

Copies to:
 Provost
 Vice Chancellor for Admin & Finance
 Deans
 Outreach and Graduate Studies
 Faculty Senate Chair
 Faculty Senate Secretary
 Registrar's Office (2)
 Personnel Office
 Date: 4-11-07

Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html
 Senators: Chair – Wes Chapin, Vice Chair – Ogden Rogers, Secretary – John Heppen, Executive Committee – Brenda Boetel and Glenn Potts

TO: Don Betz, Chancellor
 116 North Hall
 University of Wisconsin-River Falls

FROM: Wes Chapin, Chair
 Faculty Senate
 University of Wisconsin-River Falls

RE: UW-RF Faculty Senate Motion 2006-2007/86

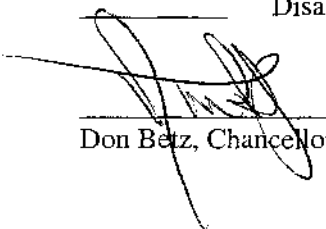
At the April 11, 2007 meeting of the University of Wisconsin-River Falls Faculty Senate, motion 2006-2007/86 was made, seconded, and passed. This motion is forwarded for your action:

A motion from APP to approve changes to Marketing Communication Program Requirements (see attached)

Motion 2006-2007/86 passed on April 11, 2007. This motion will take effect immediately.

 X Approved

 Disapproved



 Don Betz, Chancellor

 5/3/07

 Date

TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

I. INFORMATION:

A. Check all that apply: New Program Existing Program
 Name Change Credits Change
 Substantial Major / Minor Content Change Emphasis/Option Change

B. Program Title: Marketing Communications

C. Department(s) (Originating): Marketing Communications

D. College(s) (Originating): CAS

E. Other Programs / Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):

- 1) Art and English 2) AgEcon and AgEd
- 3) Journalism and SCTA 4) Business

F. Date of Implementation: Fall Semester 2007 Year

G. Have all courses in this program been approved? Yes No If "No", which ones?

H. Attach Request Narrative

II. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in "E" above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

	Signature	Date
Department Curriculum Committee Chair (optional)	_____	_____
Department Chair	<u>Stephen J. Olson</u>	<u>20 Feb 07</u>
College Curriculum Cmtt. Chair	<u>[Signature]</u>	<u>3/1/07</u>
Dean of College	<u>[Signature]</u>	<u>7/1/07</u>
University Curriculum Cmtt. Chair	<u>[Signature]</u>	<u>3/10/07</u>
Academic Policy & Program Cmtt. Chair	<u>[Signature]</u>	<u>3/30/07</u>
Faculty Senate Chair	<u>[Signature]</u>	<u>4/11/07</u>
Provost / Vice Chancellor	<u>[Signature]</u>	<u>4/17/07</u>
Chancellor	<u>[Signature]</u>	<u>5/3/07</u>

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), & Department Chair(s)] of approvals & necessary actions to implement changes.

Last Fall 2006, the Marketing Communications Steering Committee voted to make the following changes to the Marketing Communications program requirements. These changes are the result of our ongoing assessment of the program, changes made by departments to courses taken by Marketing Communications majors, and changes to the General Education offerings.

A copy of the current Marketing Communications requirements from the current DAR is attached.

**Changes to Marketing Communications Program Requirements
Approved by MarComm Steering Committee
Fall 2006**

1. Drop JOUR 120 -- Radio and TV Field Production -- from cat 4 (Visual Electives) -- [removed from JOUR curriculum].
2. Drop JOUR 121 -- Radio News Production -- from cat 4 (Visual Electives)
3. Add JOUR 122 -- TV News Photography -- to cat 4 (Visual Electives)
4. Add ART 121 -- Design Foundation -- to cat 4 (Visual Electives)
5. Add ART 236 -- Introduction to Printmaking -- to cat 4 (Visual Electives)
6. Add ART 303 -- Advertising Design II -- to cat 4 (Visual Electives)
7. Move JOUR 101 -- Introduction to Mass Communication -- from cat 1 to Required Supporting Course (cat 8). Both SCTA 116 and JOUR 101 must be taken. This move will lower the total required credits for the major from 42 to 39.
8. Move SCTA 260/FILM 260 -- Electronic Field Production -- out of cat 4 (Visual Electives) and into cat 6 (Electives).

Select from: P E 101 to 199, 289 P ED 105, 106,
P ED 109, 150 DANC 107, 110

- 3) ETHICAL CITIZENSHIP (EC)
SELECT ONE COURSE FROM THE FOLLOWING:
(Note- JOUR 101 is required for you major and cannot be
counted in your general education requirements.)
Needs: 1 Course
-->Not From: JOUR 101
Select from: ENGL 228 ESM 105 PHIL 201, 304
SOWK 150 CROP 120 or HORT 120

NO LIBERAL ARTS - 10 CREDITS REQUIRED
1. Complete courses from at least two
of the following divisions.
2. Do not complete more than 6 credits from
any one division.
3. Complete courses that are outside the
division of your major and the dept(s)
of your minor.
Refer to the catalog for course choices,
keeping in mind the above criteria.
Modern Language testout credits at the 100 level
will not apply to the liberal arts requirement.

--> Needs: 19.00 credits 2 Sub-reqs

- 1) HUMANITIES DIVISION
Needs: 1 Course
- 2) NATURAL SCIENCE AND MATHEMATICS DIVISION
Needs: 1 Course
- 3) MODERN LANGUAGE DIVISION
Needs: 1 Course
- 4) SOCIAL AND BEHAVIORAL SCIENCE DIVISION
Needs: 1 Course

NO MARKETING COMMUNICATION MAJOR
42 CREDITS AND 2.500 MAJOR GPA REQUIRED
Earned: .00 credits
--> Needs: 42.00 credits 8 Sub-reqs

- 1) SELECT THE FOLLOWING COURSES:
Needs: 8 Courses
Select from: JOUR 101 ART 225 MKTG 311, 312
JOUR 112 MARC 200, 480 SCTA 311
- 2) INTERNSHIP OR DIRECTED WORK EXPERIENCE
SELECT 1 CREDIT FROM MARC 279:
Needs: 1.00 credit
- OR) SELECT 2 - 4 CREDITS FROM AN INTERNSHIP COURSE:
MARC 379 OR ANY CAFES DEPARTMENT INTERNSHIP 270/370.
Needs: 2.00 credits 1 Course
- 3) WRITING ELECTIVE
SELECT ONE OF THE FOLLOWING COURSES:
Needs: 1 Course
Select from: JOUR 123, 230 or AGED 230 ENGL 266,
ENGL 367

- 4) VISUAL ELECTIVE
 SELECT ONE OF THE FOLLOWING COURSES:
 Needs: 1 Course
 Select from: ART 235 JOUR 121, 240 SCTA 160, 260

- 5) MARKETING/PROMOTION ELECTIVE
 SELECT ONE OF THE FOLLOWING COURSES:
 Needs: 1 Course
 Select from: AGECE 410 MKTG 365 JOUR 260, 362

- 6) SELECT ELECTIVE COURSES FROM THE ABOVE AREAS:
 You may also consult with your advisor or the department chair for additional electives choices.
 You must earn a min. of 42 credits in the major.
 Needs: 2 Courses
 Select from: AGED 230 AGECE 355, 410 ART 235, 303
 ENGL 266, 367 JOUR 121, 123, 230 or AGED 230
 JOUR 240, 260, 261, 362, 363, 465 MARC MKTG 334,
 MKTG 352, 355, 365 PHIL 316 SCTA 316 **** 270,
 **** 370

- 7) REQUIRED SUPPORTING COURSES:
 THESE CREDITS ARE NOT INCLUDED IN THE TOTAL MAJOR CREDITS OR MAJOR GPA. THIS COURSE MAY BE PLACED ANYWHERE ELSE IN YOUR DEGREE PROGRAM.
 STATISTICS: SELECT ONE COURSE FROM THE FOLLOWING:
 Needs: 1 Course
 Select from: MATH 216 PSYC 201 ECON 226 MATH 226
 AGECE 320 ANSC 341

- 8) SELECT ONE OF THE FOLLOWING COURSES:
 Needs: 1 Course
 Select from: SCTA 116 AGED 110

NO You must complete a minor or second major to satisfy your degree requirements. You may declare your minor or second major in the Registrar's Office, CAS & CBE Dean's Offices, or CAFES and CEPS Academic Departments.

~~GENERAL ELECTIVES - Note - this area is not required. However, you may need gen. electives to reach 120 min. cr.~~

~~UWRF Credits in this area are applying toward your cumulative credits and GPA (excluding remedial coursework). Transfer credits do not apply toward your cumulative GPA.~~

IN-PROGRESS COURSES

-----END OF DAR ANALYSIS-----