG 445 - Business Negotiations 3 credits
- MKTG 449 - Individual Study in Marketing 3 credits
- MKTG 475 - Seminar in Current Marketing Topics 3 credits

Sales Management Concentration:

Required Courses for Sales Management Concentration (12 credits)

- MKTG 344 - Professional Selling 3 credits
- MKTG 443 - Business to Business Marketing 3 credits
- MKTG 444 - Salesforce Management 3 credits
- MKTG 445 - Business Negotiations 3 credits

Elective Courses for Sales Management Concentration:

Working closely with an academic advisor, students pursuing the Sales Management Concentration of the Marketing Major will choose 6 credits from the following list of courses.

- COMM 312 - Persuasion Theories 3 credits
- MGT 370 - Business and Society 3 credits
- MKTG 310 - Marketing for Non-Profit and Service Organizations 3 credits
- MKTG 312 - Motorsports Marketing 3 credits
- MKTG 333 - Product and Pricing Strategy 3 credits
- MKTG 334 - Promotional Strategy 3 credits
- MKTG 347 - Principles of Retailing 3 credits
- MKTG 353 - Marketing Channel Structure and Strategy 3 credits
- MKTG 414 - International Marketing 3 credits
- MKTG 439 - Marketing Internship 3 credits
- MKTG 449 - Individual Study in Marketing 3 credits

- MKTG 475 - Seminar in Current Marketing Topics 3 credits
- OSCM 300 - Fundamentals of Supply Chain Management 3 credits
- OSCM 455 - Global Sourcing and Procurement 3 credits
- OSCM 475 - Enterprise Resource Planning Systems 3 credits
- OSCM 490 - Global Supply Chain Management 3 credits (Please note prerequisites)

Effective term: Fall 2013

UNDERGRADUATE APPROVALS

COURSE REVISIONS

COLLEGE OF ARTS AND SCIENCES: Communication

COMM 269 - Introduction to Public Relations

3 credits

An introduction to the economic, social, and political origins and practices of contemporary public relations.

Change title, number and add prerequisites to:

COMM 369 – Public Relations

3 credits

Survey of the nature, history, theory, scope, and practice of public relations for business, trade associations, not-for-profit organizations, education, and governmental institutions. Students learn principles of public relations including media relations, issue management, and speciality PR.

Prerequisites: COMM 204, 290

A-F Grading

Effective term: Fall 2013

COURSE REACTIVATIONS

COLLEGE OF ARTS AND SCIENCES: Earth and Environmental Systems

GEOG 421 Geography of Latin America

3 hours

Physical features, cultural patterns, natural resources, and economic potential, together with their political implications towards the United States.

Prerequisites: 110 or 111

Change prefix, number, title, description and prerequisites to:

ENVI 426 Latin American Environments

3 credits

Important human and natural system interactions in Latin America. Focuses on how people and environments shape each other, through the region's prehistory to today.

Prerequisite: ENVI 110 or ENVI 130.

A-F Grading

Effective term: Fall 2013