

Revised 7/23/07

PROPOSAL SUMMARY AND ROUTING FORM




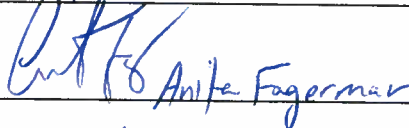
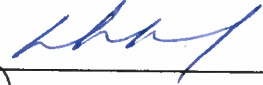
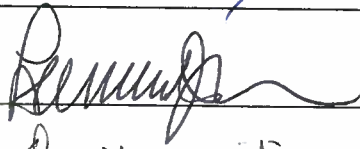
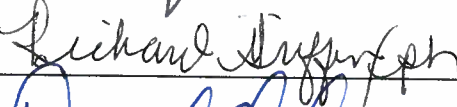

Proposal Title: Minor Course Cleanup – PREL 341

Initiating Unit or Individual: Marketing Department

Contact Person's Name: Kay Anderson e-mail: andersok@ferris.edu phone: x2426

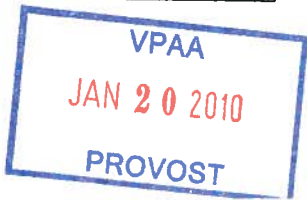
Date or Term of Proposal Implementation: Summer 2010

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty		10/20/2009	<u>2</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Faculty		10/20/2009	<u>14</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Head		10/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	 Anita Fagerman	11/6/09	<u>5</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Dean		11/12/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee		12/7/09	<input checked="" type="checkbox"/> Support <u>9-0</u> <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	 Richard Stumpf	1/18/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	 Donald	1/20/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs		
_____ President (Date Approved)	_____ Board of Trustees (Date Approved)	_____ President's Council (Date Approved)



1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Correction to course description (misspelled word- rational should be rationale) and prerequisite for PREL 341. The way the prerequisite reads now, it is requiring students to have a B or better in 3 courses instead of just the two ENGL courses.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
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b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
PREL	341	Public Relations Writing/Tools

d. Addition of existing FSU courses to program

Prefix	Number	Title
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e. Removal of existing FSU courses from program

Prefix	Number	Title
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*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

MODIFY COURSE
Course Data Entry Form

FORM F

Modify Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:

1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): M & P Corrections to desc. & prereq

b. Term Effective (6 digit code only): 201005 Examples: 200801(Spring), 200805(Summer), 200808(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix PREL b. Number 341 c. Enter Contact Hours per week in boxes.
LECTure 3 LAB INDEpendent Study – Check (x)
Practicum: Seminar:

d. Course Title: Public Relations Writing/Tools

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix b. Number c. Enter Contact Hours per week in boxes.
LECTure LAB INDEpendent Study – Check (x)
Practicum: Seminar:

d. Course Title: (Limit to 30 characters/spaces.)

e. College Code: f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Maximum Credit Hours i. Minimum Credit Hours

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

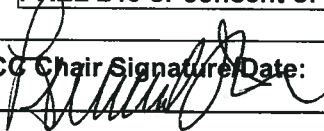
m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Survey of the development, writing and production of public relations tools used by professionals to build and enhance relationships with an organization's key publics. Analysis of resources, needs and rationale leading to written, verbal and visual communication methods and their application to news releases, newsletters, fact sheets, audiovisual presentations, brochures, web sites and internet techniques, television interviews, institutional advertising and other technologies.

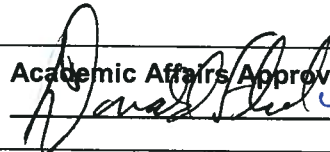
n. Term(s) Offered: (See instructions for listing.) o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. ENGL 150 and 250 with B or better and PREL 240 or consent of instructor

UCC Chair Signature/Date:

 12/7/09

Academic Affairs Approval Signature/Date:

 12/11/09

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE ___ SCADTL ___ SCARRES ___ SCAPREQ ___

CCC Proposal Log

Proposal Number	Proposal Title	Department	Date Received	Date Decided	CCC Decision & Vote	Proposal Status
05	Minor Cleanup – Statistics Courses and Business Data Analytics Course Check sheet	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; ; 0 – do not support. Concern: For the ISI concentration on the checksheet, ISIN 220 Visual Analysis- Investigations has been renumbered and renamed to ISIN 300 Link and Visual Analysis). Shows correctly in banner but not vet in the online catalog. <i>Corrected</i>	
04	Proposal AY2009-2010 #04 Minor Course Cleanup – PREL341	Marketing	10/23/09	11/06/09	5 – support; 0 – support with concerns; 0 – do not support	
03	Name Change – Advertising Certificate to Advertising/Integrated Marketing Communications Certificate	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: The certificate outcomes and assessments should either be (a) defined or (b) updated to match the change	
02	Minor Cleanup – Retailing Certificate	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: The certificate outcomes and assessments should either be (a) defined or (b) updated to match the change Support (4 in favor; 2 support with concern, 0 opposed) Concerns are as follows: Concern #1: The “Proposal Summary” on Form A should be clearer so that other reviewers in the Curriculum Review Process have a better understanding as to why this proposal is being brought forward. It should be noted that while this proposal reflects minor change to an existing class and the instructor has chosen to make formal curriculum changes to keep the class current, this proposal is not intended to be a tedious administrative activity. Perhaps a paragraph containing information similar to the following should be added: “This Proposal’s main focus is to clean up the course description so that the University catalogue will have accurate information reflecting the current state of the course. As a by-product of the course description cleanup, a Form E was created that complies with the University’s needs. (The Form E includes course outcomes and assessments.) It should be noted that there is no old Form E. (It is believed that Form Es came into existence in 1993 when terms were converted to semesters and this class was around before that time under a different name.)” Concern #2: The Form E outcomes should explicitly state “international” or “in country and international”. For example, three of the outcomes could be revised to read as follows: o Comprehension: Discusses and explains international transportation, trade terms, and payment. o Application: Demonstrates and reports on selection mode of international transportation, payment and the terms of trade to be selected.	Completed
01	Update to INTB320	Management	10/06/09	10/20/09		Completed