

MINUTES, UNDERGRADUATE CURRICULUM SUBCOMMITTEE
CALIFORNIA STATE UNIVERSITY, FRESNO
5240 N. Jackson Avenue, M/S UC43
Fresno, California 93740-8023
Office of the Academic Senate Ext. 8-2743

February 07, 2012

Members Present: K. Clement (Chair), J. Crossfield, J. Bathina
D. Nef, P. Heuston, N. Yingst, K. Robles Smith.

Members Absent: A. Hasson.

Visitors: J. Robinson, A. Parham, S. Recca, R. Motameni, L. Goto,
B. Putt.

Meeting called to order by Chair Clement at 2:05 pm in the Haak Ctr. Boardroom,
#4115, 4th Floor, Henry Madden Library.

1. Minutes. MSC to Approve 11/22/11 Minutes.
2. Agenda. MSC to approve the 02/07/12 Agenda as distributed.
3. Communications and Announcements.
4. Program and Course Proposals.
5. Consent Calendar Items Approved.

DISCUSSION ITEMS:

Service Learning Substitution- Tabled.

NEW COURSE PROPOSALS:

Process **205**: ASCI 56, Beginning Colt Training- M.S.C to Approve.

Process **206**: ASCI 57- M.S.C to Approve.

Process **204**: ASCI 164- M.S.C to Approve.

PROGRAM PROPOSALS:

Process **202**: Animal Sciences Major- M.S.C to Approve.

NEW COURSE PROPOSALS:

MKTG 160, Professional Selling and Sales Force Management, Attached- First
Read

MKTG 161, Sports Licensing, Sponsorship and Promotion, Attached- First
Read-

MKTG 162, Healthcare Marketing- First Read.

MKTG 163, Political Marketing- First Read.

MKTG 164, Profitability and Pricing- First Read.

MKTG 165, Marketing to the Base of the Pyramid- First Read.

MKTG 166, Principles and practices of Branding- First Read.

MKTG 167, Environmental Sustainability and Marketing- First Read.

For all course proposals, please add course classifications (either C2 or C4) to the first page of the proposal for the MKTG 160-67 course sequence.

For all course proposals, attachment #1 should be revised to reflect that MKTG 90 and 136 have already been deleted/ inactivated (in other words, just list Mktg 103 for deletion).

For all course proposals, please check word counts to ensure that all catalog descriptions are 40 words or less.

For all course syllabi, please tighten up specific course learning objectives and learning outcomes. Please focus on active learning verbs and minimize verbiage.

For all 2 unit elective courses, please provide an explanation in the syllabus as to how finals are to be administered (as they will not be following the traditional final exam schedule).

PROGRAM PROPOSALS:

Process **239**: Sports Marketing- First Read- Delete 103, Add 160 Series Courses.

Process **240**: Marketing- First Read- Add 160 Series Courses.

Process **242**: Logistics and Supply Chain- First Read- Add 160 Series Courses.

Of critical note: all degree programs must fit within the 120 unit maximum guideline. With most Marketing courses being 4 units—there is only 1 “3 unit” course available (Mktg 150). Will all students need to take that one course to stay within the 120 unit limit? The Committee’s concern is that all students will have to take that one course to keep the program within the 120 unit maximum and this will have an effect on

proposal program course listings provided. **The Committee will not approve any proposed degree program that exceeds 120 units.**

**CONSENT CALENDAR ITEMS:
Craig School of Business**

MKTG 110 Consumer Behavior Title, Description, Course Classification

MKTG 140 Global Marketing Title, Units

MKTG 153 E-Marketing Technologies and Social Media Title, Units,
Description

NEW COURSE PROPOSALS:

Process **463**: ESE 3, English Strategies- Tabled.

Agenda.

1. Communications/Announcements/Discussion.
2. Minutes. MSC to Approve 11.22.11 Minutes.
3. Approval of the 02.07.12 Agenda.
4. Communications and Announcements.
5. Program and Course Proposals.
6. Consent Calendar Items Approved.