THE FACULTY SENATE

September 16, 1999

MEMORANDUM

TO: President Ray M. Bowen

SUBJECT: Approval of Undergraduate Curriculum Items

At its regular meeting on September 13, 1999, the Faculty Senate approved the following curriculum items from the University Curriculum Committee and submits them for your approval. Attached is a copy of the material sent to our Senators regarding these items.

New Undergraduate Courses: JOUR 321, JOUR 322, JOUR 323, JOUR, 324, KINE 320, LAND 254, OCNG 451

Courses to be Withdrawn: JOUR 270, JOUR 271, JOUR 272, JOUR 273

Changes in Courses: KINE 426, KINE 427, SOCI 340

Thank you for your time and consideration. Please inform me of your action on these recommendations.

[Signature]

Thomas E. Wehrly
Speaker, 1999-2000

Attachment

cc: Dr. Ronald G. Douglas, Executive Vice President & Provost
    Dr. Janis P. Stout, Dean of Faculties & Associate Provost
    Dr. R. Bruce Simpson, Chair, University Curriculum Committee
    Ms. Linda F. Lacey, Director of Academic Support Services

Approved:

[Signature]

Ray M. Bowen, President

Date

12/10/99
Report of the University Curriculum Committee
August 13, 1999

The University Curriculum Committee recommends approval of the following:

1. New Courses

   **JOUR 321. Theory and Practice of Publishing.** (3-0). Credit 3. Development, organization, operation, economics, content, controls, effects of printed mass media; techniques of acquisition, selection, editing of manuscripts; book design and production; budgets, finance contracts; management; trends in publishing; use of Internet as resource tool for information as medium of distribution of information. Prerequisite: Junior or senior classification or approval of instructor.

   **JOUR 322. Theory and Practice of Broadcasting.** (3-0). Credit 3. Principles, practices, history, organization of broadcast media and their roles in society as social force and product of social forces; study of innovations that changed broadcast media and influenced society; use of Internet as resource tool for information, as medium of distribution of information, and as medium for advertising. Prerequisite: Junior or senior classification or approval of instructor.

   **JOUR 323. Theory of Practice of Advertising.** (3-0). Credit 3. Principles, theory, practice of advertising; social and economic roles and functions of advertising in all media, including the Internet; use of the Internet as a resource tool for information, as medium of distribution of information, and as medium for advertising. Prerequisite: Junior or senior classification or approval of instructor.

   **JOUR 324. Theory and Practice of Public Relations.** (3-0). Credit 3. Nature of communication, public opinion, persuasion; selection of publics; combining research with action; communication, evaluation; use of all media, including the Internet as a resource tool for information and as medium of distribution of information; analysis of various fields of public relations. Prerequisite: Junior or senior classification or approval of instructor.

   **KINE 320. Advanced Athletic Injuries.** (3-0). Credit 3. Principles and procedures of therapeutic modalities, therapeutic exercise and rehabilitation as they relate to physical education, athletic training and physical therapy. Prerequisites: KINE 318 and approval of instructor.

   **LAND 254. Landscape Architecture Communications I.** (2-4). Credit 3. Introduction to basic drafting and drawing required for landscape architecture projects, introduction to basic concepts, principles of graphic composition and pencil sketching techniques. Prerequisite: ENDS 115 or approval of instructor.

   **OCNG 451. Mathematical Modeling of Ocean Climate.** (3-2). Credit 4. Problem-based course in theoretical and computer techniques applied to mathematical solutions of ocean climate, including ocean circulation, climate variability, El Niño. Prerequisite: MATH 308 or 451.

2. Courses to be Withdrawn

   **JOUR 270. Principles of Publishing.**

   **JOUR 271. Principles of Broadcasting.**

   **JOUR 272. Principles of Advertising.**

   **JOUR 273. Principles of Public Relations.**
December 6, 1999

Date

Memo to: Dr. Thomas E. Wehrly

The attached has been approved and is returned for further handling.

Ray M. Bowen

cc: Dr. Ronald G. Douglas
    Dr. Janis P. Stout
    Dr. R. Bruce Simpson
    Ms. Linda F. Lacey