

VALDOSTA STATE UNIVERSITY
ACADEMIC COMMITTEE MINUTES
April 8, 2019

The Academic Committee of the Valdosta State University Faculty Senate met in the University Center Cypress Room on Monday, April 8, 2019. Dr. Sharon Gravett, Associate Provost for Academic Affairs, presided.

Members Present: Dr. Eugene Asola (Proxy Ms. Kwanza Thomas), Ms. Catherine Bowers, Dr. Gary Futrell, Dr. Diane Wright, Mr. Joe Mason, Mr. Craig Hawkins, Dr. Nicole Cox, Mr. Brian Nelson, Dr. Fred Knowles, Dr. Ray Elson, Dr. Ellis Heath, Dr. Eugene Asola, Dr. Colette Drouillard, Ms. Laura Wright, and Ms. Amy Chew.

Members Absent: Ms. Kwanza Thomas, Dr. Bobbie Ticknor, Dr. Ben Wescoatt, Dr. Eric Chambers, Ms. Sarah Fretti, and Mr. Russ Hoff.

Catalog Editor: Dr. Jane Kinney.

Visitors Present: Dr. Lakesha Williams, Dr. Michelle Ritter, Dr. Karin Roland, Dr. Therese Grove, Dr. Mary Fares, Dr. Michael Schmidt, Dr. Doug Farwell, Mr. Ernst Smith, and Dr. Shaun Ault.

The Minutes of the March 11, 2019 meeting were approved by email on March 19, 2019. (pages 1-5).

A. College of Humanities and Social Sciences

1. Revised course description, Sociology (SOC) 7100, "Issues in Applied Sociology", (ISSUES IN APPLIED SOCIOLOGY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 6-7).

B. Graduate School

1. Revised Second Master's Degree policy was approved effective Fall Semester 2019. (pages 8-10).
2. Revised Transfer Credit Policy was approved effective Fall Semester 2019. (pages 11-13).

C. College of the Arts

1. Revised lab hours, Music (MUSC) 5851, "Wind Ensemble", (WIND ENSEMBLE – 1 credit hour, 0 lecture hours, 4 lab hours, and 4 contact hours), was approved effective Spring Semester 2020. (pages 14-15).
2. Revised degree requirements for the BFA in Theatre – Musical Theatre Track was approved effective Fall Semester 2019. (pages 16-17).
3. Revised lab hours, Music (MUSC) 4850, "Wind Ensemble", (WIND ENSEMBLE – 1 credit hour, 0 lecture hours, 4 lab hours, and 4 contact hours), was approved effective Fall Semester 2019. (pages 292-293).

D. College of Education and Human Services

1. Revised course prerequisites, Psychology (PSYC) 2998, "Entry into Psychology Major", (ENTRY INTO PSYCHOLOGY MAJOR – 0 credit hours, 0 lecture hours, 0 lab hours, and 0 contact hours), was approved effective Fall Semester 2019. (pages 18-19).
2. Revised degree requirements for the BSED in Workforce Education and Development – Workforce Training and Development Option was approved effective Fall Semester 2019. (pages 20-22).
3. New track for the BSED in Workforce Education and Development – Human Resources Option was approved effective Fall Semester 2019. (pages 23-25).
4. New course, Adult and Career Education (ACED) 4040, "Introduction to Human Resource Management", (INTRODUCTION TO MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 26-31).

E. College of Science and Mathematics

1. New course, Mathematics (MATH) 1001, “Quantitative Reasoning”, (QUANTITATIVE REASONING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the description changed to read – A study of quantitative....Note: Not intended for STEM majors. (pages 32-36).
2. Application to include MATH 1001 in Core A was noted – BOR Approval required. (pages 37-50).
3. New certificate in Data Science was approved effective Fall Semester 2020. (pages 51-52).
4. BOR certificate notification for the Data Science was noted (page 53).
5. BOR program proposal for the BS in Engineering Technology (pages 54-79).

G. College of Nursing and Health Sciences

1. BOR program proposal for the DNP (pages 294-336).
2. Admission requirements for the BSN-SNP program was approved effective Fall Semester 2019. (pages 80-82).
3. Degree requirements for the BSN-DNP – Family Nurse Practitioner Certification was approved effective Fall Semester 2019. (pages 83-86).
4. Learning Outcomes for the BSN-DNP Program were approved effective Fall Semester 2019. (pages 87-89).
5. BSN-DNP program narrative for the catalog was approved effective Fall Semester 2019. (pages 90-94).
6. Admissions requirements for the Post-Masters DNP program were approved effective Fall Semester 2019. (pages 95-98).
7. Degree requirements for the DNP (Doctor of Nursing Practice)/Post-Masters DNP program were approved effective Fall Semester 2019. (pages 99-101)
8. Learning Outcomes for the Post-Masters DNP program were approved effective Fall Semester 2019. (pages 102-104).
9. Catalog narrative for the Post-Masters DNP program was approved effective Fall Semester 2019. (pages 105-108).
10. Revised prerequisites, Nursing (NURS) 8310, “Epidemiology and Biostatistics”, (EPIDEMIOLOGY & BIOSTATISTICS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 109-113).
11. Revised prerequisites, Nursing (NURS) 8311, “Population Health”, (POPULATION HEALTH – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 114-118).
12. Revised prerequisites, Nursing (NURS) 8312, “Health Care Informatics”, (HEALTH CARE INFORMATICS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 119-123).
13. Revised prerequisites and credit hours, Nursing (NURS) 8313, “Leadership and Ethics”, (LEADERSHIP AND ETHICS – 4 credit hours, 4 lecture hours, 0 lab hours, and 4 contact hours), was approved effective Fall Semester 2019. (pages 124-127).
14. Revised prerequisites, Nursing (NURS) 8314, “Translating Research into Practice”, (TRANSLATING RESEARCH INTO PRAC – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 128-131).
15. Revised prerequisites, Nursing (NURS) 8315, “Process Improvement and Evaluation”, (PROCESS IMPROVEMENT AND EVAL – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 132-137).
16. Revised prerequisites and description, Nursing (NURS) 8316, “DNP Project Seminar”, (DNP PROJECT SEMINAR – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 138-142).

17. Revised prerequisites, Nursing (NURS) 8317, “Organizational Policy and Practice”, (ORG POLICY AND PRACTICE – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 143-146).
18. Revised prerequisites, Nursing (NURS) 8318, “DNP Project”, (DNP PROJECT – 3-4 credit hours, 3-4 lecture hours, 0 lab hours, and 3-4 contact hours), was approved effective Fall Semester 2019. (pages 147-151).

H. College of Business Administration

1. FinTech Talent Development Proposal was approved effective Fall Semester 2019. (pages 152-162).
2. FinTech certificate notification form was approved effective Fall Semester 2019. (page 163). BOR Notification
3. FinTech minor notification form was approved effective Fall Semester 2019. (page 164). BOR Notification
4. FinTech certificate requirements were approved effective Fall Semester 2019. (pages 165-166).
5. FinTech minor requirements were approved effective Fall Semester 2019. (pages 167-168).
6. Revised requirements for the BBA in Economics was approved effective Fall Semester 2019. (pages 169-170).
7. New course, Economics (ECON) 4001, “Data Analysis: Economic and Financial Applications”, (DATA ANALYSIS: ECON/FIN APP – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read – An introduction to the basics of data...actions, statistical and analytical... . (pages 171-174).
8. Revised title and description, Finance (FIN) 3360, “Advanced Financial Management with Digital Transformation”, (ADV FINCL MGT DIGITAL TRANSFM – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 175-176).
9. New course, Finance (FIN) 3510, “Foundations of Fintech”, (FOUNDATIONS OF FINTECH – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read – An overview of FinTech and its applications... . (pages 177-178).
10. New course, Finance (FIN) 3520, “Financial Technologies”, (FINANCIAL TECHNOLOGIES – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 179-180).
11. New course, Finance (FIN) 3530, “Fintech and Commercial Banking”, (FINTECH AND BANKING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read – An examination of the principles... . (pages 181-182).
12. New course, Finance (FIN) 4800, “Financial Analytics and Data Visualizations”, (FIN ANALYTICS & DATA VIS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read ...experiential course that integrates data-driven decision... . (pages 183--187).
13. New course, Finance (FIN) 4800, “Financial Analytics and Data Visualizations”, (FIN ANALYTICS & DATA VIS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read ...experiential course that integrates data-driven decision... . (pages 183--187).
14. New course, Finance (FIN) 4810, “FinTech in Asia”, (FINTECH IN ASIA – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read – A theoretical and...management focusing on...through case studies. (pages 188-192).
15. Revised requirements for the minor in Advertising and Promotions was approved effective Fall Semester 2019. (pages 193-194).
16. Revised requirements for the minor in Professional Sales was approved effective Fall Semester 2019. (pages 195-196).
17. Revised requirements for the minor in Logistics and Supply Chain Management was approved effective Fall Semester 2019. (pages 197-198).

18. Course reactivation, revised title, prerequisites, and description, Marketing (MKTG) 4020, “Social Media Marketing”, (SOCIAL MEDIA MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Summer Semester 2019. (pages 199-205).
19. New course, Marketing (MKTG) 4160, “Advanced Professional Selling”, (SOCIAL MEDIA MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read – Course focuses on...persuasion techniques. – first and last sentence were deleted. (pages 206-210).
20. New course, Marketing (MKTG) 4180, “Practicum in Professional Selling”, (PRACTICUM PROFESSIONAL SELLING – 3 credit hours, 0 lecture hours, 3 lab hours, and 3 contact hours), was approved effective Summer Semester 2019. (pages 211-220).
21. Revised course title, prerequisites, and description, Marketing (MKTG) 3080, “Visual Media in Business”, (VISUAL MEDIA IN BUSINESS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Summer Semester 2019. (pages 221-222).
22. Revised course description, Marketing (MKTG) 4900, “Strategic Planning”, (STRATEGIC PLANNING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 223-224).
23. Revised course title, prerequisite, and description, Marketing (MKTG) 4000, “Advertising and Promotion”, (ADVERTISING AND PROMOTION – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 225-226).
24. Revised course description and prerequisites, Marketing (MKTG) 4980, “Marketing Internship”, (MARKETING INTERNSHIP – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 227-228).
25. Revised course description and prerequisites, Marketing (MKTG) 4990, “Directed Study in Marketing”, (DIRECTED STUDY IN MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read ...majors. Completed proper form...Department Head for... . (pages 229-230).
26. Revised prerequisites, Marketing (MKTG) 3100, “Health Care Marketing”, (HEALTH CARE MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 231-232).
27. Revised prerequisites, Marketing (MKTG) 3620, “Consumer Behavior”, (CONSUMER BEHAVIOR – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 233-234).
28. Revised prerequisites, Marketing (MKTG) 3650, “Marketing Research”, (MARKETING RESEARCH – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 235-236).
29. Revised prerequisites, Marketing (MKTG) 4220, “Retailing”, (RETAILING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 237-238).
30. Revised prerequisites, Marketing (MKTG) 4670, “Marketing Channels”, (MARKETING CHANNELS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 239-240).
31. Revised prerequisites, Marketing (MKTG) 4680, “International Marketing”, (INTERNATIONAL MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 241-242).
32. Revised prerequisites, Marketing (MKTG) 4750, “Marketing of Services”, (MARKETING OF SERVICES – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 243-244).
33. Revised prerequisites, Marketing (MKTG) 4810, “Special Topics in Marketing”, (SPECIAL TOPICS IN MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 245-246).
34. Revised prerequisites, International Business (IB) 3000, “Introduction to International Business”, (INTRO INTERNATIONAL BUSINESS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved

effective Fall Semester 2019. (pages 247-248).

35. Revised prerequisites, International Business (IB) 4900, “International Business Capstone”, (INTERNATIONAL BUS CAPSTONE – 3 credit hours, 0 lecture hours, 3 lab hours, and 3 contact hours), was approved effective Fall Semester 2019. (pages 249-250).
36. New course, International Business (IB) 4810, “Special Topics in International Business”, (INTRO INTERNATIONAL BUSINESS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read – A study of...additional credit, with...topics, are covered... (pages 251-255).
37. New course, International Business (IB) 4980, “International Business Internship/Practicum”, (INTERNTNL BUSN INTRNSHP/PRACT – 3 credit hours, 0 lecture hours, 3 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read ...week of classes. Students are required... (pages 256-265).
38. New course, International Business (IB) 4990, “Directed Study in International Business”, (INTERNATIONAL BUS CAPSTONE – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2019 with the description changed to read ...business. Directed research...Department Head prior...period. The course.... (pages 266-271).
39. Deactivation of MKTG 3070, 4070, 4530 and 4690 was approved effective Fall Semester 2019. (pages 272-273).
40. Deactivation of MKTG 4230 was approved effective Fall Semester 2019. (pages 274-275).
41. Revised course number, title, prerequisite, and description, Marketing (MKTG) 4010, “Digital Marketing”, (DIGITAL MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the effective term changed to Spring 2020. (pages 276-277). Deactivation of MKTG 4770.
42. Revised course number, and prerequisite, Marketing (MKTG) 4030, “Advertising Culture and Ethnography”, (ADVERTISING CULT & ETHNOGRAPHY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the effective term changed to Spring 2020. (pages 278-279). Deactivation MKTG 4720.
43. Revised course number, and prerequisite, Marketing (MKTG) 4040, “Advertising and Society”, (ADVERTISING AND SOCIETY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020. (pages 280-281) with the effective term changed to Spring 2020.
44. Revised course number, and prerequisite, Marketing (MKTG) 4050, “Creative Advertising Strategy”, (CREATIVE ADVERTISING STRATEGY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the effective term changed to Spring 2020. (pages 282-283). Deactivation of MKTG 4300.
45. Revised course number, and prerequisite, Marketing (MKTG) 4130, “Professional Selling”, (PROFESSIONAL SELLING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the effective term changed to Spring 2020. (pages 284-285). Deactivation of MKTG 3060.
46. Revised course number, description, and prerequisite, Marketing (MKTG) 4170, “Sales Management”, (SALES MANAGEMENT – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020. (pages 286-287) with the effective term changed to Spring 2020, and with the description changed to read ..controlling the sales force in an effective... . Deactivation of MKTG 4060.
47. Revised course number, and prerequisite, Marketing (MKTG) 4730, “Business-to-Business Marketing”, (ADVERTISING AND SOCIETY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the effective date changed to Spring 2020. (pages 288-289).
48. Revised course number, and prerequisite, Marketing (MKTG) 4740, “Cases in Logistics Decision Making”, (CASES IN LOGISTICS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2020 with the effective date changed to Spring 2020. (pages 290-291). Deactivation of MKTG 4240.

Respectfully submitted,

Stanley Jones
Registrar