TO: University Senate  
FR: University Curriculum Committee  
DT: May 1, 2008  
RE: Consent Agenda Items from April 24, 2008

The University Curriculum Committee presents the following actions and motions from our March 27, 2008 meeting for approval by the University Senate.

**INFORMATION ITEM REPORT TO THE UNIVERSITY SENATE (p. 2)**
1. One-time Course Proposal: UE 176: University Experience: Special Themes (Summer 2008)  
2. Proposal to Revise Course Title: CFS 497: Service Provision in Human Services  
3. Proposal to Revise Course Prerequisites: MGT 305  
4. Revise Course Prerequisites: EXED 330, Exceptional Child Education: Diversity in Learning  
5. One-time offering: WMT 200C Water Supply and Wastewater Control.  
6. One time course offering: UE 176C Special Topics  
7. Proposal to Revise a Program: Change division name to Business from Business Technology.  
8. Revise Prerequisites: JOUR 443 Interactive Advertising  
9. Revise Catalog Listing: ENG 304 English Language  
10. Delete Course: JOUR 321 Public Affairs Reporting  
11. Delete Course: JOUR 347 Broadcast Advertising

**CONSENT AGENDA FOR THE UNIVERSITY SENATE**

**POTTER COLLEGE OF ARTS AND LETTERS (p. 12)**
1. Multiple Revisions: ENG 408 Psycholinguistics and Sociolinguistics  
2. Multiple Revisions: JOUR 202 Introduction to Newswriting, Reporting  
3. Multiple Revisions: JOUR 325 Editorial and Feature Writing  
4. Create Course: JOUR 302 Intermediate Reporting  
5. Create Course: JOUR 348 Introduction to Interactive Ad Design  
6. Revise Program (Major): 727 Advertising  
7. Revise Program (Major): 716 News/Editorial  
8. Revise Program (Major): 750 Photojournalism  
9. Revise Program (Minor): 303 Advertising for Graphic Design Majors  
10. Revise Program (Minor): 306 Advertising for Marketing Majors

**GORDON FORD COLLEGE OF BUSINESS (p. 36)**
1. Proposal to Make Multiple Revisions to a Course: MGT 313  
2. Proposal to Create a New Major Program: Entrepreneurship

**BOWLING GREEN COMMUNITY COLLEGE (p. 42)**
1. Proposal to Revise a Program: Associate Degree Nursing Program

**OGDEN COLLEGE OF SCIENCE AND ENGINEERING (p. 44)**
1. New Course Proposal: BIOL 490, Plants as Alternative Therapeutics  
2. Revise a Program: AMS 599, Industrial (Vocational, Career, and Technical) Education

**COLLEGE OF HEALTH AND HUMAN SERVICES (p. 49)**
1. Proposal to Revise Course Credits: EXS 412: Fitness Programming  
2. Proposal to Revise a Program: Ref # 563: Family and Consumer Sciences  
Proposal Date: March 6, 2008

College of Health & Human Services
Department of Consumer & Family Sciences
Proposal to Revise Course Title
(Consent Item)

Contact Person: Dr. Darbi Haynes-Lawrence, Darbi.Haynes-Lawrence@wku.edu, 270-745-2525

1. Identification of course:
   1.1 Current course prefix (subject area) and number: CFS 497
   1.2 Current course title: Service Provision in Human Services
   1.3 Credit hours: 3

2. Proposed course title: Family Home Visiting

3. Proposed abbreviated course title: Family Home Visiting

4. Rationale for the revision of course title: The proposed title will reflect the content of the course. In order to meet the growing need for coursework in home visiting for prospective students (such as Early Head Start employees, Head Start employees, HANDS employees, etc.) the title of the class needs to be changed. Current students searching for a class in home visiting are also confused by the original title. Lastly, this course is the capstone course in the proposed Family Home Visiting Certificate.

5. Effective Catalog Year: Spring 2009

6. Dates of prior committee approvals:
   Consumer and Family Sciences Department 3/24/08
   CHHS Curriculum Committee 4/1/08
   University Curriculum Committee April 24, 2008
   University Senate

Attachment: Course Inventory Form
Gordon Ford College of Business  
Department of Accounting  
Proposal to Revise Course Prerequisites  
(Consent Item)

Contact Person: Shane Spiller, shane.spiller@wku.edu 58877

1. Identification of course:
   1.1 Course prefix (subject area) and number: MGT 305
   1.2 Course title: Ethics and Critical Thinking I
   1.3 Credit hours: 3

2. Current prerequisites:
   Junior Standing

3. Proposed prerequisites:
   MGT 200 and Junior Standing

4. Rationale for the revision of prerequisites:
   MGT 305 was recently revised to include legal and ethical considerations as part of critical thinking. Students should be taking MGT 200 Legal Environment of Business so they have a basic background in this material. Some students were entering the class not having had this prior class and were disadvantaged.

5. Effect on completion of major/minor sequence:
   This proposal should have a minimal effect. This would formalize the expected sequence that students should be following.

6. Effective Catalog Year: For students enrolling in the class in the Spring 09.

7. Dates of prior committee approvals:
   Department of Management 02/25/2008
   Ford College Curriculum Committee 04/09/2008
   University Curriculum Committee April 24, 2008
   University Senate

Attachment: Course Inventory Form
1. Identification of course:
   1.1 Course prefix (subject area) and number: EXED 330
   1.2 Course title: Introduction to Exceptional Child Education: Diversity in Learning
   1.3 Credit hours: 3

2. Current prerequisites/corequisites/special requirements:
   EDU 250, MGE 275, AGED 250, or SEC 365; and PSY 310

3. Proposed prerequisites/corequisites/special requirements:
   EDU 250, CFS 192, MGE 275, AGED 250 or SEC 365; and either PSY 310 or CFS 191; or instructor permission.

4. Rationale for the revision of prerequisites/corequisites/special requirements:
The proposed modification to the prerequisites enables non-education majors to enroll in EXED 330 without having to take courses not required for their degrees. It also facilitates the enrollment of IECE majors who must complete CFS 191 and 192 prior to taking EXED 330.

5. Effect on completion of major/minor sequence: None

6. Effective Catalog Year: Fall, 2008

7. Dates of prior committee approvals:
   Department of Special Instructional Programs: 2/15/08
   CEBS Curriculum Committee: 3/04/08
   Professional Education Council: 3/19/08
   University Curriculum Committee: __ April 24, 2008 __________
   University Senate: ______________________

Attachment: Course Inventory Form
Bowling Green Community College
Department of Business
Proposal for a One-Time Only Course
(Information Item)

Contact Person: Andrew Ernest, Andrew.Ernest@WKU.edu, (270) 745-8895

- **Identification of proposed course:**
  1.1 Course prefix (subject area) and number: WMT 200C
  1.2 Course title: Water Supply and Wastewater Control
  1.3 Abbreviated course title: Water Supply/Control
  1.4 Credit hours and contact hours: 3
  1.5 Type of course: Lecture
  1.6 Prerequisites/corequisites: None
  1.7 Course catalog listing: This course is designed to familiarize the student with water supply and wastewater control. Emphasis is on the operational aspects of water supply, water distribution, wastewater collection, and wastewater treatment and disposal. Upon completion, students should be able to apply technical concepts and principles of water supply and wastewater control.

- **Rationale:**
  2.1 Reason for offering this as a one-time only course: This is an introductory course for water and wastewater operators that has been requested by representatives of the industry and the state certifying agencies in Kentucky and Tennessee. The course is part of a larger initiative to address short-term workforce needs, and will act as a recruitment tool for an Operations track being developed for Water Utilities Management degree program.
  2.2 Relationship of the proposed course to courses offered in other departments: No other courses are offered at the 200-level with similar content. The Public Health department offers two courses - ENV 375 Introduction to Water Resources and ENV 410/G Water Treatment Processes that may be complementary. ENV 375 focuses on broad water resource management planning, development, management and administration, not on the specifics of water and wastewater infrastructure operations. ENV 410/G is a senior level course not appropriate for an Associates Degree candidate, and emphasizes theory and design over operations.

- **Effective Catalog Year: Fall 2008**

- **Dates of prior committee approvals:**
  
<table>
<thead>
<tr>
<th>Committee</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Division</td>
<td>04/11/08</td>
</tr>
<tr>
<td>Bowling Green Community College</td>
<td>04/11/08</td>
</tr>
<tr>
<td>Curriculum Committee</td>
<td>04/11/08</td>
</tr>
<tr>
<td>University Curriculum Committee</td>
<td>April 24, 2008</td>
</tr>
<tr>
<td>University Senate</td>
<td></td>
</tr>
</tbody>
</table>
April 9, 2008

Bowling Green Community College
Department of Business
Proposal to Revise A Program
Consent Item

Contact Person: Ron Mitchell, ron.mitchell@wku.edu, (270) 780-2535

1. **Identification of program:**
   1.1 Current program reference number: 288
   1.2 Current program title: Business Technology
   1.3 Credit hours: 64

2. **Identification of the proposed program changes:** Change the name of the Business Technology program to Business.

3. **Detailed program description:**
   There are currently seven concentrations under the Business Technology (288) program. They are Business Management, Manufacturing Management, Management Preparation, Management Information Systems, Office Management, Real Estate, and Water Utilities Management. Our desire is to change from Business Technology (288) to Business (288).

4. **Rationale for the proposed program change:** This change will allow the degrees awarded from the Community College to better reflect the concentrations offered. It will also allow a better opportunity to market the existing programs as business instead of business technology.

5. **Effective Catalog Year:** Fall 2008

6. **Dates of prior committee approvals:**
   Business Division: 04/08/08
   Community College Curriculum Committee: 04/11/08
   General Education Committee
   University Curriculum Committee __ April 24, 2008_________
   University Senate

**Attachment:** Program Inventory Form
Proposal Date: 2/11/08

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise Course Prerequisites
(Consent Item)

Contact Person: Cliff Shaluta   email: cliff.shaluta@wku.edu   phone: 5-5833

1. **Identification of course:**
   1.1 Course prefix (subject area) and number: JOUR 443
   1.2 Course title: Interactive Advertising Design
   1.3 Credit hours: 3

2. **Current prerequisites:** JOUR 343 or permission of instructor

3. **Proposed prerequisites:** JOUR 348 and 343; or permission of instructor

4. **Rationale for the revision of prerequisites:**
The change in the prerequisite for JOUR 443 is due to the addition of JOUR 348 *Intro to Interactive Advertising Design* to the Advertising curriculum. JOUR 348 provides a foundation for interactive design. This places JOUR 443 in the correct sequence of coursework.

5. **Effect on completion of major/minor sequence:**
Students enrolled in the university prior to fall 2009, with a declared major/minor in advertising, will be allowed to use JOUR 347 *Broadcast Advertising* or BCOM 264 *Digital Video Production* to substitute for JOUR 348.

6. **Effective Catalog Year:** Fall 2009

7. **Dates of prior committee approvals:**
   - Advertising + Public Relations Program Faculty: 2/19/08
   - SJ&B Curriculum Committee: 2/22/08
   - School of Journalism & Broadcasting: 2/22/08
   - PCAL Curriculum Committee: 4/3/08
   - University Curriculum Committee: April 24, 2008
   - University Senate: ______________________

Attachment: Program Inventory Form
Potter College of Arts and Letters
Department of English
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: Elizabeth Grace Winkler, elizabeth.winkler@wku.edu, 745-2415

1. **Identification of course:**
   1.1 Course prefix (subject area) and number: ENG 304
   1.2 Course title: English Language
   1.3 Credit hours: 3

2. **Current course catalog listing:**
   A study of the sounds, word structures, and sentence patterns of modern English, with emphasis given to parts of speech, phrases, and clauses.

3. **Proposed course catalog listing:**
   Study of the structure of English words and sentence patterns including review of the historical conditions leading to the development of Modern English grammar.

4. **Rationale for revision of the course catalog listing:**
   The new description more accurately describes the course as currently taught in keeping with changes in the discipline. Some of the subject matter described, e.g., "the sound system," is now covered in ENG 104, Introduction to Linguistics.

5. **Effective Catalog Year: 200910**

6. **Dates of prior committee approvals:**
   - English Department: __3/7/2008________
   - PCAL Curriculum Committee: __4/3/2008________
   - Professional Education Council: __4-9-08________
   - University Curriculum Committee: __April 24, 2008_______
   - University Senate: ___________________

**Attachment:** Course Inventory Form
Potter College of Arts and Letters  
School of Journalism & Broadcasting  
Proposal to Delete a Course  
(Consent Item)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1. Identification of course:
   1.1 Current course prefix (subject area) and number: JOUR 321
   1.2 Course title: Public Affairs Reporting
   1.3 Credit hours: 3

2. Rationale for the course deletion: The major in news/editorial journalism is reorganizing and updating course content for the major. The relevant content of this course will move into the JOUR 302 Intermediate Reporting class.

3. Effect of course deletion on programs or other departments, if known: The major in photojournalism and the major in broadcasting are going through program revisions and will drop JOUR 321 from either their required or elective course lists.

4. Effective Catalog Year: fall 2009

5. Dates of prior committee approvals:
   News/Editorial Curriculum Committee: 1/18/08
   SI&J Curriculum Committee: 2/22/08
   School of Journalism & Broadcasting: 2/22/08
   PCAL Curriculum Committee: 4/3/08
   University Curriculum Committee April 24, 2008
   University Senate

Attachment: Course Inventory Form
Proposal Date: 2/11/08

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Delete a Course
(Consent Item)

Contact Person: Cliff Shaluta e-mail: cliff.shaluta@wku.edu Phone: 5-5833

1. Identification of course
   1.1 Course prefix (subject area) and number: JOUR 347
   1.2 Title: Broadcast Advertising
   1.3 Credit hours: 3

2. Rationale for the course deletion: Digital video production is becoming an integral part of interactive media development. Trends point to smaller web video productions and fewer big budget TV ads. Deleting JOUR 347 Broadcast Advertising from the Ad program is a response to these trends. The deletion will help to sharpen our focus on digital advertising design.

3. Effect on other departments, if known: JOUR 347 is included as an elective in the Ad minor offered to Marketing majors and Graphic Design majors. The minor will be revised to reflect this change. With fewer than 15 advertising minors, the impact on students will be minimal. Accommodation: current students will take JOUR 348, Intro to Interactive Ad Design, as a substitution for JOUR 347. The Major in Broadcasting will drop 347 from electives fall 2008.

4. Effective Catalog Year: fall 2009

5. Dates of prior committee approvals:
   Advertising + Public Relations Program Faculty 2/19/08
   SJ&B Curriculum Committee 2/22/08
   School of Journalism & Broadcasting 2/22/08
   PCALCurriculum Committee 4/3/08
   University Curriculum Committee  April 24, 2008
   University Senate

Attachments: Course Inventory Form
Proposal Date: 2/27/2008

Potter College of Arts and Letters
Department of English
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Elizabeth Grace Winkler, elizabeth.winkler@wku.edu, 745-2415

1. **Identification of course:**
   1.4 Current course prefix (subject area) and number: ENG 408
   1.5 Course title: Psycholinguistics and Sociolinguistics
   1.6 Credit hours: 3

2. **Revise course title: N/A**
   2.1 Current course title:
   2.2 Proposed course title:
   2.3 Proposed abbreviated title:
   2.4 Rationale for revision of course title:

3. **Revise course number: N/A**
   3.1 Current course number:
   3.2 Proposed course number:
   3.3 Rationale for revision of course number:

4. **Revise course prerequisites:**
   4.1 Current prerequisites: ENG 100, ENG 200 or its Gen Ed Catalog B1 equivalent.
   4.2 Proposed prerequisites: ENG 100, ENG 200 or its Gen Ed Catalog B1 equivalent, and ENG 407
   4.3 Rationale for revision of course prerequisites: ENG 407 is the content base for ENG 408. Without the theoretical background acquired in ENG 407, it is unreasonable to expect students to succeed in ENG 408.
   4.4 Effect on completion of major/minor sequence: Because the department offers ENG 407 and 408 in rotation every summer, this will not affect timely graduation of students.

5. **Revise course catalog listing:**
   5.1 Current course catalog listing:
   The study of how sociology and psychology contribute to the study of linguistics. Emphasis on social and regional dialects, first and second language acquisition, and speech perception and production.
   5.2 Proposed course catalog listing:
   The study of developmental psycholinguistics (language acquisition), experimental psycholinguistics (speech production/comprehension), and sociolinguistics (how language varieties are used by families, school systems and multicultural nations).
   5.3 Rationale for revision of course catalog listing:
The emphasis is on socio- and psycholinguistics, which is not the same as "studying how sociology and psychology" per se "contribute to the study of linguistics." The current description, therefore, is misleading and creates false expectations.

6. Revise course credit hours: N/A

   6.1 Current course credit hours:
   6.2 Proposed course credit hours:
   6.3 Rationale for revision of course credit hours:

7. Effective Catalog Year: 200910

8. Dates of prior committee approvals:
   
<table>
<thead>
<tr>
<th>Committee</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Department</td>
<td>3/7/2008</td>
</tr>
<tr>
<td>PCAL Curriculum Committee</td>
<td>4/3/2008</td>
</tr>
<tr>
<td>Professional Education Council</td>
<td>4/9/08</td>
</tr>
<tr>
<td>University Curriculum Committee</td>
<td>April 24, 2008</td>
</tr>
<tr>
<td>University Senate</td>
<td></td>
</tr>
</tbody>
</table>

Attachment: Course Inventory Form
Proposal Date: Jan. 18, 2008

Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1. Identification of course:
   1.1 Current course prefix (subject area) and number: JOUR 202
   1.2 Course title: Introduction to Newswriting, Reporting
   1.3 Credit hours: 3

2. Revise course title:
   2.1 Current course title: Introduction to Newswriting, Reporting
   2.2 Proposed course title: Introduction to Media Writing
   2.3 Proposed abbreviated title: Media Writing
   2.4 Rationale for revision of course title: New title reflects the evolving nature of news reporting and writing.

3. Revise course number:
   3.1 Current course number: N/A
   3.2 Proposed course number: N/A
   3.3 Rationale for revision of course number: N/A

4. Revise course prerequisites/corequisites/special requirements:
   4.1 Current prerequisites: Ability to type
   4.2 Proposed prerequisites: No prerequisites
   4.3 Rationale for revision of course prerequisites: The students entering the major know how to type.
   4.4 Effect on completion of major/minor sequence: None

5. Revise course catalog listing:
   5.1 Current course catalog listing:
       prerequisite: ability to type
       A beginning course in reporting and writing with emphasis on journalistic style and grammar, basic news story structure, the interview, the coverage of speeches and meetings and elementary feature writing.
   5.2 Proposed course catalog listing: Writing for print, online and broadcast media, and public relations with primary focus on news writing. Accuracy, responsibility, clarity, style and structure techniques emphasized. (Lab fee)
   5.3 Rationale for revision of course catalog listing: More accurately reflects the content of the course and allows students to see the changing of the industry.

6. Revise course credit hours: N/A
   6.1 Current course credit hours: N/A
   6.2 Proposed course credit hours: N/A
   6.3 Rationale for revision of course credit hours: N/A

7. Effective Catalog Year: fall 2009
8. **Dates of prior committee approvals:**

- News/Editorial Committee: Jan. 18, 2008
- SI&B Curriculum Committee: 2/22/08
- School of Journalism & Broadcasting: 2/22/08
- PCAL Curriculum Committee: 4/3/08
- University Curriculum Committee: April 24, 2008
- University Senate: 

Attachment: Course Inventory Form
Proposal Date: Jan. 18, 2008*

Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Make Multiple Revisions to a Course
(Proposal)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1. Identification of course:
   1.1 Current course prefix (subject area) and number: JOUR 325
   1.2 Course title: Editorial/Feature Writing
   1.3 Credit hours: 3

2. Revise course title:
   2.1 Current course title: Editorial and Feature Writing
   2.2 Proposed course title: Feature Writing
   2.3 Proposed abbreviated title: Feature Writing
   2.4 Rationale for revision of course title: Over the years, the focus on editorial writing (opinion/commentary writing) has been reduced in this class because of the additional content needed for feature writing. And there is a growing sentiment that opinion writing and news writing should not be taught in the same class. Opinion writing, whether it be editorials or first-person columns, is specialized writing and not the same as objective news reporting. Students need to clearly distinguish between the two. Editorial/commentary writing is better suited for JOUR 481, which is a special topics class.

3. Revise course number: No changes
   3.1 Current course number: n/a
   3.2 Proposed course number: n/a
   3.3 Rationale for revision of course number: n/a

4. Revise course prerequisites/corequisites/special requirements:
   4.1 Current prerequisites: JOUR 201, 202, 321* and 323 or consent of instructor. * JOUR 321 not required for PR Majors.
   4.2 Proposed prerequisites: JOUR 302 and JOUR 323, or permission of instructor
   4.3 Rationale for revision of course prerequisites: Puts JOUR 325 into the correct sequence of courses.

5. Revise course catalog listing:
   5.1 Current course catalog listing: JOUR 201, 202, 321* and 323 or consent of instructor. * JOUR 321 not required for PR Majors.
   A professional course that emphasizes news story development, reporting and writing. Also a course designed to teach marketing feature news stories for magazines, newspapers and the Web.
   5.2 Proposed course catalog listing: Prerequisites: JOUR 302, 323, or permission of instructor.
   A professional reporting course that teaches feature writing and marketing of feature articles for magazines and newspapers. Lab fee.
   5.3 Rationale for revision of course catalog listing: The proposed course listing matches the proposed title and class content and reflects the creation of JOUR 302.
6. **Revise course credit hours:** No changes

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. **Effective Catalog Year:** fall 2009

8. **Dates of prior committee approvals:**

   - SJ&B News/Editorial Committee: Jan. 18, 2008
   - SJ&B Curriculum Committee: 2/22/08
   - School of Journalism & Broadcasting: 2/22/08
   - PCAL Curriculum Committee: 4/3/08
   - University Curriculum Committee: April 24, 2008
   - University Senate:

**Attachment:** Course Inventory Form
1. Identification of proposed course:
   1.1 Course prefix (subject area) and number: JOUR 302
   1.2 Course title: Intermediate Reporting
   1.3 Abbreviated course title: Intermediate Reporting
   1.4 Credit hours and contact hours: 3
   1.5 Type of course: C-Lecture/Lab
   1.6 Prerequisites: JOUR 201, 202
   1.7 Course catalog listing: Reporting and writing for print and online media. Emphasis on using journalistic style and grammar, interviewing and writing news stories on a range of topics including governmental affairs. (Lab fee)

2. Rationale:
   2.1 Reason for developing the proposed course: This is part of a realignment of reporting/writing courses in the School of Journalism & Broadcasting and in the news/editorial major. The course will bridge a gap between a class that serves as an introductory news writing class and advanced news writing classes.
   2.2 Projected enrollment in the proposed course: 50-70 per semester based on student enrollment in the News/Editorial program.
   2.3 Relationship of the proposed course to courses now offered by the department: This course will be the second in a series of writing and reporting courses with the first course (JOUR 202) focusing more broadly on writing for various media as well as public relations. Other writing/reporting courses in the news/ed major build on this course.
   2.4 Relationship of the proposed course to courses offered in other departments: n/a
   2.5 Relationship of the proposed course to courses offered in other institutions: Journalism programs at many other universities offer a similar course.
   At the University of Illinois, JOUR 200 – Introduction to Journalism would be the equivalent of the SJ&B’s JOUR 202 Intro to Media Writing. The U of I’s JOUR 200 is followed in its curriculum by JOUR 400 – Reporting 1, which would be the equivalent of the SJ&B’s JOUR 302–Intermediate Reporting. The U of I course catalog listing for JOUR 400-Reporting 1 is: Fundamentals of journalistic writing; reporting news of public affairs. Prerequisite: JOUR 200.
   At Arizona State University in the Walter Cronkite School of Journalism, JMC 201- News Reporting and Writing is the equivalent of the SJ&B’s JOUR 202 Intro to Media Writing. ASU’s JMC 201 is followed by JMC 301-Intermediate Reporting and Writing, the equivalent of the SJ&B’s JOUR 302-Intermediate Reporting. The ASU course catalog listing for JMC 301 is: Intermediate news reporting and writing techniques.

3. Discussion of proposed course:
3.1 Course objectives: This course will provide a continuation of the instruction from JOUR 202, but with an emphasis on reporting and writing for print and online media. It will include the introduction of government beat reporting and long-form writing including features.

3.2 Content outline: Content to be covered will include research methods and interviewing techniques, news writing, beat reporting, feature-writing basics, legal and ethical considerations of journalists, Associated Press style, and diversity in the news media.

3.3 Student expectations and requirements: Among other things, students who successfully complete the course will be expected to (1) use appropriate researching and interviewing techniques to write a news article that is generally free of grammar, spelling and style errors, (2) use appropriate researching and interviewing techniques to write a news story on government, law enforcement and the courts (3) use appropriate researching and interviewing techniques to write a feature story that is generally free of grammar, spelling and style errors, (4) understand the skills and behaviors required to cover a news beat, (5) understand the legal and ethical considerations required of journalists, and (6) understand the diversity issues facing journalism today. Evaluation based on exams, writing assignments and projects.

3.4 Tentative texts and course materials: Textbook: “Inside Reporting” by Tim Harrower; AP Stylebook and Briefing on Media Law

4. Resources:

4.1 Library resources: See attached resource form.
4.2 Computer resources: MAC computer labs in SJ&B

5. Budget implications:

5.1 Proposed method of staffing: Staffed with current faculty.
5.2 Special equipment needed: None.
5.3 Expendable materials needed: None.
5.4 Laboratory materials needed: No lab materials except for the equipment provided in current computer labs.

6. Effective Catalog Year: fall 2009

7. Dates of prior committee approvals:

<table>
<thead>
<tr>
<th>Committee</th>
<th>Approval Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Editorial Committee</td>
<td>Jan. 18, 2008</td>
</tr>
<tr>
<td>SJ&amp;B Curriculum Committee</td>
<td>2/22/08</td>
</tr>
<tr>
<td>School Journalism &amp; Broadcasting</td>
<td>2/22/08</td>
</tr>
<tr>
<td>PCAL College Curriculum Committee</td>
<td>4/3/08</td>
</tr>
<tr>
<td>University Curriculum Committee</td>
<td>April 24, 2008</td>
</tr>
<tr>
<td>University Senate</td>
<td></td>
</tr>
</tbody>
</table>

Attachment: Bibliography, Library Resources Form, Course Inventory Form
Potter College of Arts and Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)  
Contact Person: Cliff Shaluta  
e-mail: cliff.shaluta@wku.edu  
Phone: 5-5833

1. Identification of proposed course  
1.1 Prefix and number: JOUR 348  
1.2 Title: Introduction to Interactive Ad Design  
1.3 Abbreviated title: Intro Interactive Ad Design  
1.4 Credit hours and contact hours: 3 Hours  
1.5 Type of course: C (Lecture/Lab)  
1.6 Prerequisites: JOUR 341 or permission of instructor  
Additional Special Requirements: none  
1.7 Catalog course listing: Study and creation of interactive advertising, using current software programs. Develop interactive ads for Web and mobile applications. Cover aesthetic and technical aspects of design and production, business process and working in teams to produce Web-based products. (Lab fee)

2. Rationale  
2.1 Reason for developing the proposed course: Digital video production is becoming an integral part of interactive media development. Trends point to smaller Web video productions and less big budget TV ads. The new course will help sharpen the focus of the Advertising Program toward interactive ad design.  
2.2 Projected enrollment in the proposed course: 18 students per section. Limited by number of computers in the lab. Anticipate two sections per academic year based on student enrollment in the Ad and News/Editorial programs.  
2.3 Relationship of the proposed course to courses now offered by the department: The course provides a foundation for students interested in interactive ad design. It will be the prerequisite course to JOUR 443 Interactive Web Design. The course will also be required in the Interactive Advertising Concentration in the Advertising Program. It will also be offered as an elective to all Advertising majors/minors.  
2.4 Relationship of the proposed course to courses offered in other departments: Not aware of any course. The course will focus on interactive ad design. This is unique to the Advertising Program.  
2.5 Relationship of the proposed course to courses offered in other institutions: A number of journalism schools offer courses in interactive or multi-media technologies. Only a few major advertising programs in the U.S. offer courses focusing on interactive advertising design. University of Texas at Austin is considered the best example in the country by many.

3. Discussion of proposed course  
3.1 Course objectives:  
(1) Use the Adobe Photoshop, Dreamweaver and Apple Final Cut Pro software applications  
(2) Effectively apply the fundamentals of interactive design including the aesthetic and technical aspects  
(3) Incorporate all of the various interactive elements to produce an interactive product  
(4) Create a variety of original graphics and video components  
(5) Understand the role and responsibilities of a interactive designer in the Advertising industry.  
(6) Participate on a design team, understanding and applying effective project planning and time management on both an individual and team level.  
(7) Use effective interpersonal communications skills to enhance clarity of communication, enhance team performance and build effective working relationships

3.2 Content outline:  
(1) Discussion of history and background of interactive and/or multimedia design processes  
(including broadcast and web-based advertising)
Introduction to Advertising concepts as they relate to interactive and multimedia presentation (television and web). Demonstration via examples. Focus on concept, strategy and process.

Storyboarding a TV commercial

Video capturing and editing basics (Final Cut Pro)

Graphics creation and development (Photoshop and Flash)

Introduction to HTML

Dreamweaver basics

Storyboarding a website

Site design, navigation, style, layout, etc.

Writing basics for the Interactive Environment.

Designing for Accessibility

Integration of a Flash into the layout.

Presentations / critiques

Student expectations and requirements:

Students will be expected to read a variety of assigned materials, journals, articles, and texts, and be prepared to discuss these in class. Students will be given assignments that will require them to gather data, research topics, lead presentations, and participate in simulations to apply knowledge and skills learned. Students will be assessed on a series of examinations, projects and presentations.

Students are expected to be in class, on time, keep up with assigned readings and contribute in a positive manner to class discussion and projects. Project deadlines are not flexible. Performance will be evaluated based upon project work (70%) exams (20%), and class participation (10%).

Tentative texts and course materials:

Adobe Photoshop, Dreamweaver, and Apple Final Cut Pro program documentation.

Designing and Producing the Television Commercial. Larry Elin. Pearson Publishing

Lynda.com online training videos

Resources

Library resources: Bibliography attached—see Resource Form

Computer resources: Current lab facilities and equipment are adequate

Budget implications

Proposed method of staffing: Current staff

Special equipment needed: Current facilities adequate

Expendable materials needed: DV-tapes, portable hard-drive, software updates as needed

Laboratory supplies needed: N/A

Effective Catalog Year: spring 2009

Dates of prior committee approvals:

Advertising + Public Relations Program Faculty 2/19/08

SI&B Curriculum Committee 2/22/08

School of Journalism & Broadcasting 2/22/08

PCAL Curriculum Committee 4/3/08

University Curriculum Committee April 24, 2008

University Senate

Attachments: Bibliography, Library Resources Form, Course Inventory Form
1. **Identification of program:**
   1.1 Current program reference number: 727
   1.2 Current program title: Major in Advertising
   1.3 Credit hours: 36

2. **Identification of the proposed program changes:**
   • Delete JOUR 347 Broadcast Advertising
   • Delete the Broadcast Advertising Concentration from the Ad Program
   • Add a new course called Introduction to Interactive Ad Design: JOUR 348
   • Add JOUR 348 to requirements for Interactive Ad Design Concentration
   • Add JOUR 348 and BCOM 301 Mass Communication Law & Ethics to the list of restricted electives to Account Services and Print Design concentrations

3. **Detailed program description:**

   **Current Admission Requirements**
   Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:
   1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall GPA of 2.5. Required courses include COMM 145 or COMM 161, HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C".
   2. Completion of the following courses with at least a "C": JOUR 201, 202, and 232.
   All majors in Advertising will need a statistics course (ECON 206 if a Marketing minor), MKT 220 and GEOG 110 or GEOG 360.

   **Proposed Admission Requirements**
   Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:
   1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall GPA of 2.5. Required courses include COMM 145 or COMM 161, HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C."
   2. Completion of the following courses with at least a "C": JOUR 201, 202, and 232.
   All majors in Advertising will need a statistics course (ECON 206 if a Marketing minor, MKT 220 and GEOG 110 or GEOG 360).

   **Current Core Curriculum -18 hours Required for all ad majors**
   JOUR 201 - Media & Society
   JOUR 202 - Intro Newswriting, Rptng

   **Proposed Core Curriculum -18 hours Required for all ad majors**
   JOUR 201 - Media & Society
   JOUR 202 - Intro Media Writing
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 232</td>
<td>Elect. Tech for Journalism</td>
</tr>
<tr>
<td>JOUR 341</td>
<td>Prin. of Advertising</td>
</tr>
<tr>
<td>JOUR 300</td>
<td>AD+PR Research</td>
</tr>
<tr>
<td>JOUR 344</td>
<td>Adv. in a Digital World</td>
</tr>
</tbody>
</table>

**18 hours in one of the concentrations**

<table>
<thead>
<tr>
<th>Account Services Concentration</th>
<th>Account Services Concentration</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 346 Account Planning</td>
<td>JOUR 346 Account Planning</td>
</tr>
<tr>
<td>JOUR 349 Advertising Media</td>
<td>JOUR 349 Advertising Media</td>
</tr>
<tr>
<td>JOUR 446 Advertising Campaigns</td>
<td>JOUR 446 Advertising Campaigns</td>
</tr>
<tr>
<td>9 hours of restricted electives</td>
<td>9 hours of restricted electives</td>
</tr>
</tbody>
</table>
| JOUR 231 Intro to Photography  | JOUR 231 Intro to Photography  *
| JOUR 340 Creative Strategy/CW  | JOUR 340 Creative Strategy/CW  |
| JOUR 343 Print Design           | JOUR 343 Print Design           |
| MKT 328 Marketing on the Web    | MKT 328 Marketing on the Web    |
| JOUR 347 Broadcast Advertising  | JOUR 347 Broadcast Advertising  |
| JOUR 355 Fundamentals of PR     | JOUR 355 Fundamentals of PR     |
| JOUR 443 Interactive Ad Design  | JOUR 443 Interactive Ad Design  |
| JOUR 448 Ad Internship          | JOUR 448 Ad Internship          |
| JOUR 495 Collaborative Journalism| JOUR 495 Collaborative Journalism|

**9 hours of restricted electives:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOM 266</td>
<td>Basic TV Production</td>
</tr>
<tr>
<td>BCOM 366</td>
<td>Studio &amp; Post Production</td>
</tr>
<tr>
<td>JOUR 347</td>
<td>Broadcast Advertising</td>
</tr>
<tr>
<td>JOUR 448</td>
<td>Ad Internship or Practicum</td>
</tr>
<tr>
<td>JOUR 231</td>
<td>Intro. to Photography</td>
</tr>
</tbody>
</table>

**3 hours restricted elective**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOM 367</td>
<td>Field Production</td>
</tr>
<tr>
<td>JOUR 344</td>
<td>Adv. Interactive Ad Design</td>
</tr>
</tbody>
</table>

**6 hours of restricted electives**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOM 365</td>
<td>Basic TV Production</td>
</tr>
<tr>
<td>BCOM 385</td>
<td>Brdcs. Commercial Sales</td>
</tr>
<tr>
<td>JOUR 231</td>
<td>Intro. to Photography</td>
</tr>
</tbody>
</table>

**Delete Broadcast Ad Concentration**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 340</td>
<td>Creative Strategy/Copywriting</td>
</tr>
<tr>
<td>BCOM 261</td>
<td>Basic Radio Production</td>
</tr>
<tr>
<td>BCOM 266</td>
<td>Basic TV Production</td>
</tr>
<tr>
<td>JOUR 347</td>
<td>Broadcast Advertising</td>
</tr>
<tr>
<td>BCOM 366</td>
<td>Studio &amp; Post Production</td>
</tr>
<tr>
<td>BCOM 367</td>
<td>Field Production</td>
</tr>
<tr>
<td>JOUR 448</td>
<td>Ad Internship or Practicum</td>
</tr>
</tbody>
</table>

**Creative Interactive Advertising Concentration**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 340</td>
<td>Creative Strategy/Copywriting</td>
</tr>
<tr>
<td>JOUR 343</td>
<td>Print Design</td>
</tr>
<tr>
<td>JOUR 443</td>
<td>Interactive Ad Design</td>
</tr>
<tr>
<td>JOUR 444</td>
<td>Adv. Interactive Ad Design</td>
</tr>
</tbody>
</table>

**6 hours of restricted electives**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOM 365</td>
<td>Basic TV Production</td>
</tr>
<tr>
<td>BCOM 385</td>
<td>Brdcs. Commercial Sales</td>
</tr>
<tr>
<td>JOUR 231</td>
<td>Intro. to Photography</td>
</tr>
</tbody>
</table>

**Creative Interactive Advertising Concentration**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 340</td>
<td>Creative Strategy/Copywriting</td>
</tr>
<tr>
<td>BCOM 264</td>
<td>Digital Video Production</td>
</tr>
<tr>
<td>JOUR 343</td>
<td>Print Design</td>
</tr>
<tr>
<td>JOUR 348</td>
<td>Intro to Int. Ad Design</td>
</tr>
<tr>
<td>JOUR 444</td>
<td>Adv. Interactive Ad Design</td>
</tr>
</tbody>
</table>

**no electives**
4. Rationale for the proposed program change:
Digital video production is becoming an integral part of interactive media development. Trends point to smaller Web video productions and fewer big budget TV ads. Deleting JOUR 347 Broadcast Advertising from the program and eliminating the Broadcast Advertising Concentration is a response to these trends. The revised Interactive Ad Design concentration will combine video and Web design skills to provide graduates with more marketable skills. The changes are more of a consolidation and sharpening of our focus. The result will be three concentrations in the Advertising Program: Account Services, Print Advertising Design and Interactive Advertising Design.

The new JOUR 348 Intro to Interactive Ad Design and BCOM 264 Digital Video Production will be added to the requirements of the revised Interactive Ad Design Concentration. JOUR 348 will also be added to the restricted electives in Account Services and Print Advertising Design as well as an option for majors to take BCOM 301 Mass Communication Law & Ethics.

5. Effective Catalog Year: Term: fall 2009
Provisions: Students entering the university for the first time or declaring the major in advertising fall 2009, will follow the new program. Students enrolled in the university prior to fall 2009, with a declared major in advertising/broadcast concentration, will finish their degree under the current catalog requirements, but will be allowed to substitute JOUR 347 Broadcast Advertising with BCOM 264 Digital Video Production.
With fewer than 10 Ad majors now in the Broadcast Advertising Concentration, its deletion will be of minimal impact to students. We will begin to advise majors away from this concentration.

6. Dates of prior committee approvals:
Advertising + Public Relations Program Faculty

SJ&B Curriculum Committee

PCAL Curriculum Committee

University Curriculum Committee

University Senate

Attachment: Program Inventory Form
Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)

Contact Person: Mac McKerral  mac.mckerral@wku.edu  745-5882

1. Identification of program:
   1.1 Current program reference number: 716
   1.2 Current program title: News/Editorial Journalism
   1.3 Credit hours: 39

2. Identification of the proposed program changes:
   • Total hours in the major changed from 39 to 42
   • Required courses added in the major: JOUR 131, 302, 261, 348, BCOM 264, 265
   • Required courses deleted in the major: JOUR 321, 343 or 336; 421 or 422
   • Number of elective hours changed from six to three
   • Restricted elective list changed from any course in SJ&B to JOUR 336, 341, 343, 355, 421, 422, 481, 491, 495, BCOM 368.
   • Add HIST 349 to required courses outside the major

3. Detailed program description:

<table>
<thead>
<tr>
<th>ADMISSION REQUIREMENTS:</th>
<th>ADMISSION REQUIREMENTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:</td>
<td>Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:</td>
</tr>
<tr>
<td>1) Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a “C”.</td>
<td>1) Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a “C”.</td>
</tr>
<tr>
<td>2) Completion of the following courses with at least a “C” : JOUR 201, 202, 232</td>
<td>2) Completion of the following courses with at least a “C” : JOUR 201, 202, 232</td>
</tr>
<tr>
<td>CURRICULUM: The major in news/editorial journalism (reference number 716) requires 39 semester hours and leads to the bachelor of arts degree. Of the 39 hours, 33 semester hours are specifically required, and 6 hours are chosen from restricted electives. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the news/editorial journalism major must have a minor or second major that is approved by the major advisor.</td>
<td>CURRICULUM: The major in news/editorial journalism (reference number 716) requires 42 semester hours and leads to the bachelor of arts degree. Of the 42 hours, 39 semester hours are specifically required, and 3 hours are chosen from upper division restricted electives. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the news/editorial journalism major must have a minor or second major that is approved by the major advisor.</td>
</tr>
</tbody>
</table>

Proposal Date: Jan. 18, 2008**
### REQUIRED COURSES  39 hours

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201</td>
<td>Media and Society</td>
</tr>
<tr>
<td>JOUR 202</td>
<td>Intro to Media Writing</td>
</tr>
<tr>
<td>JOUR 131</td>
<td>Intro to Digital Photography</td>
</tr>
<tr>
<td>JOUR 231</td>
<td>Introduction to Photography</td>
</tr>
<tr>
<td>JOUR 232</td>
<td>Elect Tech for Journalism</td>
</tr>
<tr>
<td>JOUR 261</td>
<td>Introduction to New Media</td>
</tr>
<tr>
<td>BCOM 264</td>
<td>Digital Video Production</td>
</tr>
<tr>
<td>BCOM 265</td>
<td>Basic Broadcast News</td>
</tr>
<tr>
<td>JOUR 301</td>
<td>Press Law and Ethics</td>
</tr>
<tr>
<td>JOUR 302</td>
<td>Intermediate Reporting</td>
</tr>
<tr>
<td>JOUR 348</td>
<td>Intro to Interactive Advertising</td>
</tr>
<tr>
<td>JOUR 426</td>
<td>Advanced Reporting (capstone)</td>
</tr>
<tr>
<td>JOUR 343</td>
<td>Print Design</td>
</tr>
<tr>
<td>JOUR 336</td>
<td>Picture Editing</td>
</tr>
<tr>
<td>JOUR 421</td>
<td>American Press History</td>
</tr>
<tr>
<td>JOUR 422</td>
<td>Current Issues in Mass Communication</td>
</tr>
<tr>
<td></td>
<td>Plus six hours of electives</td>
</tr>
</tbody>
</table>

**Restricted Electives – 3 hours upper division course, select from list below**

- JOUR 336 Picture Editing
- JOUR 341 Principles of Advertising
- JOUR 343 Print Design
- JOUR 355 Fundamentals of Public Relations
- JOUR 421 American Press History
- JOUR 422 Current Issues in Mass Comm
- JOUR 481 Problems in Mass Communication
- JOUR 491 Internship/Practicum
- JOUR 495 Collaborative Journalism
- BCOM 368 News Videography & Editing
- ECON 203 Macroeconomics
- PS 110 American National Government
- PS 210 State and Local Government
- HIST 349 The United States Since 1945
- GEOG 110 World Regional Geography
- GEOG 360 Geography of North America

**Requirements outside major**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 203</td>
<td>Macroeconomics</td>
</tr>
<tr>
<td>HIST 241</td>
<td>United States Since 1865</td>
</tr>
<tr>
<td>PS 110</td>
<td>American National Government</td>
</tr>
<tr>
<td>PS 210</td>
<td>State and Local Government</td>
</tr>
<tr>
<td>GEOG 110</td>
<td>World Regional Geography</td>
</tr>
<tr>
<td>GEOG 360</td>
<td>Geography of North America</td>
</tr>
</tbody>
</table>

### Rationale for the proposed program change:

The overall philosophy for the major change deals with the changing landscape of the news media industry, specifically the move of all media outlets to a “24-7” news cycle and the need for journalists to be able to produce the same news story in multiple media platforms. The proposed major change leaves the written news story at the core of the major, which we believe is very important. However, it also gives a News/Editorial Journalism major exposure to producing news stories using the combined media of audio, visual (still and motion) and print. If our graduates are to get the best jobs, they need this exposure.

Specifically the proposal:

* Adds JOUR 302, Intermediate Reporting to bridge a gap between the Intro Media Writing class and two upper division writing classes, JOUR 325 and JOUR 426.
• Drops JOUR 231 Intro to Photography and adds JOUR 131 Digital Photography. The photojournalism program developed JOUR 131 course specifically for non-photo majors.
• Adds four classes in audio/video and multimedia to enhance the multimedia signature of the major. It should be noted that we included an advertising class JOUR 348, Intro to Interactive Advertising, in the core because of the heavy emphasis this course places on multimedia skill development.
• Expands the hours required in the major to increase the options for more multimedia classes or to allow students to take more traditional journalism classes.
• Eliminates the required JOUR 321, Public Affairs Reporting class but moves content from this class into the JOUR 302, Intermediate Reporting course.
• Adds a modern American history class to classes required outside the major to better prepare our students for reporting on contemporary U.S. and world issues.

5. Effective Catalog: fall 2009
Students entering the university for the first time or declaring the major in News/Editorial Journalism fall 2009, will follow the new program.
Students enrolled in the university prior to fall 2009, with a declared major in News/Editorial, will finish their degree under the current catalog requirements, if necessary they may file specific course exceptions in iCAP to substitute JOUR 131 for 231; JOUR 302 for JOUR 321.

6. Dates of prior committee approvals:

<table>
<thead>
<tr>
<th>Committee</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Editorial Committee</td>
<td>1/18/08</td>
</tr>
<tr>
<td>SJ&amp;B Curriculum Committee</td>
<td>2/22/08</td>
</tr>
<tr>
<td>School of Journalism &amp; Broadcasting</td>
<td>2/22/08</td>
</tr>
<tr>
<td>PCAL Curriculum Committee</td>
<td>4/3/08</td>
</tr>
<tr>
<td>University Curriculum Committee</td>
<td>April 24, 2008</td>
</tr>
<tr>
<td>University Senate</td>
<td></td>
</tr>
</tbody>
</table>

Attachment: Program Inventory Form
Proposal Date: 2/15/08

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)

Contact Person: James H. Kenney  james.kenney@wku.edu  745-6307

1. **Identification of program:**
   1.1 Current program reference number: 750
   1.2 Current program title: Major in Photojournalism
   1.3 Credit hours: 39

2. **Identification of the proposed program changes:**
   - Merging New Media Publishing track into Photojournalism track creating one Photojournalism list of coursework
   - Delete New Media Publishing track
   - Courses required for admission to the major changes from JOUR 201, 202, 231, 332, 333 to JOUR 201, 202, 231, 261
   - Change hours of completed coursework required for admission from 48 to 30
   - Total hours in the major changed from 39 to 42
   - Adding to required courses JOUR 261, 302, 362
   - Deleting JOUR 321, 332, 463 from required courses in the major
   - Adding MGT 312 to required courses outside the major
   - Restricted electives changed from JOUR 261, 323, 325, 362, BCOM 266 to JOUR 323, 325, 443, BCOM 368

3. **Detailed program description:**

| The major in photojournalism (reference number 750) requires 39 semester hours and leads to the bachelor of arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major advisor. Photojournalism majors have a choice between two areas of study, Photojournalism and New Media Publishing. Major in Photojournalism—Photojournalism concentration ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted: Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. | The major in photojournalism (reference number 750) requires 42 semester hours and leads to the bachelor of arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major advisor. Photojournalism majors have a choice between two areas of study, Photojournalism and New Media Publishing. ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted: Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM |
Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C". Completion of the following courses with at least a "C": JOUR 201, 202, 231, 333, 332

REQUIRED COURSES IN THE MAJOR

Photojournalism concentration -- 33 hours

JOUR 201 Media and Society
JOUR 202 Intro to Newswriting, Reporting
JOUR 231 Introduction to Photography

One of the following two courses
JOUR 301 Press Law and Ethics
BCOM 301 Mass CommLaw and Ethics
JOUR 321 Public Affairs Reporting
JOUR 332 Intro to Photojournalism Technologies
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
JOUR 432 Photojournalism Practicum
JOUR 436 Advanced Photojournalism (capstone)

RESTRICTED ELECTIVES 6 hours
Select from these courses
BCOM 266 Basic TV Production
JOUR 261 Intro New Media
JOUR 323 News Editing
JOUR 325 Editorial & Feature Writing
JOUR 362 Web Publishing

REQUIREMENTS OUTSIDE THE MAJOR

PS 110 American National Government
PS 210 State and Local Government
GEOG 110 World Geography
GEOG 360 Geography of N. America

Photojournalism-New Media Publishing Concentration

ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:
Completion of 48 hours of course works applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C". Completion of the following courses with at least a "C": JOUR 201, 202, 231, 261

REQUIRED COURSES IN THE MAJOR

Photojournalism -- 36 hours

JOUR 201 Media and Society
JOUR 202 Intro to Media Writing
JOUR 231 Introduction to Photography
JOUR 261 Introduction to Multimedia

One of the following two courses
JOUR 301 Press Law and Ethics
BCOM 301 Mass CommLaw and Ethics
JOUR 321 Public Affairs Reporting
JOUR 332 Intro to Photojournalism Technologies
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
JOUR 337 News Writing
JOUR 362 Web Narratives
JOUR 432 Photojournalism Practicum
JOUR 436 Photojournalism Projects (capstone)

RESTRICTED ELECTIVES 6 hours
Select from these courses
BCOM 266 Basic TV Production
JOUR 261 Intro New Media
JOUR 323 News Editing
JOUR 325 Feature Writing
JOUR 362 Web Publishing
JOUR 443 Interactive Advertising Design
BCOM 368 News Videography and Editing

REQUIREMENTS OUTSIDE THE MAJOR

PS 110 American National Government
PS 210 State and Local Government
MGT 312 Entrepreneurship

One of the following two courses
GEOG 110 World Geography
GEOG 360 Geography of N. America

The New Media Publishing track has been merged with the Photojournalism track.

ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:
Completion of 48 hours of course works applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C". Completion of the following courses with at least a "C": JOUR 201, 202, 231, 261
**COMM** 145 or **COMM** 161 (preferably **COMM** 161), **HIST** 119 or 120, the university math requirement, and **ENG** 100 with at least a "C". Completion of the following courses with at least a "C": **JOUR** 201, 202, 231, 261 and 232 or 332.

**REQUIRED COURSES IN THE MAJOR – New Media Publishing Concentration**

- **JOUR** 201 Media and Society
- **JOUR** 202 Intro to Newswriting, Reporting
- **JOUR** 231 Introduction to Photography
- **JOUR** 261 Intro New Media
- **BCOM** 264 Digital Video Production/Distribution

One of the following two courses

- **JOUR** 301 Press Law and Ethics
- **BCOM** 301 Mass Media Law and Ethics

**BCOM** 325 Survey Writing for Radio/TV

**RESTRICTED ELECTIVES 9 hours**

Select from these courses

- **JOUR** 323 News Editing
- **JOUR** 325 Editorial & Feature Writing
- **JOUR** 333 Lighting Technologies
- **JOUR** 334 Picture Stories
- **JOUR** 336 Picture Editing
- **BCOM** 325 Survey Writing for Radio/TV
- **BCOM** 368 News Videography/Editing

**REQUIREMENTS OUTSIDE THE MAJOR**

- **PS** 110 American National Government
- **PS** 210 State and Local Government

One of the following two courses

- **GEOG** 110 World Geography
- **GEOG** 360 Geography of N. America

---

4. **Rationale for the proposed program change:** The New Media Publishing track was developed for the Photojournalism program at a time when there were rapid changes beginning to take place in the journalism field, especially in terms of the use of multimedia to gather and deliver visual information. A separate track helped accommodate those students interested in these changes while the Photojournalism track was maintained for those wanting to stay with traditional photojournalism. The decision to integrate the New Media Publishing track into the Photojournalism track is a reflection of an industry that no longer separates multimedia from traditional photojournalism. Mastering multimedia skills is no longer an option but a requirement. More is expected of photojournalism students entering the profession, and this new program change will prepare them for success.

**JOUR** 302 Intermediate Reporting will replace **JOUR** 321 Public Affairs Reporting and provide a stronger background in news writing for Photojournalism students. The addition of **MGT** 312 Entrepreneurship is in response to the need for Photojournalism students to obtain some small business training, since so many are starting their own freelance photography businesses.

**JOUR** 332 Photojournalism Technologies is being deleted in an effort to streamline the integration of the New Media Publishing track into the Photojournalism track and prevent expanding the major beyond 42 hours. Students will be able to obtain the technical and aesthetic skills they learned in **JOUR** 332 (more
actually) through the new program, which is adding an extra class to the mix compared to the previous program. JOUR 463 Projects in New Media is being deleted because there is no longer a need for a second capstone course, and the capstone remaining, JOUR 436, will incorporate the technical elements of JOUR 463, therefore giving the skills and training students need to successfully complete the major and be even more competitive in the photojournalism field.

The courses required for admission to the major has changed from five to four, and total university hours required for admission to the major have been lowered from 48 to 30 in an effort make the status change of majors from “seeking admission” to “accepted” a more timely transition. For those deciding to stay in the major, the earlier transition avoids unnecessary delay in acceptance. For those deciding to drop the major, the earlier transition means that they have not invested an undue amount of time and coursework in the major before making this decision.

The increase in total hours for the major from 39 to 42 hours reflects the integration of New Media Publishing track into the Photojournalism track. To stay at 39 would mean losing the critical content of the New Media Publishing track. More is expected of Photojournalism students graduating into the profession; this increase in total hours helps service these expectations.

The change in restricted electives adds JOUR 443 Interactive Advertising Design, which includes extensive training in Flash programming for the Web, a skill set that some Photojournalism majors want to pursue beyond the basic training in this area offered in the Photojournalism program. BCOM 368 News Videography and Editing was added and BCOM 266 Basic TV Production dropped because BCOM 368 will better serve the needs of Photojournalism students wishing to receive more extensive training in video gathering of news stories.

5. **Effective Catalog Year:** fall 2009

   Students in the current program will be accommodated to ensure timely completion of their degree.

   Current New Media Publishing track majors will be able to take JOUR 436 Photojournalism Projects in place of JOUR 463 Projects in New Media to complete their major. JOUR 302 Intermediate Writing may substitute for JOUR 321 Public Affairs Writing. Any restricted electives that were part of the New Media Publishing Concentration will be honored in order to allow students timely completion of their degree.

   Accommodations for prerequisites will be made for any student in the New Media Concentration that has not taken JOUR 332 Photo Technologies by spring 2009. Beginning in fall 2008, new students will be advised about the merging concentrations in the new program.

6. **Dates of prior committee approvals:**

   - Photojournalism Faculty 1/10/08
   - SJ&B Curriculum Committee 2/22/08
   - School of Journalism & Broadcasting 2/22/08
   - PCAL Curriculum Committee 4/3/08
   - University Curriculum Committee April 24, 2008
   - University Senate

Attachment: Program Inventory Form
Proposal Date: 2/11/2008

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise A Program
(Action Item)

Contact Person: Cliff Shaluta  e-mail: cliff.shaluta@wku.edu  Phone: 5-5833

1. Identification of program:
   1.1 Current program reference number: 303
   1.2 Current program title: Minor in Advertising for Graphic Design Majors
   1.3 Credit hours: 30

2. Identification of the proposed program changes:
   • Delete option to take either JOUR 347 or JOUR 443 from course list
   • Add JOUR 348

3. Detailed program description:
   Current Ad Minor for G. Dgn. 30 hrs     Proposed Ad Minor for G. Dgn. 30 hrs
   JOUR 201 - Media & Society                JOUR 201 - Media & Society
   JOUR 202 - Intro Newswriting, Rptng      JOUR 202 - Intro to Media Writing
   JOUR 341 - Prin. of Advertising          JOUR 341 - Prin. of Advertising
   JOUR 344 - Adv. in a Digital World       JOUR 344 - Adv. in a Digital World
   JOUR 340 - Creative Strategy/CW          JOUR 340 - Creative Strategy/CW
   JOUR 343 - Print Design                  JOUR 343 - Print Design
   JOUR 345 - Copywriting & Layout          JOUR 345 - Copywriting and Layout
   JOUR 347 - Broadcast Advertising*        JOUR 347 - Broadcast Advertising
   OR JOUR 443 - Interactive Ad Design*     OR JOUR 443 - Interactive Ad Design*
   JOUR 348 - Intro to Interactive Ad Design*

   *bold denotes proposed changes

4. Rationale for the proposed program change:
The change to the Ad minor for Graphic Design majors is a result of the addition of JOUR 348 Intro to Interactive Ad Design to the Advertising curriculum. Since JOUR 348 will now be a prerequisite for JOUR 443 Interactive Ad Design, JOUR 443 is being removed from the electives for Graphic Design majors pursuing an Advertising minor. JOUR 347 Broadcast Advertising will be deleted from course inventory in spring 2009.

5. Effective Catalog Year: Term: fall 2009
   Provisions: Students entering the university for the first time or declaring the minor in advertising fall 2009, will follow the new program. Students enrolled in the university prior to fall 2009, with a declared minor in advertising, will be allowed to substitute either JOUR 347 or JOUR 443 Interactive Ad Design for JOUR 348. Currently, there are fewer than 10 Ad minors from Graphic Design, the impact on students will be minimal.

6. Dates of prior committee approvals:
   Advertising + Public Relations Program Faculty  2/19/08
   S&J&B Curriculum Committee              2/22/08
   PCAL Curriculum Committee               4/3/08
   University Curriculum Committee        April 24, 2008
   University Senate

Attachment: Program Inventory Form
Proposal Date: 2/11/2008

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise A Program
(Action Item)

Contact Person: Cliff Shaluta  e-mail: cliff.shaluta@wku.edu  Phone: 5-5833

1. Identification of program:
   1.1 Current program reference number: 306
   1.2 Current program title: Minor in Advertising for Marketing Majors
   1.3 Credit hours: 27

2. Identification of the proposed program changes:
   • Delete JOUR 347 from Ad minor for Marketing Majors
   • Delete JOUR 443 from electives for Ad minor for Marketing Majors
   • Add JOUR 348 to electives for Ad minor for Marketing Majors

3. Detailed program description:

<table>
<thead>
<tr>
<th>Current Ad Minor for Mkt. - 27 hours</th>
<th>Proposed Ad Minor for Mkt. - 27 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201 - Media &amp; Society</td>
<td>JOUR 201 - Media &amp; Society</td>
</tr>
<tr>
<td>JOUR 202 - Intro Newswriting,Rptng</td>
<td>JOUR 202 - Intro Media Writing</td>
</tr>
<tr>
<td>JOUR 341 - Prin. of Advertising</td>
<td>JOUR 341 - Prin. of Advertising</td>
</tr>
<tr>
<td>JOUR 344 - Adv. in a Digital World</td>
<td>JOUR 344 - Adv. in a Digital World</td>
</tr>
<tr>
<td>JOUR 346 - Account Planning</td>
<td>JOUR 346 - Account Planning</td>
</tr>
<tr>
<td>JOUR 349 - Advertising Media</td>
<td>JOUR 349 - Advertising Media</td>
</tr>
<tr>
<td>JOUR 446 - Advertising Campaigns</td>
<td>JOUR 446 - Advertising Campaigns</td>
</tr>
</tbody>
</table>

3 hour elective:  JOUR 340 - Creative Strategy/CW
JOUR 343 - Print Design
MKT 328 - Marketing on the Web
JOUR 347 - Broadcast Advertising
delete J347 from Ad program
JOUR 348 - Intro to Int. Ad Design*

JOUR 355 - Fundamentals of PR
JOUR 443 - Interactive Ad Design*
delete J443 from electives for Mkt. Majors
JOUR 481 - Problems in Mass Comm.

*denotes proposed changes
4. **Rationale for the proposed program change:**

The change to the Ad minor for Marketing majors is a result of the addition of JOUR 348 *Intro to Interactive Ad Design* to the Advertising curriculum. Since JOUR 348 will now be a prerequisite for JOUR 443 Interactive Ad Design, JOUR 443 is being removed from the electives for Marketing majors pursing a Advertising minor.

5. **Effective Catalog Year: fall 2009**

**Provisions:** Students entering the university for the first time or declaring the minor in advertising fall 2009, will follow the new program. Students enrolled in the university prior to fall 2009, with a declared minor in advertising, will be allowed to substitute JOUR 443 *Interactive Ad Design* for JOUR 348. Currently, there are fewer than five Ad minors from Marketing, the impact on students will be minimal.

6. **Dates of prior committee approvals:**

   - Advertising + Public Relations Program Faculty 2/19/08
   - SJ&B Curriculum Committee 2/22/008
   - PCAL Curriculum Committee 4/3/08
   - University Curriculum Committee April 24, 2008
   - University Senate

**Attachment:** Program Inventory Form
Proposal Date: 03/03/2008

Gordon Ford College of Business
Department of Management
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Zubair Mohamed  E-mail: zubair.mohamed@wku.edu  Phone: 5-6360

1. **Identification of course:**
   1.4 Current course prefix (subject area) and number: MGT 313
   1.5 Course title: Quantitative Methods
   1.6 Credit hours: 3

2. **Revise course title:**
   2.1 Current course title: Quantitative Methods
   2.2 Proposed course title: Decision Modeling
   2.3 Proposed abbreviated title: Decision Modeling
   2.4 Rationale for revision of course title: The title reflects the course content and the needs of the business.

3. **Revise course number:**
   3.1 Current course number:
   3.2 Proposed course number:
   3.3 Rationale for revision of course number:

4. **Revise course prerequisites/corequisites/special requirements:**
   4.1 Current prerequisites/corequisites/special requirements:
   4.2 Proposed prerequisites/corequisites/special requirements:
   4.3 Rationale for revision of course prerequisites/corequisites/special requirements:
   4.4 Effect on completion of major/minor sequence:

5. **Revise course catalog listing:**
   5.1 Current course catalog listing: Quantitative methods teaches a logical approach to problem solving. The problem is viewed as the focal point of analysis, and appropriate quantitative models are applied to obtain a solution. Microcomputers and quantitative methods software are used to solve complex problems that are similar to those faced by business managers.

   5.2 Proposed course catalog listing: This course deals with modeling problems that are similar to those faced by business managers. The problem is viewed as the focal point of analysis, and appropriate decision modeling tools are applied to obtain a solution.

   5.3 Rationale for revision of course catalog listing: The revised course listing reflects the focus and delivery method of the course content.

6. **Revise course credit hours:**
   6.4 Current course credit hours:
   6.5 Proposed course credit hours:
6.6 Rationale for revision of course credit hours:

7. **Effective Catalog Year:** Fall 2008

8. **Dates of prior committee approvals:**

   Management Department 3/03/2008

   Ford College Curriculum Committee 4/09/2008

   University Curriculum Committee April 24, 2008

   University Senate

Attachment: Course Inventory Form
Proposal Date: February 1, 2008

Gordon Ford College of Business
Department of Management
Proposal to Create a New Major Program
(Action Item)
Contact Person: Zubair Mohamed, zubair.mohamed@wku.edu, 5-6360

1. Identification of program:
   1.7 Program title: Entrepreneurship
   1.8 Degree: Bachelor of Science
   1.9 Classification of Instructional Program Code (CIP): 52.0701
   1.10 Required hours in proposed major program: 81 hours specific to major, 128 total credit hours.
   1.11 Special information:
   1.12 Program admission requirements:
   1.13 Catalog description:
   The Entrepreneurship Program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of a fast-growth firm, to be leaders in social or non-profit activities, and to be corporate “intrapreneurs” if employed in larger firms.

2. Rationale:
   2.1 Reason for developing the proposed major program:
   There is significant growth in entrepreneurial activities and programs across the nation and globe. The Kauffman Foundation reports that a large percentage of high school students (seven out of ten) want to have their own business and are choosing colleges that offer an entrepreneurship major. Entrepreneurship programs across the country make a solid claim to being the most rapid growth academic area with more than 300 universities offering new Majors in Entrepreneurship; 500 offering new Minors in Entrepreneurship; and more than 600 having newly created endowed chairs in entrepreneurship. Since the introduction of the Entrepreneurship Minor at WKU in 2003, the program has grown to over 150 minors. The interdisciplinary aspect of the Entrepreneurship Major in combination with other majors across campus and within the Gordon Ford College of Business adds to the overall benefit of the Major to WKU as a cross-disciplinary asset.

   The Entrepreneurship Major will also directly address the issue of Kentucky students staying in Kentucky once they graduate. The Entrepreneurship Major opens many doors of opportunity in employment throughout the Commonwealth, but particularly in South-Central Kentucky. Minors in entrepreneurship over the past three years have been highly sought after by area employers obtaining some of the best jobs available upon graduation. A good example is Hitcents which has grown from 3 people to over 50 people in five years, employing several WKU entrepreneurship students.

   2.2 Projected enrollment in the proposed major program:
   Based upon the rapid growth of the Entrepreneurship Minor to over 150 students in a three year period and the experience of other universities as they initiated their Entrepreneurship Majors, a reasonably conservative projection would be 60 majors within two years of creation with a rapid growth rate at that point to 100-150 majors within four years.
2.3 Relationship of the proposed major program to other programs now offered by the department:
The Entrepreneurship Major will complement the other majors offered within the Management Department and Gordon Ford College of Business.

Comparison of Entrepreneurship Emphasis To Business Administration Emphasis:

<table>
<thead>
<tr>
<th>Business Administration</th>
<th>Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 311</td>
<td>MGT 312</td>
</tr>
<tr>
<td>MGT 305/MATH 119</td>
<td>MGT 305/MATH 119</td>
</tr>
<tr>
<td>MGT Elective</td>
<td>MGT Elective</td>
</tr>
<tr>
<td>Senior Assessment</td>
<td>Senior Assessment</td>
</tr>
<tr>
<td>MGT 498/496</td>
<td>MGT 496</td>
</tr>
<tr>
<td>FIN Elective</td>
<td>FIN 441</td>
</tr>
<tr>
<td>MKT Elective</td>
<td>MKT 427</td>
</tr>
<tr>
<td>ECON 414</td>
<td>Entrepreneurship Elective 1</td>
</tr>
<tr>
<td>ACCT 315</td>
<td>Entrepreneurship Elective 2</td>
</tr>
<tr>
<td>MGT 361</td>
<td>Entrepreneurship Elective 3</td>
</tr>
<tr>
<td>MGT 417</td>
<td>Approved Elective</td>
</tr>
<tr>
<td>Prof. Elective</td>
<td>Approved Elective</td>
</tr>
<tr>
<td>MGT 313</td>
<td>MGT 313</td>
</tr>
</tbody>
</table>

2.4 Relationship of the proposed major program to other university programs:
The design of the Entrepreneurship Major is intentionally flexible to allow students to design a program of direct relevance to their career choice. As a stand-alone major, it is anticipated many students will achieve dual majors utilizing Entrepreneurship as an expansion of a traditional discipline. Numerous courses within the specified required classes and electives are offered by multiple departments. As other departments develop or identify contemporary courses that have an entrepreneurship slant, they will be incorporated into the major to allow students maximum flexibility. One of the hallmarks of entrepreneurship education is that innovative thinking is universal across disciplines. Once originality has become the acid test of success, the Entrepreneurship Major will strive to provide linkages throughout the GFCOB and the entire campus to make the major a relevant consideration for all students.

2.5 Relationship of the proposed major program to similar programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions):
Northern Kentucky University initiated the first Entrepreneurship Major in Kentucky two years ago with four entrepreneurship courses and a senior portfolio course. Morehead University created the second program in Kentucky last year with four entrepreneurship courses and three approved small business electives. The third regional program is the Middle Tennessee State University Entrepreneurship Major developed in the fall of 2000. This major at MTSU has four required entrepreneurship classes.

The proposed Entrepreneurship Major at WKU provides greater breadth and depth than these universities used for comparison. Further opportunities for Entrepreneurship Majors to participate in entrepreneurial activities with the Center of Entrepreneurship and Innovation (CEI), the Innovation and Commercialization Center (ICC), the new student “Fusion” project at the WKU Research and Development Center, the Students in Free Enterprise National Award Winning Team, the Small Business Institute (SBI), a new business plan competition being established with all universities in Kentucky, and cross-campus entrepreneurial activities such as the Entrepreneurship Expo in April match or far exceed opportunities in the comparison schools.

2.6 Relationship of the proposed major program to the university mission and objectives:
The Entrepreneurship Major is consistent with the University’s mission to prepare students to be “productive, engaged leaders in a global society.” Inspired faculty promoting “entrepreneurial success” is central to the University’s Statement of Purpose. Further references to cross-
disciplinary programs, economic development, technological innovation, and improvement of education in elementary and secondary schools are embedded within the proposed Entrepreneurship Major. Finally, Entrepreneurship Majors will be very active in cross-campus, community, and competitive events both regionally and nationally.

3. **Objectives of the proposed major program:**
   - Help students to be inspired to recognize and develop their entrepreneurship potential.
   - Provide a flexible program of course delivery from multiple disciplines to assist students in developing interdisciplinary understanding of entrepreneurship.
   - Support student engagement by involving students at all levels in the University, community, and entrepreneurship support groups.
   - Provide lifelong development of character, leadership skills, passion for achievement, self-confidence, and ownership thinking by encouraging students to embrace a philosophy of entrepreneurship in their personal and professional lives.
   - Encourage students to engage in leading edge research and product development.
   - Promote the creation of business plans and interdisciplinary prototype development through cooperative network strategies across campus, with the WKU Research and Development Center, and the WKU Entrepreneurial Network.
   - Encourage new venture creation and commercialization of technology among students through corporate, public sector, grant, and private support.
   - Maintain high standards of conduct both ethically and legally throughout the framework of development of the entrepreneurship program.

4. **Program description:**

4.1 **Curriculum:**

<table>
<thead>
<tr>
<th>General Education</th>
<th>44-45 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Core: Same As All Business Majors</td>
<td>39-45 Hours</td>
</tr>
<tr>
<td>Entrepreneurship Major:</td>
<td>36 Hours</td>
</tr>
<tr>
<td>Non-specified Electives</td>
<td>2-9 Hours</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>128 Hours</strong></td>
</tr>
</tbody>
</table>

**Entrepreneurship Required Classes:**

MGT 305  Ethics and Critical Thinking
MGT 312  Entrepreneurship
MGT 496  Small Business Analysis & Policy
FIN 441  Entrepreneurial Finance
MKT 427  Entrepreneurial Marketing

**Entrepreneurship Required Electives**

21 Hours

15 Hours:

Pick five courses from this list with at least two areas represented.

- ACCT 315  Management Accounting
- ECON 414  Managerial Economics
- MKT 323  Services Marketing
- MKT 325  Personal Selling
- MKT 328  Marketing on the World Wide Web
- MKT 329  Business-to-Business Marketing
- MGT 308  Innovation Management
- MGT 311  Human Resource Management
- MGT 333  Management of Nonprofit Organizations
- MGT 463  Small Business Management
- MGT 490  Practicum/Internship in Management
SM 346 Business Resource Development

6 Hours:
Two additional courses must also be selected and approved by the Management Department Chair that customize the entrepreneurial interest area of the student. These two courses may come from this list, but could also be from any discipline on campus that strengthens that student’s specific interest in entrepreneurship.

4.2 Accreditation, certification, approval, and/or licensure:
The proposed major in Entrepreneurship will comply with AACSB standards for Gordon Ford College of Business Bachelor of Science degrees.

4.3 Program delivery:
The program will be delivered through traditional classroom instruction and cooperative applied venues including WKU Engineering, the Research and Development Center, and the Center for Entrepreneurship and Innovation. Students will be encouraged to participate in relevant internships, student entrepreneurship laboratories and prototype development opportunities, and entrepreneurship student organizations such as Students in Free Enterprise (SIFE).

5. Resources:

5.1 Faculty: Current faculty resources are sufficient.

5.2 Technological and electronic informational resources (e.g., databases, e-journals)
Current University, College, and Departmental access to databases, e-journals, and electronic information sources are sufficient.

5.3 Facilities and equipment:
The proposed Entrepreneurship Major will also require strong support for the entrepreneurial infrastructure supporting the program. This includes funding for the Center of Entrepreneurship and Innovation, implementation of the student laboratory and consulting service (Fusion Center) at the Research and Development Center, Students in Free Enterprise support, internship opportunities, interdisciplinary initiatives such as the WKU Entrepreneurial Network recently created, and programs associated with Honors, Engineering, and other colleges on campus.

As indicated previously, most facilities and equipment necessary to implement the Entrepreneurship Major are in place. Funding for University level initiatives, such as the opportunities planned for students at the Research and Development Center, will be needed as opportunities emerge and are approved.

6. Effective Catalog Year:  Fall 2008

7. Dates of prior committee approvals:

Management Department/Division:  11/26/07
Gordon Ford College of Business Curriculum Committee  02/13/2008
University Curriculum Committee  April 24, 2008
University Senate

Attachment: Program Inventory Form
Proposal Date: March 27, 2008

Bowling Green Community College
Associate Degree Nursing Program
Health Science Division
Proposal to Revise A Program
(Proposal)
Kacy Harris, 270-780-2510, kacy.harris@wku.edu

1. Identification of program:
   1.14 Current program reference number: 273
   1.15 Current program title: Associate Degree Nursing Program
   1.16 Credit hours: 72 hours

2. Identification of the proposed program changes:
   Grade point average for the applicant with an earned bachelor’s degree or higher will be calculated using only the nursing program’s required non-nursing courses.

3. Detailed program description:

   | Applications must be completed for admission to Bowling Green Community College of Western Kentucky University and the Associate Degree Nursing Program. |
   | (Applications must be obtained from the Bowling Green Community College before enrolling in Nursing courses. |
   | Nursing Program application must be received by February 1 for fall semester. For spring admission, applications must be received by September 1. |
   | The applicant must achieve a minimum score of 72 on the Educational Resources Incorporated’s Nurse Entrance Test (NET) in order to be considered for admission in spring 2007. The following courses must be completed or in progress in order to be considered for admission: BIO 131C, MA 109C, or MA 116C and CFSC 111C. |
   | The applicant must have 10 or more earned university credits and must have a cumulative grade point average of 2.75 in order to be considered for admission. |
   | The applicant with 10 or less earned university credits must submit ACT examination results with application. Consideration for admission cannot be given until these scores are available in the department. |
   | Applications must be completed for admission to Bowling Green Community College of Western Kentucky University and the Associate Degree Nursing Program. |
   | (Applications must be obtained from the Bowling Green Community College before enrolling in Nursing courses. |
   | Nursing Program application must be received by February 1 for fall semester and September for spring admission. |
   | The applicant must achieve a minimum score of 72 on the Educational Resources Incorporated’s Nurse Entrance Test (NET) in order to be considered for admission in spring 2007. The following courses must be completed or in progress in order to be considered for admission: BIO 131C, MA 109C, or MA 116C and CFSC 111C. |
   | The applicant must have 10 or more earned university credits and must have a cumulative grade point average of 2.75 in order to be considered for admission. |
   | The applicant with 10 or less earned university credits must submit ACT examination results with application. Consideration for admission cannot be given until these scores are available in the department. |
   | Grade point average for the applicant with an earned bachelor’s degree or higher will be calculated using only the nursing program’s required non-nursing courses. The program’s |
4. **Rationale for the proposed program change:**

This change will allow students with a less than 2.75 overall GPA on their previously earned bachelor’s degree or higher to be considered in the Associate Degree Nursing Program (ADN). This policy will increase the number of qualified students eligible for the ADN program each semester. Students with earned degrees have completed a large number of credit hours overall. Their GPA may be below 2.75; however, the required non-nursing course grades reflect a higher GPA. These are the grades the program deems most pertinent for success in the nursing program.

5. **Effective Catalog Year:** Spring 2009

6. **Dates of prior committee approvals:**

   Health Sciences Division: 4/2/08

   Bowling Green Community College Curriculum Committee 4/11/2008

   University Curriculum Committee __April 24, 2008________

   University Senate ______________

**Attachment:** Program Inventory Form
Proposal Date: Jan. 8, 2008

Ogden College of Science and Engineering
Department of BIOLOGY
Proposal to Create a New Course
(Action Item)

Contact Person: Nilesh Sharma, email: nilesh.sharma@wku.edu  phone: 5-6593

1. Identification of proposed course:
   - Course prefix (subject area) and number: BIOL 490
   - Course title: Plants as Alternative Therapeutics
   - Abbreviated course title: Plants as Alt. Therap.
   - Credit hours and contact hours: 3.0
   - Prerequisites: BIOL 120 and BIOL 122, or BIOL 150 and BIOL 151, or consent of instructor
   - Course catalog listing: Exploration of plants used in traditional medicine with emphasis on pharmacological implications as evidenced in modern clinical research. Examines therapeutic actions of phytochemicals on major human illnesses.

2. Rationale:
   - Reason for developing the proposed course: CAM (Complementary and Alternative Medicine) is one of the thrust areas of research for the National Institute of Health and other global health agencies. This course enhances students’ appreciation and understanding of plants as a valuable source of complementary and alternative medicines. This course may attract a multidisciplinary clientele. The target student population will comprise Pre-medicine, Predentistry, Prepharmacy, agriculture, nursing and public health students.
   - Projected enrollment in the proposed course: 15-20 students, based upon inquiry and response received from a one-time offering as a special topics class (BIOL 475)
   - Relationship of the proposed course to courses now offered by the department: There is no overlap between this course and others in the undergraduate programs of the Biology Department. This course broadens the scope of Plant Biology and Diversity (BIOL 222) and Plant Physiology (BIOL 400). It also complements content taught in Biochemistry II (BIOL 467), Introduction to Toxicology (BIOL 420), and Plant Biotechnology (BIOL 496).
   - Relationship of the proposed course to courses offered in other departments: No other department at WKU offers a course similar to the proposed course. Students with concentration in biochemistry/organic chemistry, agriculture, nursing and public health will find this course interesting, as it provides applicable areas for each group.
   - Relationship of the proposed course to courses offered in other institutions: Several benchmark and other institutions in the United States offer courses concerning medicinal plants and their potential to affect human health: Middle Tennessee State University (Medical Botany: BIOL-440); Indiana State University (Integrative Medicine: LIFS 491); University of Northern Iowa (Alternative Health & Complementary
3. Discussion of proposed course:

3.1 Course objectives:
To develop an
- Appreciation for ethnobotanical knowledge pervading through ages
- Awareness of various medical conditions in humans
- Understanding of the diversity of phytochemicals and their pharmacological/therapeutic ramifications
- Awareness for the need of plant-mediated therapeutics

3.2 Content outline:
Traditional Systems of Medicine:
- Ayurveda
- Chinese medicine
- Egyptian medicine
- Native American medicine
Phytochemicals I
Phytochemicals II
Various medical conditions and the role of phytochemicals in their treatment/prevention:
- Cardiovascular diseases
- Gastrointestinal; liver disorders
- Autoimmune diseases; AIDS
- Respiratory disorders; COPD & cystic fibrosis
- Reproduction-male; Aphrodisiacs
- Cancer
- Reproduction-female; birth control
- CNS-related disorders: Alzheimer’s disease; depression
- Skin diseases; herbal cosmetics
- Oral hygiene

3.3 Student expectations and requirements:
Students will attend lectures and display mastery of the course content through exams and production of a term paper.

3.4 Tentative texts and course materials:

4. Resources:
4.14.3 Library resources:
Adequate; see Library Resource Form and Bibliography

4.24.4 Computer resources:
Open student computer labs. Adequate free material available online

5. Budget implications:

5.15.5 Proposed method of staffing:
Existing faculty

5.25.6 Special equipment needed:
None

5.35.7 Expendable materials needed:
None

5.45.8 Laboratory materials needed:
None

6. Effective Catalog Year: Spring 2009

7. Dates of prior committee approvals:

Biology Department/Division: 2/20/2008

Ogden Curriculum Committee: 4/3/2008

University Curriculum Committee: April 24, 2008

University Senate: _______________________

Attachment: Bibliography, Library Resources Form, Course Inventory Form
Proposal Date: 2/7/07

Ogden College of Science & Engineering
Department of Architectural and Manufacturing Sciences
Proposal to Revise a Program

Action Item

Contact Person: K. Brent Askins  brent.askins@wku.edu  745-3251

1. Identification of program:
   1.1 Current program reference number: 599
   1.2 Current program title: Industrial (Vocational, Career, and Technical) Education
   1.3 Credit hours: 71-79

2. Identification of the proposed program changes:
   - Create two concentrations within the 599 program: Technology Education and Vocational Education
   - Alter two requirements for Technology Education (formerly part of 571 Industrial Sciences)
   - Add EDU 489 3hrs, replace SEC 490 5 hrs and MGE 490 5 hrs with SEC 490 10 hrs

3. Detailed program description:

<table>
<thead>
<tr>
<th>TECHNICAL ELECTIVES</th>
<th>48 hrs</th>
<th>48 hrs</th>
<th>GENERAL ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Classes (New)</td>
<td>15</td>
<td>15</td>
<td>Professional Classes (Program #599)</td>
</tr>
<tr>
<td>Educational Psychology</td>
<td>PSY 310</td>
<td>3</td>
<td>PSY 310</td>
</tr>
<tr>
<td>Methods of Ind Ed</td>
<td>AMS 331</td>
<td>3</td>
<td>AMS 331</td>
</tr>
<tr>
<td>Foundations of Ind Voc and Career Ed</td>
<td>AMS 332</td>
<td>3</td>
<td>AMS 332</td>
</tr>
<tr>
<td>Inst Media and Curriculum in Ind Tech Ed</td>
<td>AMS 333</td>
<td>3</td>
<td>AMS 333</td>
</tr>
<tr>
<td>Introduction to Exceptional Child Ed Diversity in Learning</td>
<td>EXED 330</td>
<td>3</td>
<td>EXED 330</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vocational Education Concentration</th>
<th>8</th>
<th>Industrial (Voc, Career, and Tech Ed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations in Secondary Education</td>
<td>AMS 330</td>
<td>1</td>
</tr>
<tr>
<td>Classroom/Laboratory Management</td>
<td>AMS 334</td>
<td>3</td>
</tr>
<tr>
<td>Supv Student Teaching (Voc Ind &amp; Tech)</td>
<td>AMS 435</td>
<td>4</td>
</tr>
</tbody>
</table>

46
4. **Rationale for the proposed program change**

   The addition of EDU 489 to the Technology Education concentration is based upon requirements from our accreditation agency, National Council for the Accreditation of Teacher Education (NCATE), national trends outlined by professional societies, input from the College of Education and Behavioral Sciences, and practices at sister institutions. The content of EDU 489 will become a primary part of the PRAXIS test required for all graduating seniors in any teacher education program. This is at the direction of the Kentucky Educational and Professional Standards Board.

   MGE 490 is being dropped from Technology Education concentration because middle grades Technology Education programs are rare, making placements difficult. The hours will be replaced by adding 5 hrs to SEC 490 for a total of 10 hrs.

5. **Effective Catalog Year: Fall 2008**

6. **Dates of prior committee approvals:**

   - Architectural and Manufacturing Sciences: 3/27/07
   - Ogden College Curriculum Committee: 4/5/07
   - Professional Education Council: 5/9/07
   - University Curriculum Committee: April 24, 2008
   - University Senate:___________________
College of Health and Human Services
Department of Physical Education and Recreation
Proposal to Revise Course Credit Hours
(Action Item)
Contact Person: James Navalta, james.navalta@wku.edu, 745-6037

1. **Identification of course:**
   1.1 Current course prefix (subject area) and number: EXS 412
   1.2 Course title: Fitness Programming
   1.3 Credit hours: 3

2. **Proposed course credit hours:** 4

3. **Rationale for the revision of course credit hours:** Fitness Programming currently is a lecture-based course that builds on the knowledge gained in EXS 325 (Applied Exercise Physiology). Much of the content received during lecture can be enhanced and reinforced through hands-on experiences presented in a laboratory format (such as how to accurately perform tests for cardiovascular capacity, body composition, flexibility, muscular strength and endurance, etc.). The proposed change in course credit would reflect three hours of lecture, and an additional hour of laboratory based instruction.

4. **Effective Catalog Year:** Summer 2008

5. **Dates of prior committee approvals:**
   - Dept. of Physical Education & Recreation: 9/24/2007
   - CHHS Undergraduate Curriculum Committee: 11/27/2007
   - University Curriculum Committee: April 24, 2008
   - University Senate: 

**Attachment:** Course Inventory Form
Proposal Date: March 6, 2008

College of Health and Human Services
Department of Consumer and Family Sciences
Proposal to Revise a Program (Action Item)

Contact Person: Darbi Haynes-Lawrence, Ph.D., Darbi.Haynes-Lawrence@wku.edu, 52525 or Janet Fugate, Ed.S., Janet.Fugate@wku.edu, 54613

1. Identification of program:
   1.1 Current program reference number: 563
   1.2 Current program title: Family and Consumer Sciences
   1.3 Credit hours: minimum of 51 hours

2. Identification of the proposed program changes:
   Add a fourth concentration to the major of Family and Consumer Sciences

3. Detailed program description:
   Current: The program (reference number 563) offers three concentrations: (1) Child Studies, which provides a program for study for students who wish to work in a child-focused environment but do not wish to seek teacher certification; (2) Family and Consumer Sciences Education, which leads to teacher certifications; and (3) Family Studies, which provides a program of study for students who wish to work in a family-focused environment. Students enrolled in the Family Studies concentration may not minor in Family Studies.
   The next three paragraphs stay the same, so are not included in the proposal, and following is a brief overview. Of the three current concentrations 2 require a minor (Family and Child Studies), while the Family and Consumer Sciences Education concentration requires 27 core, 24 concentration, and 31 professional education credit hour requirements.

   Proposed: The program (reference number 563) offers three concentrations: (1) Child Studies, which provides a program for study for students who wish to work in a child-focused environment but do not wish to seek teacher certification; (2) Family and Consumer Sciences Education, which leads to teacher certifications; and (3) Family Studies, which provides a program of study for students who wish to work in a family-focused environment; and (4) Child Life Specialist, which provides a program of study for students who wish to become a Child Life Specialist. Students enrolled in the Family Studies concentration may not minor in Family Studies.
   The next three paragraphs stay the same, so are not included in the proposal, and following is a brief overview. Of the three current concentrations, 2 require a minor (Family and Child Studies), while the Family and Consumer Sciences Education concentration requires 27 core, 24 concentration, and 31 professional education credit hour requirements.

   The concentration in Child Life Specialist requires a minimum of 27 hours in Consumer and Family Sciences core courses, 41 hours in professional Child Life Specialist concentration courses, and 18 credit hours of required electives for a total of 86 semester hours. A grade of “C” or above must be earned in the following courses required for this major: CFS 111, 150, 191, 192, 198, 292, 294, 295, 296, 310, 311, 313, 380, 391, 393, 395, 399, 410, 492, 493, 494, 496, 499, AH 290, REC 328, SOC 300 & 440, SWRK 436, 450. No minor is required.

<table>
<thead>
<tr>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>The program offers three concentrations: (1) Child Studies, which provides a program for study for students who wish to work in a child-focused environment but do not wish to seek teacher certification; (2) Family and Consumer Sciences Education, which leads to teacher certifications; and (3) Family Studies, which provides a program of study for students who wish to work in a family-focused environment. Students enrolled in the Family Studies concentration may not minor in Family Studies. The next three paragraphs stay the same, so are not included in the proposal, and following is a brief overview. Of the three current concentrations 2 require a minor (Family and Child Studies), while the Family and Consumer Sciences Education concentration requires 27 core, 24 concentration, and 31 professional education credit hour requirements.</td>
<td>The program offers three concentrations: (1) Child Studies, which provides a program for study for students who wish to work in a child-focused environment but do not wish to seek teacher certification; (2) Family and Consumer Sciences Education, which leads to teacher certifications; and (3) Family Studies, which provides a program of study for students who wish to work in a family-focused environment; and (4) Child Life Specialist, which provides a program of study for students who wish to become a Child Life Specialist. Students enrolled in the Family Studies concentration may not minor in Family Studies. The next three paragraphs stay the same, so are not included in the proposal, and following is a brief overview. Of the three current concentrations, 2 require a minor (Family and Child Studies), while the Family and Consumer Sciences Education concentration requires 27 core, 24 concentration, and 31 professional education credit hour requirements. The concentration in Child Life Specialist requires a minimum of 27 hours in Consumer and Family Sciences core courses, 41 hours in professional Child Life Specialist concentration courses, and 18 credit hours of required electives for a total of 86 semester hours. A grade of “C” or above must be earned in the following courses required for this major: CFS 111, 150, 191, 192, 198, 292, 294, 295, 296, 310, 311, 313, 380, 391, 393, 395, 399, 410, 492, 493, 494, 496, 499, AH 290, REC 328, SOC 300 &amp; 440, SWRK 436, 450. No minor is required.</td>
</tr>
</tbody>
</table>

Common Core (27 hours)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 180</td>
<td>Foundations in FCS</td>
<td>3</td>
</tr>
<tr>
<td>CFS 111</td>
<td>Nutrition</td>
<td>3</td>
</tr>
<tr>
<td>CFS 191</td>
<td>Child Development</td>
<td>3</td>
</tr>
<tr>
<td>CFS 310</td>
<td>Mgt of Family Resources</td>
<td>3</td>
</tr>
<tr>
<td>CFS 191</td>
<td>Family Relations</td>
<td>3</td>
</tr>
<tr>
<td>CFS 380</td>
<td>Professional Pres Tech in FCS</td>
<td>3</td>
</tr>
<tr>
<td>CFS 492</td>
<td>Growth &amp; Guidance</td>
<td>3</td>
</tr>
<tr>
<td>CFS 493</td>
<td>Family Life Education</td>
<td>3</td>
</tr>
<tr>
<td>CFS 494</td>
<td>Parenting Strategies</td>
<td>3</td>
</tr>
</tbody>
</table>

**Concentrations:**

**Family & Consumer Sciences Education (24 hrs)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMT 100</td>
<td>Introduction to Interior Design</td>
<td>3</td>
</tr>
<tr>
<td>DMT 110</td>
<td>Design Concepts</td>
<td>3</td>
</tr>
<tr>
<td>DMT 131</td>
<td>Basic Apparel Construction</td>
<td>3</td>
</tr>
<tr>
<td>CFS 151</td>
<td>Food Science</td>
<td>3</td>
</tr>
<tr>
<td>DMT 223</td>
<td>Textiles</td>
<td>3</td>
</tr>
<tr>
<td>CFS 381</td>
<td>Methods &amp; Materials in FCS ED</td>
<td>3</td>
</tr>
<tr>
<td>CFS 145</td>
<td>Introduction to Computing</td>
<td>3</td>
</tr>
<tr>
<td>CIS 141</td>
<td>Basic Computer Literacy</td>
<td>3</td>
</tr>
<tr>
<td>CFS 481</td>
<td>Advanced Mthds in FCS Ed.</td>
<td>3</td>
</tr>
</tbody>
</table>

**Family Studies (24 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 410</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>CFS 495</td>
<td>Interpersonal/Relation Violence</td>
<td>3</td>
</tr>
<tr>
<td>CFS 399</td>
<td>Implications of Research in Family &amp; Child Studies</td>
<td>3</td>
</tr>
<tr>
<td>SOC 300</td>
<td>Using Statistics in Sociology</td>
<td>3</td>
</tr>
<tr>
<td>PSY 423</td>
<td>Psy of Adult Life &amp; Aging</td>
<td>3</td>
</tr>
<tr>
<td>SOC 342</td>
<td>Aging in Society</td>
<td>3</td>
</tr>
<tr>
<td>PSY 430</td>
<td>Psychology of Women</td>
<td>3</td>
</tr>
<tr>
<td>SOC 355</td>
<td>Sociology of Gender</td>
<td>3</td>
</tr>
<tr>
<td>SOC 359</td>
<td>Sexuality and Society</td>
<td>3</td>
</tr>
<tr>
<td>PH 365</td>
<td>Human Sexuality</td>
<td>3</td>
</tr>
</tbody>
</table>

**Child Studies (24 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 192</td>
<td>Work with Young Child &amp; Fam</td>
<td>3</td>
</tr>
<tr>
<td>CFS 292</td>
<td>Diversity in Early Childhood</td>
<td>3</td>
</tr>
<tr>
<td>CFS 294</td>
<td>Assessment of Young Children</td>
<td>3</td>
</tr>
<tr>
<td>CFS 299</td>
<td>Admin of Early Childhood Prg</td>
<td>3</td>
</tr>
<tr>
<td>CFS 399</td>
<td>Implications of Research in Family and Child Studies</td>
<td>3</td>
</tr>
<tr>
<td>CFS 499</td>
<td>Critical Issues in Family and Child Studies</td>
<td>3</td>
</tr>
<tr>
<td>CFS 410</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>SOC 300</td>
<td>Using Statistics in Sociology</td>
<td>3</td>
</tr>
</tbody>
</table>

**Common Core (27 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 180</td>
<td>Foundations in FCS</td>
<td>3</td>
</tr>
<tr>
<td>CFS 111</td>
<td>Nutrition</td>
<td>3</td>
</tr>
<tr>
<td>CFS 191</td>
<td>Child Development</td>
<td>3</td>
</tr>
<tr>
<td>CFS 310</td>
<td>Mgt of Family Resources</td>
<td>3</td>
</tr>
<tr>
<td>CFS 311</td>
<td>Family Relations</td>
<td>3</td>
</tr>
<tr>
<td>CFS 380</td>
<td>Professional Pres Tech in FCS</td>
<td>3</td>
</tr>
<tr>
<td>CFS 492</td>
<td>Growth &amp; Guidance</td>
<td>3</td>
</tr>
<tr>
<td>CFS 493</td>
<td>Family Life Education</td>
<td>3</td>
</tr>
<tr>
<td>CFS 494</td>
<td>Parenting Strategies</td>
<td>3</td>
</tr>
</tbody>
</table>

**Concentrations:**

**Family & Consumer Sciences Education (24 hrs)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMT 100</td>
<td>Introduction to Interior Design</td>
<td>3</td>
</tr>
<tr>
<td>DMT 110</td>
<td>Design Concepts</td>
<td>3</td>
</tr>
<tr>
<td>DMT 131</td>
<td>Basic Apparel Construction</td>
<td>3</td>
</tr>
<tr>
<td>CFS 151</td>
<td>Food Science</td>
<td>3</td>
</tr>
<tr>
<td>DMT 223</td>
<td>Textiles</td>
<td>3</td>
</tr>
<tr>
<td>CFS 381</td>
<td>Methods &amp; Materials in FCS ED</td>
<td>3</td>
</tr>
<tr>
<td>CFS 145</td>
<td>Introduction to Computing</td>
<td>3</td>
</tr>
<tr>
<td>CIS 141</td>
<td>Basic Computer Literacy</td>
<td>3</td>
</tr>
<tr>
<td>CFS 481</td>
<td>Advanced Mthds in FCS Ed.</td>
<td>3</td>
</tr>
</tbody>
</table>

**Family Studies (24 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 410</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>CFS 495</td>
<td>Interpersonal/Relation Violence</td>
<td>3</td>
</tr>
<tr>
<td>CFS 399</td>
<td>Implications of Research in Family &amp; Child Studies</td>
<td>3</td>
</tr>
<tr>
<td>SOC 300</td>
<td>Using Statistics in Sociology</td>
<td>3</td>
</tr>
<tr>
<td>PSY 423</td>
<td>Psy of Adult Life &amp; Aging</td>
<td>3</td>
</tr>
<tr>
<td>SOC 342</td>
<td>Aging in Society</td>
<td>3</td>
</tr>
<tr>
<td>PSY 430</td>
<td>Psychology of Women</td>
<td>3</td>
</tr>
<tr>
<td>SOC 355</td>
<td>Sociology of Gender</td>
<td>3</td>
</tr>
<tr>
<td>SOC 359</td>
<td>Sexuality and Society</td>
<td>3</td>
</tr>
<tr>
<td>PH 365</td>
<td>Human Sexuality</td>
<td>3</td>
</tr>
</tbody>
</table>

**Child Studies (24 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 192</td>
<td>Work with Young Child &amp; Fam</td>
<td>3</td>
</tr>
<tr>
<td>CFS 292</td>
<td>Diversity in Early Childhood</td>
<td>3</td>
</tr>
<tr>
<td>CFS 294</td>
<td>Assessment of Young Children</td>
<td>3</td>
</tr>
<tr>
<td>CFS 299</td>
<td>Admin of Early Childhood Prg</td>
<td>3</td>
</tr>
<tr>
<td>CFS 399</td>
<td>Implications of Research in Family and Child Studies</td>
<td>3</td>
</tr>
<tr>
<td>CFS 499</td>
<td>Critical Issues in Family and Child Studies</td>
<td>3</td>
</tr>
<tr>
<td>CFS 410</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>SOC 300</td>
<td>Using Statistics in Sociology</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours in Core:</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>----</td>
<td></td>
</tr>
<tr>
<td>Hours for each Concentration:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family and Consumer Sciences Ed</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Family Studies</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Child Studies</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Total Hours per Concentration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family and Consumer Sciences Ed (core + concentration + Prof. Ed)</td>
<td>82</td>
<td></td>
</tr>
<tr>
<td>Family Studies (core + concentration)</td>
<td>51 +</td>
<td></td>
</tr>
<tr>
<td>minor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Studies (core + concentration)</td>
<td>51 +</td>
<td></td>
</tr>
<tr>
<td>minor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Child Life Specialist (41 hours)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 198: Guidance &amp; Problem Solving Approaches with Young Children (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 292: Diversity in Early Childhood Programs (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 294: Assessment of Young Children (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 295: Curriculum Development for Infants &amp; Toddlers (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 296: Curriculum Development for Preschool &amp; Kindergarten (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 313: Practicum in Human Services (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 391: Risk and Resilience (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 393: Role of Play in Child Development (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 395: Child and Family Stress (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 410: Internship (3)</td>
<td></td>
</tr>
<tr>
<td>REC 328: Inclusive Recreation (3)</td>
<td></td>
</tr>
<tr>
<td>SOC 440: Medical Sociology (3)</td>
<td></td>
</tr>
<tr>
<td>AH 290: Medical Terminology (2)</td>
<td></td>
</tr>
<tr>
<td>SWK 450: Child Maltreatment (3)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Required Electives (18 hours)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CFS 192: Working with Young Children &amp; Families (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 399: Implications of Research in Family &amp; Child Studies (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 496: Managing Challenging Behaviors in Young Children (3)</td>
<td></td>
</tr>
<tr>
<td>CFS 499: Critical Issues in Family &amp; Child Studies (3)</td>
<td></td>
</tr>
<tr>
<td>SOC 300: Using Stats in Sociology (3)</td>
<td></td>
</tr>
<tr>
<td>SWK 436: Services for Children (3)</td>
<td></td>
</tr>
</tbody>
</table>

4. **Rationale for the proposed program change**

A fourth concentration (Child Life Specialist) in the Family and Consumer Sciences Program is being proposed to address the needs of students and the profession. The Child Life Specialist is a rapidly growing profession across the nation and Western Kentucky University has a growing cohort of students interested in a career as a Child Life Specialist. This concentration was
designed using the National Child Life Council as a guide to address the required curriculum. The Child Life Council outlines the areas of curriculum they expect students to have in order to become a successful Child Life Specialist.

5. **Effective Catalog Year:** Fall 2008

6. **Dates of prior committee approvals:**
   - Consumer and Family Sciences Department: 3/24/08
   - CHHS Curriculum Committee: 4/1/08
   - University Curriculum Committee: April 24, 2008
   - University Senate: 

**Attachment:** Program Inventory Form
College of Health and Human Services  
Department of Consumer and Family Sciences  
Proposal to Create a New Certificate Program  
(Proposal Date: March 6, 2008)  
Contact Person: Darbi Haynes-Lawrence, Ph.D., Darbi.Haynes-Lawrence@wku.edu, 52525

1. **Identification of program:**
   1.1 Program title: Family Home Visiting Certificate
   1.2 Required hours in program: 12
   1.3 Special information:
   1.4 Catalog description: The Family Home Visiting Certificate will prepare students to provide home visiting services. Potential clients include those needing parenting skills, those at risk for abusing and neglecting their children, and/or those who need other support services.

2. **Objectives of the proposed certificate program:**
   Upon completion of this certificate, students will be able to:
   - manage and maintain home visits,
   - identify ethical and professional issues of home visiting,
   - provide support for new parents,
   - understand the role of child and family stress in family functioning,
   - understand parenting strategies,
   - provide appropriate information for positive parenting,
   - to create a family centered atmosphere,
   - conduct ongoing assessments including needs assessments and family assessment,
   - address challenges and barriers to working with families,
   - model interviewing techniques for families with sensitive issues,
   - demonstrate appropriate strategies of handling challenging behaviors in young children.

3. **Rationale:**
   3.1 Reason for developing the proposed certificate program: This certificate is designed for two populations. The first is for those professionals in the field, who are potential WKU students seeking the certification only. There is a large need in the profession for people who conduct home visits through their employment positions, but have had no training in home visiting. The second population is current WKU students who wish to strengthen their training and marketability in the fields of Child or Family Studies. This certificate is a natural transition for those enrolled in either the Child Studies or Family Studies concentrations within Family and Consumer Sciences. Graduates of these programs will be better prepared to enter employment positions where home visits are conducted, such as Head Start, Early Head Start, HANDS, Healthy Start, Parents as Teachers, Healthy Families America, etc.
   3.2 Relationship of the proposed certificate program to other programs now offered by the department: There are no programs in our department similar to this one.
   3.3 Relationship of the proposed certificate program to certificate programs offered in other departments: There are no programs offered at WKU that are similar to this one.
   3.4 Projected enrollment in the proposed certificate program: 15 students initially, with an increase over time.
3.5 Similar certificate programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions): There are no certificate programs like this offered at the benchmark institutions. The Community College of Philadelphia offers a certificate in this program.

3.6 Relationship of the proposed certificate program to the university mission and objectives: The proposed certificate is within the mission of WKU and supportive of the 2007/2008-2011/2012 Strategic Plan, Goals 1, 2, and 4.

4. Curriculum: The courses required for this certificate program include the following. Students must earn at least a “C,” to count towards the certification.

- CFS 395 Child and Family Stress 3 hours
- CFS 494 Parenting Strategies 3 hours
- CFS 496 Challenging Behaviors in Young Children 3 hours
- CFS 497 Family Home Visiting 3 hours

Total: 12 hours

5. Budget implications: None

6. Effective Catalog Year: Spring 2009

7. Dates of prior committee approvals:

- Consumer and Family Sciences Department 3/24/08
- CHHS Curriculum Committee 4/1/08
- University Curriculum Committee ___April 24, 2008_______
- University Senate _______________________

Attachment: Program Inventory Form