

# **Undergraduate Curriculum Committee**

## **Western Kentucky University**

Report to the University Senate

Date: March 2, 2015

From: Ashley Fox, Chair

The Undergraduate Curriculum Committee submits the following items from the 26 February 2015 meeting for approval by the University Senate:

### Information Item Report:

- I. Revise Course Prerequisites/Corequisites:
  - AD 349
  - BCOM 301
  - BCOM 325
  - SJB 102
  - AMS 305
  - CS 370
  - PSYS 333
  - PSYS 360
- II. Revise Course Catalog Listing
  - JOUR 481
- III. Suspend a Course
  - AD 340
  - AD 341
  - AD 343
  - AD 345
  - AD 346
  - AD 348
  - AD 443
  - AD 444
  - AD 445
  - AD 446
- IV. Create an Equivalent Course
  - AD 410

### Consent Item Report:

- I. Create a New Course
  - CNS 432
  - AD 330
  - FILM 382
  - IXD 320
  - IXD 350

IXD 400  
IXD 410  
SJB 210  
SJB 330  
SJB 340  
MUS 320

II. Revise Course Prerequisites/Corequisites:  
AD 300

III. Create an Equivalent Course  
IXD 410

IV. Revise a Program  
727 Major in Advertising  
351 Minor in Digital Advertising  
667 Major in Film  
358 Minor in Film Studies  
419 Minor in Journalism Writing

V. Make Multiple Revisions to a Course  
AD 344  
JOUR 202  
RELS 403  
AMS 490  
AMS 490-M1  
AMS 490-M2  
AMS 490-M3  
PSYS 290  
PSYS 331  
PSYS 490

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

- 1. Identification of course:**
  - 1.1 Course prefix AD 349
  - 1.2 Course title: Advertising Media
- 2. Current prerequisites:** AD 300. Advertising minors may substitute MKT 220 for JOUR/AD 300.
- 3. Proposed prerequisites:** AD 300 or permission of instructor
- 4. Rationale for the revision of prerequisites/corequisites/special requirements:**

A change in the prerequisite for AD 349 is required due to the proposed changes in the Advertising major. Program changes will make AD 349 a required course in the revised Digital Ad Minor.
- 5. Effect on completion of major/minor sequence:** None
- 6. Proposed term for implementation:** 2015(30)
- 7. Dates of prior committee approvals:**

Ad Program Committee	11/10/2014
SJ&B Curriculum Committee	1/20/2015
School of Journalism & Broadcasting	1/23/2015
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: 12/2/2014

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

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 270 745-3828

**1. Identification of course:**

- 1.1 Course prefix (subject area) and number: BCOM 301
- 1.2 Course title: MASS COMMUNICATION LAW AND ETHICS

**2. Current prerequisites/corequisites/special requirements:**

Prerequisites: PS110 and BCOM 201

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisites: PS 110 and BCOM 201; or permission of instructor for students outside the School of Journalism & Broadcasting

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

To allow instructor discretion to accept other relevant pre-requisite course work, especially for non-majors.

**5. Effect on completion of major/minor sequence:** none

**6. Proposed term for implementation:** 2015(30)

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

SJ&B Curriculum Committee:	12/9/2014
School of Journalism & Broadcasting	12/12/2014
Potter College Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	_____

Proposal Date: 12/2/2014

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

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 270 745-3828

**1. Identification of course:**

- 1.1 Course prefix (subject area) and number: BCOM 325
- 1.2 Course title: SURVEY OF ELECTRONIC MEDIA WRITING

**2. Current prerequisites/corequisites/special requirements:**

Prerequisite: SJB 103

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisite: SJB 103; or permission of instructor for students outside the School of Journalism & Broadcasting

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

To allow instructor discretion to accept other relevant pre-requisite course work, especially for non-majors.

**5. Effect on completion of major/minor sequence:** none

**6. Proposed term for implementation:** 2015(30)

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

SJ&B Curriculum Committee:	12/9/2014
School of Journalism & Broadcasting	12/12/2014
Potter College Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	<hr/>

Proposal Date: 11/11/2014

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

Contact Person: Loup Langton, loup.langton@wku.edu, 270-745-2840

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: SJB 102
- 1.2 Course title: Media Content, Collaboration and Community

**2. Current prerequisites/corequisites/special requirements:**

None

**3. Proposed prerequisites/corequisites/special requirements:**

Restricted to majors in the School of Journalism & Broadcasting.

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Students declaring a major in advertising, broadcasting, journalism, photojournalism and public relations are required to take this course during their first semester. The School does not have enough resources to accommodate all of its freshmen and non-majors.

**5. Effect on completion of major/minor sequence:**

None

**6. Proposed term for implementation: 2015(30)**

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

SJ&B Curriculum Committee:	12/9/2014
School of Journalism & Broadcasting	12/12/2014
Potter College Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	_____

Proposal Date:12/05/14

**Ogden College of Science and Engineering  
Department of Architectural and Manufacturing Sciences  
Proposal to Revise Course Prerequisites/Corequisites  
(Consent Item)**

Contact Person: Neal Downing / [neal.downing@wku.edu](mailto:neal.downing@wku.edu) / 270-745-6302

- 1. Identification of course:**
  - 1.1 AMS 305
  - 1.2 Building Codes
- 2. Current prerequisites/corequisites/special requirements:**

Current prerequisites: AMS 261, 263.
- 3. Proposed prerequisites/corequisites/special requirements:**

Proposed prerequisites: AMS 261
- 4. Rationale for the revision of prerequisites/corequisites/special requirements:**

The content of AMS 261 is sufficient to prepare students for AMS 305.
- 5. Effect on completion of major/minor sequence:**

None
- 6. Proposed term for implementation:**

201530
- 7. Dates of prior committee approvals:**

Department of Architectural & Manufacturing Sciences

12/05/2014

Ogden College Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate

October 4, 2014

**Ogden College of Science and Engineering  
Department of Computer Science  
Proposal to Revise Course Prerequisites/Corequisites  
(Consent Item)**

Contact Person: Huanjing Wang, [huanjing.wang@wku.edu](mailto:huanjing.wang@wku.edu), 745-2672

- 1. Identification of course:**
  - 1.1 Course prefix (subject area) and number: CS 370
  - 1.2 Course title: XML and Web Programming
- 2. Current prerequisites/corequisites/special requirements:**

CS 270 and CS 338 with grades of C or better
- 3. Proposed prerequisites/corequisites/special requirements:**

CS 270 and CS 339 with grades of C or better
- 4. Rationale for the revision of prerequisites/corequisites/special requirements:**

CS 338 was replaced by CS 280 a few years ago, but for some reason this was not reflected in the catalog. The revision of course prerequisites is consistent with renumbering CS 280 as CS 339.
- 5. Effect on completion of major/minor sequence:**

None
- 6. Proposed term for implementation:**

Fall 2015
- 7. Dates of prior committee approvals:**

Department of Computer Science  
Ogden College Curriculum Committee  
Undergraduate Curriculum Committee  
University Senate

October 21, 2014

February 5, 2015

February 26, 2015



Proposal Date:11/17/2014

**Ogden College of Science and Engineering  
Department of Psychological Sciences  
Proposal to Revise Course Prerequisites/Corequisites  
(Consent Item)**

Contact Person: Andrew Mienaltowski, andrew.mienaltowski@wku.edu, (270) 745-2353

**1. Identification of course:**

- 1.1 Course prefix (subject area) and number: PSYS 333
- 1.2 Course title: Cognitive Psychology

**2. Current prerequisites/corequisites/special requirements:**

PSYS or PSY 210 and PSYS or PSY 211 with a grade of "C" or better, and junior standing or permission of the instructor.

**3. Proposed prerequisites/corequisites/special requirements:**

PSYS or PSY 210 and PSYS or PSY 211 with a grade of "C" or better, or permission of the instructor.

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Recently, this course moved from the 400-level to the 300-level. Junior standing is no longer required for the course.

**5. Effect on completion of major/minor sequence:**

This revision will allow students to take this course earlier in their major/minor programs, potentially improving students' ability to sequence their courses to graduate in a timely fashion.

**6. Proposed term for implementation:** Fall 2015

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

Department of Psychological Sciences

November 21, 2014

Ogden College Curriculum Committee

February 5, 2015

Undergraduate Curriculum Committee

February 26, 2015

University Senate

Proposal Date: 11/17/2014

**Ogden College of Science and Engineering  
Department of Psychological Sciences  
Proposal to Revise Course Prerequisites/Corequisites  
(Consent Item)**

Contact Person: Andrew Mienaltowski, andrew.mienaltowski@wku.edu, (270) 745-2353

- 1. Identification of course:**
  - 1.1 Course prefix (subject area) and number: PSYS 360
  - 1.2 Course title: Behavioral Neuroscience
- 2. Current prerequisites/corequisites/special requirements:**

PSYS or PSY 210 and PSYS or PSY 211 with a grade of "C" or better, and junior standing or permission of the instructor.
- 3. Proposed prerequisites/corequisites/special requirements:**

PSYS or PSY 210 and PSYS or PSY 211 with a grade of "C" or better, or permission of the instructor.
- 4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Recently, this course moved from the 400-level to the 300-level. Junior standing is no longer required for the course.
- 5. Effect on completion of major/minor sequence:**

This revision will allow students to take this course earlier in their major/minor programs, potentially improving students' ability to sequence their courses to graduate in a timely fashion.
- 6. Proposed term for implementation:** Fall 2015
- 7. Dates of prior committee approvals:**

Department of Psychological Sciences	November 21, 2014
Ogden College Curriculum Committee	<hr/> February 5, 2015
Undergraduate Curriculum Committee	<hr/> February 26, 2015
University Senate	<hr/>

Proposal Date: Dec. 2, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Revise Course Catalog Listing  
(Consent Item)**

Contact Person: Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu) , 745-5882

**1. Identification of course:**

- 1.1 Course prefix (subject area) and number: JOUR 481
- 1.2 Course title: Problems in Mass Communication

**2. Current course catalog listing:** Study of contrived and real problems involving research, planning and implementation.

**3. Proposed course catalog listing:** In-depth study of challenges in journalism and mass communication. Involves research, planning, execution, and implementation of a project, or projects, guided by the instructor.

**4. Rationale for revision of the course catalog listing:** Current catalog listing is too vague and abstract. Proposed course listing more concretely defines the course.

**5. Proposed term for implementation:** 2015(30)

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

SJ&B Curriculum Committee:	12/9/2014
School of Journalism & Broadcasting	12/12/2014
Potter College Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	_____

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: AD 340
- 1.2 Course title: Creative Strategy and Copywriting

**2. Rationale for the course suspension:**

AD 340 Creative Strategy and Copywriting was originally created as a course in the Creative Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 340 will be duplicative.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 340) will be permitted to take IXD 320 Creative Strategy & Design in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

1.1 Current course prefix (subject area) and number: AD 341

1.2 Course title: Principles of Advertising

**2. Rationale for the course suspension:**

AD 341 Principles of Advertising was originally created as an introductory course in the major in advertising. The proposed curriculum changes will make AD 240 Advertising in a Digital World the introductory course for the major. AD 341 will be unnecessary.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 341) will be permitted to take AD 240 Advertising in a Digital World in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. Other majors who now use AD 341 as an elective will be notified of this change.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>

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

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

1.1 Current course prefix (subject area) and number: AD 346

1.2 Course title: Account Planning

**2. Rationale for the course suspension:**

AD 346 Account Planning was originally created as an upper-division course in the Branding concentration of the advertising program. The proposed curriculum changes will update the Branding track to include new courses from a variety of subject areas. AD 346 will be replaced with AD 330 Branding.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 346) will be permitted to take AD 330 Branding in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>



Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

1.1 Current course prefix (subject area) and number: AD 348

1.2 Course title: Introduction to Interactive Ad Design

**2. Rationale for the course suspension:**

AD 348 Introduction to Interactive Ad Design was originally a course in the Interactive Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 348 will be replaced by SJB 330 Interactive Design.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 348) will be permitted to take SJB 330 Interactive Design. in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

1.1 Current course prefix (subject area) and number: AD 443

1.2 Course title: Interactive Ad Design

**2. Rationale for the course suspension:**

AD 443 Interactive Ad Design was originally created as an upper-division course in the Interactive Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 443 will be replaced by IXD 400 Advanced Interactive Design.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 443) will be permitted to take IXD 400 Interactive Design II. and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

1.1 Current course prefix (subject area) and number: AD 444

1.2 Course title: Advanced Interactive Ad Design

**2. Rationale for the course suspension:**

AD 444 Advanced Interactive Ad Design was originally created as the capstone course in the Interactive Advertising Design concentration of the advertising program. The proposed curriculum changes will consolidate the Print Ad Design concentration and the Interactive Design concentration into one track called Interactive Experience Design (IXD). AD 444 will be replaced by IXD 410 Portfolio.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 444) will be permitted to take IXD 410 Portfolio in its place. iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>



Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: AD 446
- 1.2 Course title: Advertising Campaigns

**2. Rationale for the course suspension:**

AD 446 Advertising Campaigns was originally created as a capstone course in the Branding concentration of the advertising program. The proposed curriculum changes will update the Branding track to include new courses from a variety of subject areas. AD 446 will be replaced with a cross-listed version of IXD 410 entitled AD 410 Portfolio.

**3. Effect of course suspension on programs or other departments, if known:**

Advertising majors from past catalog years (which required AD 446) will be permitted to take AD 410 Portfolio in its place, and iCAP exceptions will be filed. This change reflects the proposed advertising curriculum. No other majors will be affected.

**4. Proposed term for implementation: 2015(30)**

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u>                    </u>

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create an Equivalent Course  
(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of existing course:**

1.1 **Current course prefix (subject area) and number:** AD 410

1.2 **Course title:** Portfolio

**2. Identification of proposed equivalent course prefix(es) and numbers:** AD 410

**3. Rationale for each equivalent course:**

IXD 410 Portfolio is being proposed as a new capstone course for majors in advertising choosing the Interactive Experience Design (IXD) track. The course, as planned, will be a collaborative effort by designers and students on the Branding (strategy) track to research, build, and promote project websites and mobile applications. AD 410 will be cross-listed with IXD 410 as the equivalent portfolio course for majors in advertising on the Branding track.

**4. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/2014
SJ&B Curriculum Committee	1/20/2015
School of Journalism & Broadcasting	1/23/2015
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

**College of Education and Behavioral Sciences  
Department of Counseling and Student Affairs  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Bill Kline, [bill.kline@wku.edu](mailto:bill.kline@wku.edu), 745-4953

**1. Identification of proposed course:**

- 1.1 Course prefix (subject area) and number: CNS 432
- 1.2 Course title: Helping Skills
- 1.3 Abbreviated course title: Helping Skills  
(maximum of 30 characters or spaces)
- 1.4 Credit hours: 3 Variable credit no
- 1.5 Grade type: Standard letter grade
- 1.6 Prerequisites/corequisites: Junior standing
- 1.7 Course description:  
Overview of helping in counseling and human relations, investigates the person and role of the helper, development of helping skills appropriate for lay helpers, and approaches to crisis intervention.

**2. Rationale:**

- 2.1 Reason for developing the proposed course:
  - 2.1.1 Provide content and skills development that can be applied to helping in personal relationships and work settings.
  - 2.1.2 Provide exposure for undergraduate students to the counseling field with the goal of recruiting applicants for the various counseling programs.
  - 2.1.3 Provide a course that will be helpful to undergraduates exploring counseling as a possible career choice. There is currently no undergraduate course that provides an orientation to the counseling profession.
  - 2.1.4 Provide an opportunity for the department's faculty to teach undergraduate students.
- 2.2 Projected enrollment in the proposed course: 12 per semester
- 2.3 Relationship of the proposed course to courses now offered by the department:  
Course has some similar content and skills content to CNS 559 Techniques of Counseling. CNS 559 is a graduate course designed to prepare counseling professionals. Conversely, the proposed course is not intended to prepare undergraduate students to fulfill professional roles.
- 2.4 Relationship of the proposed course to courses offered in other departments:  
This course proposal has been reviewed by the Department of Psychology and the Social Work Department. Both support this proposal.  
The proposed course is similar to the following courses:
  - PSY 442: Paraprofessional skills for conducting structured and unstructured interviews in non-therapy settings. Emphasizes skills development in addition to theoretical material. This course has prerequisites that include 6 hours in Psychology, including PSY 100, junior standing, and permission of instructor.  
The proposed class is not specifically designed for students who have completed courses in Psychology.

- PSY 455: Survey of theories, models, and techniques in clinical, counseling, and school psychology. Includes emphasis on professional ethics for psychologists. Field experiences in appropriate off campus settings may be required. Students are responsible for arranging transportation to designated or assigned sites. This course has prerequisites that include PSY 440 or PSY 450.

The proposed course is not specifically designed for psychology, thus it does not include content on ethics for psychologists and is, overall, an orientation to the counseling profession. The course does not involve field experiences. A brief overview of counseling theory is provided. Also, the course focuses on counseling skill development and not on models or techniques common to the practice of clinical or school psychology. The course is further differentiated by content related to diversity, helping persons in crisis, elements of helping relationships, and issues and trends in counseling.

- SWRK 375-Social Work Practice I. Pre-requisites: SWRK 101 and SWRK 205 and admission to the Social Work program. Co-Requisites: SWRK 330. Emphasizes development of knowledge, values, and skills necessary for effective interventions with individuals and families. Course content will be examined from an ecological social systems perspective that emphasizes empowerment and cultural competency.

This course has a skills component but is available to BSW majors only. The proposed class is not designed for students who have completed courses in Social Work and is not intended to apply towards the BSW.

- SWRK 378-Social Work Practice II. Pre-requisites: SWRK 330 and SWRK 375, restricted to social work majors. The second of three practice classes that equip students with theory and skills for effective generalist social work practice with groups. This course has a skills component but is available to BSW majors only.

The proposed class is not designed for students who have completed courses in Social Work and is not intended to apply towards the BSW.

- SWRK 379-Introduction to Social Work Communication Skills. Pre-Requisite: SWRK 330 and SWRK 375. Study and practice of interviewing individuals, families, and groups. The skill of relationship building as it relates to both micro and macro practice of social work is emphasized. This course has a skills component and similar content but is available to BSW majors only.

The proposed class is not designed for students who have completed courses in Social Work and is not intended to apply towards the BSW.

- SWRK 381-Social Work Practice III. Prerequisite: SWRK 379. The third of three practice classes that equip students with theory and skills for effective generalist social work practice with organizations and communities. This course has a skills component and possibly similar content but is available to BSW majors only.

The proposed class is not designed for students who have completed courses in Social Work and is not intended to apply towards the BSW.

## 2.5 Relationship of the proposed course to courses offered in other institutions:

2.5.1 Similar courses are offered at benchmark institutions that have recognized counseling programs including the University of North Carolina – Greensboro, Northern Illinois University, and Appalachian State University.

2.5.2 University of North Carolina Greensboro: CED 310 Helping Skills: Skills useful for facilitating helping relationships. Practical model for counseling and learning about helping by practicing the helping skills.



- 2.5.3 Northern Illinois University: CAHC 400 - Exploration in the Counseling Profession: Training in facilitative communication skills and attention to one's relationship with the helping occupations in the community.
- 2.5.4 Appalachian State University: HPC 3390. An Introduction to and Procedures in the Helping Professions: Historical, philosophical, and legal aspects of the helping professions. Emphasis placed on understanding the various approaches to counseling. Contributions of paramedical and other areas are discussed.

### **3. Discussion of proposed course:**

- 3.1 Schedule type: A
- 3.2 Learning Outcomes:
- Students will demonstrate proficiency in basic helping skills.
  - Students will understand how personal characteristics, attitudes towards helping, and attitudes regarding diversity influence their helping relationships.
  - Students will describe the counseling profession and the various counseling specializations.
  - Students will articulate the limitations of their skills and knowledge and when and how to refer helpees to appropriate professionals.
- 3.3 Content outline:
- The Counseling Profession: Overview and History
  - Helping Relationships
  - Personal Qualities of Helpers and the Significance of Self-awareness
  - Fundamental Helping Skills
  - Building Relationships and Establishing Goals
  - Helping in a Diverse Social Context
  - Helping Theory
  - Current Theoretical Perspectives
  - Introduction to Helping Strategies
  - Applying Helping Strategies
  - Helping People in Crisis: Theory and Intervention
  - Issues and Trends in Counseling
- 3.4 Student expectations and requirements:
- Students will submit videos of role-played helping sessions for evaluation of skills development.
  - Students will write course papers that require reflection on personal characteristics as they relate to helping processes, perspectives on helping others, attitudes towards diversity, and synthesis of learning experiences.
  - Students will conduct library research on the efficacy and applications of an instructor approved helping intervention and write a research paper.
  - Students will complete mid-term and final exams to demonstrate mastery of course content.
- 3.5 Tentative texts and course materials:
- Okun, B. F., & Kantrowitz, R. E., (2015). *Effective Helping: Interviewing and Counseling Techniques* (8<sup>th</sup> ed.). Belmont, CA: Cengage Learning.
- Blackboard readings made available by the course instructor.

**4. Resources:**

- 4.1 Library resources: Existing journals and library resources.
- 4.2 Computer resources: none

**5. Budget implications:**

- 5.1 Proposed method of staffing: A department faculty member will teach this course in place of a graduate course in semesters when graduate teaching loads and student enrollments allow offering this course. Course will be offered 1 to 2 times per academic year.
- 5.2 Special equipment needed: none
- 5.3 Expendable materials needed: none
- 5.4 Laboratory materials needed: none

**6. Proposed term for implementation:** Fall 2015

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

Department of Counseling and Student Affairs

3/31/2014

CEBS College Curriculum Committee

5/6/2014

Undergraduate Curriculum Committee

2/26/2015

University Senate

\_\_\_\_\_

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Cliff Shaluta, cliff.shaluta@wku.edu, cell 270-991-6966

**1. Identification of proposed course:**

- 1.1 Course prefix (subject area) and number:** AD 330
- 1.2 Course title:** Branding
- 1.3 Abbreviated course title:** Branding
- 1.4 Credit hours:** 3      **Variable credit (yes or no)** No
- 1.5 Grade type:** Standard grade
- 1.6 Prerequisites:** AD 300 or permission of instructor
- 1.7 Course description:**

Process of creating and projecting a distinctively authentic personality for a business. Covers traditional and digital methods of branding, with a focus on user experience.

**2. Rationale:**

**2.1 Reason for developing the proposed course:**

The media environment in which brands communicate with consumers is quickly changing due to digital technologies. Brands and their agencies are developing new processes and strategies to remain relevant. Branding is becoming an essential component of success today as businesses develop “personalities” to create a positive relationship with the desired audience(s) and deliver that personality through traditional and digital media platforms.

As part of the proposed changes in the major in advertising, AD 346 Account Planning will be suspended in fall 2015. AD 330 will be offered in its place. Since this new course will focus on branding as a discipline, rather than simply managing advertising, the original course, AD 346, is being rewritten in such a fundamental way as to necessitate a new course proposal. The new course will reflect changes in the advertising industry, technology as well as a more accurate reflection of current course content. The proposed course will provide an important bridge from the branding track or strategic side of the advertising program to the Interactive Experience Design (IXD) track or media design side of the program.

**2.2 Projected enrollment in the proposed course:** 20+

**2.3 Relationship of the proposed course to courses now offered by the department:** While a number of courses in SJ&B touch on the application of digital technology, there are no courses focused on research, branding strategy and media design.

**2.4 Relationship of the proposed course to courses offered in other departments:**

Courses in Marketing, such as MKT 220 Basic Marketing Concepts, MKT 322 Integrated Marketing Communications, and MKT 331 Social Media Marketing complement the proposed course. However, there are no WKU courses that specifically deal with the combination of consumer research, branding strategy and user experience design.

**2.5 Relationship of the proposed course to courses offered in other institutions:**

Ball State University, a benchmark school, offers *JOUR 355 Branding for Ad+PR* in their advertising major. Murray State University, a Kentucky public institution, offers both the advertising major and minor, but does not offer a Branding course. Savannah Art & Design (SCAD) offers *ADVE 341 Branding* as part of their BA degree in Advertising. The course is described as “Exploring the thinking and planning that go into establishing a successful brand and then students apply those principles to develop a brand strategy and brand personality for a specific product or service.” The undergraduate Advertising Program at the University of Texas in Austin offers *ADV 318J Introduction to Advertising and Integrated Brand Communication*. The course covers the functions of advertising and its role in the marketing communications mix. Finally, the undergraduate program in Advertising at the School for Visual Arts in NYC offers *ADD-318I Advertising 3.0*, described as “Combining the power of brand storytelling with digital technology and social connectivity. The course focuses on digital advertising. Students develop an understanding of digital and social media tools to craft compelling brand content.”

**3. Discussion of proposed course:**

**3.1 Schedule type: L-Lecture**

**3.2 Learning outcomes:**

At the end of this course, students will be able to:

- Understand that a brand represents more than simply an identity i.e. name, logo
- Understand the process of building a brand
- Analyze existing research and be able to conduct primary research to better understand market dynamics and consumer needs/wants
- Develop a branding strategy
- Understand the importance of user-based content and design in implementing a branding strategy
- Understand methods and procedures to track branding plans
- Appreciate the range of branding applications from products, to sports, to people and understand the future implications of branding as a discipline

**3.3 Content outline:**

Module 1: What is a brand?

Module 2: Building blocks of branding

Module 3: The branding process

Module 4: Branding research

Module 5: Developing a branding strategy

Module 6: Delivering brand content

Module 7: User experience design

Module 8: Implementing a branding plan

Module 9: Tracking results

Module 10: Beyond product branding

**3.4 Student expectations and requirements:**

Students will be evaluated primarily through practical assignments that will require them to apply branding theories to real-world cases. Students will be expected to provide creative solutions to branding problems through in-class assignments and discussions. Students and their peers will critique case projects and in-class assignments. The course will also include written exams.

**3.5 Tentative texts and course materials.**

•Healey, Matthew. *What is Branding?*, 1<sup>st</sup> ed. Switzerland: RotoVision SA, 2008.

•Neumeier, Marty. *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*, 2<sup>nd</sup> ed. Peachpit Press, 2006.

•Neumeier, Marty. *Zag: The #1 Strategy of High-Performance Brands*, 1<sup>st</sup> ed. Peachpit Press, 2007.

**4. Resources:**

**4.1 Library resources:** Adequate

**4.2 Computer resources:** Adequate

**5. Budget implications:**

**5.1 Proposed method of staffing:** Current staffing is sufficient.

**5.2 Special equipment needed:** Available equipment is adequate.

**5.3 Expendable materials needed:** None required

**5.4 Laboratory materials needed:** None required

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/14
SJ&B Curriculum Committee	1/20/15
School of Journalism & Broadcasting	1/23/15
PCAL Curriculum Committee	2/5/15
Undergraduate Curriculum Committee	2/26/2015
University Senate	

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- Adamson, Allen. *Brand Digital: Simple Ways to Succeed in the Digital World*, 1st ed. New York, NY: Palgrave MacMillan, 2008.
- Anderson, Chris. *The Long Tail: Why the Future of Business is Selling Less of More*, 1st ed. New York, NY: Hyperion, 2006.
- Healey, Matthew. *What is Branding?*, 1<sup>st</sup> ed. Switzerland: RotoVision SA, 2008.
- Li, Charlene and Josh Bernoff. *Groundswell: Winning in a World Transformed by Social Technologies*. 1st ed. Boston, MA: Harvard Business Press, 2008.
- Odden, Lee. *Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing*. 1st ed., Hoboken, NJ: John Wiley & Sons, 2012.
- Neumeier, Marty. *Zag: The #1 Strategy of High-Performance Brands*, 1<sup>st</sup> ed. Peachpit Press, 2007.
- Neumeier, Marty. *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*, 2<sup>nd</sup> ed. Peachpit Press, 2006.
- Pariser, Eli. *The Filter Bubble: What the Internet is Hiding From You*, 1st ed. New York, Penguin Press, 2011.
- Parente, Donald E. *Advertising Campaign Strategy: A Guide To Marketing Communication Plans*, 4th ed. Mason, OH: South-Western Publishing, 2006.
- Poynter, Ray. *The Handbook of Online and Social Media Research*, 1st ed. West Sussex, UK: John Wiley & Sons Ltd., 2010.
- Solis, Brian. *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web Age*, 2nd ed. Hoboken, NJ: John Wiley & Sons, 2012.
- Turow, Joseph. *The Daily You: How the New Advertising Industry is Defining Your Identity and Your Worth*, 1st ed. New Haven, CT: Yale University Press, 2011.
- Vincent, Laurence. *Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Consumer Loyalty*, 1st ed. New York, NY: American Management Association, 2012.
- Wheeler, Alina. *Designing Brand Identity*, 3rd ed. Hoboken, NJ: John Wiley & Sons, 2009.

Proposal Date: November 7, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 270-745-2840

**1. Identification of proposed course:**

- |     |   |
|-----|---|
| 1.1 | Course prefix (subject area) and number: FILM 382   |
| 1.2 | Course title: Intermediate Film Production Workshop   |
| 1.3 | Abbreviated course title: Intermediate Film Workshop<br>(maximum of 30 characters or spaces)  |
| 1.4 | Credit hours:     3                                 Variable credit (No)  |
| 1.5 | Grade type: Standard Letter Grade   |
| 1.6 | Prerequisites: FILM 250, FILM 282 and BCOM 366  |
| 1.7 | Course description:<br>A continuation of the intensive, hands-on workshop experience begun in FILM 282.<br>Specific focus of study to be determined in consultation with instructor. Emphasis on techniques and strategies relevant to producing independent short-form cinema. |

## 2. Rationale:

- 2.1 Reason for developing the proposed course: The current Film major curriculum introduces students to all of the industry crew positions in the FILM 101 course, and gives them the opportunity to rotate through those positions on live sets in the FILM 282 course. Unfortunately, requiring students to participate in enough live productions to earn 12 or more unique credits has proven overly burdensome to students, because all such production must occur outside of class time. The solution is to divide the positions into introductory (282) and intermediate (382) pools, and coordinate productions so that they can provide appropriate experience for both pools of students simultaneously. This will relieve some of the outside-of-class demand on students, and provide more time in class for instruction and critique.
- 2.2 Projected enrollment in the proposed course: 18 per section; 36 per year. This course will be incorporated as a new requirement in the major, and these numbers are based on current enrollment in FILM 282, as well as the number of current Film majors.
- 2.3 Relationship of the proposed course to courses now offered by the department: FILM 382 will serve as the natural continuation of the Sophomore-level FILM 282 workshop class. Students will build upon skills and knowledge developed in that course, while also learning new positions and techniques.
- 2.4 Relationship of the proposed course to courses offered in other departments: Several departments offer workshop or practicum courses for their majors, including ANTH 395, CS 389, EXS 296, FACS 313, IDFM 313, NURS 257, PEMS 326, THEA 312 and PERF 261, 361 & 461. While these courses are unrelated to film, they offer students in their respective majors the opportunity to apply learning and classroom experience to more advanced projects and situations.

- 2.5 Relationship of the proposed course to courses offered in other institutions: Nearly every university with a Film or Media major offers one or more courses designed to bring together the individual skills learned in other courses, culminating in film, video and/or multimedia projects. These include such neighboring and benchmark institutions as Ball State University (TCOM 499), Northern Kentucky University (EMB 421) and Asbury University (MC 382). What sets this course apart from most others is that it is available to students earlier in their college career, and facilitates collaboration across annual cohorts.

### 3. Discussion of proposed course:

- 3.1 Schedule type: K – Workshop

- 3.2 Learning Outcomes: By the end of this course, students should be able to:

- Develop a story, synopsis and script for a film project that builds upon preliminary courses they have completed as a major
- Demonstrate intermediate and advanced cinema skills in one or more relevant areas, including screenwriting, cinematography, audio production, directing, editing, etc.
- Manage extensive, long-term media projects, and to see them through all of the stages of pre-production, production and post-production
- Discuss and critique their own work, and the work of their classmates
- Submit their films to regional, national and international competitions and film festivals

- 3.3 Content outline:

- I. Overview of the production process and course fundamentals
- II. Developing treatments and selecting projects for production
- III. Pre-Production
- IV. Production
- V. Post-Production
- VI. Exhibition of work

- 3.4 Student expectations and requirements:

This workshop will require a major film project, including significant attention to all three phases of the process (pre-production, production and post-production). Students will be evaluated on their organizational skills, attention to detail, ability to collaborate and adapt, and – primarily – the quality and production value of their completed film. Students will present their films at a public screening, and will be encouraged to submit them to film festivals and competitions. In addition, FILM 382 students will have the opportunity to work across cohorts, mentoring younger FILM 282 crew members, and working on the sets of Senior-level FILM 482 projects.

- 3.5 Tentative texts and course materials:

Nash, Patrick. *Short Films: Writing the Screenplay*. Oldcastle Books, 2012. Print.

Munroe, Roberta Marie. *How Not to Make a Short Film*. Hyperion, 2009. Print.

Rea, Peter W. and David K. Irving. *Producing and Directing the Short Film and Video*. 4<sup>th</sup> edition. Focal Press, 2010. Print.



**4. Resources:**

- 4.1 Library resources: Adequate.
- 4.2 Computer resources: Adequate.

**5. Budget implications:**

- 5.1 Proposed method of staffing: Adequate. Staffing is dependent upon a new hire finalized and confirmed in December, 2014, and scheduled to begin during the Fall 2015 semester.
- 5.2 Special equipment needed: Available equipment is adequate
- 5.3 Expendable materials needed: None required.
- 5.4 Laboratory materials needed: None required.

**6. Proposed term for implementation: 2015(30)**

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

SJ&B Curriculum Committee:	12/9/2014
School of Journalism & Broadcasting	12/12/2014
Potter College Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	_____

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Kelley Coppinger, kelley.coppinger@wku.edu, (270) 745-2067

**1. Identification of proposed course:**

- 1.1 Course prefix (subject area) and number:** IXD 320
- 1.2 Course title:** User Experience Design
- 1.3 Abbreviated course title:** User Experience Design
- 1.4 Credit hours:** 3      **Variable credit (yes or no)** No
- 1.5 Grade type:** Standard Grade
- 1.6 Prerequisites:** SJB 210 and AD 240
- 1.7 Course description:**  
Integrates research, design and creative ideation to produce effective visual interactive user experiences across multiple media platforms.

**2. Rationale:**

- 2.1 Reason for developing the proposed course:**  
As part of the proposed changes in the major in advertising, AD 340 Creative Strategy & Copywriting will be suspended in fall 2015. IXD 320 will be offered in its place. Since this new course will focus on interactive user design rather than print design, the original course, AD 340, is being rewritten in such a fundamental way as to necessitate a new course proposal. The new course will reflect changes in the advertising industry, technology as well as a more accurate reflection of current course content. The proposed course also provides an introductory point to those advertising majors pursuing interactive user design.
- 2.2 Projected enrollment in the proposed course:** 18, based on number of majors and minors, limited to number of computers in a lab.
- 2.3 Relationship of the proposed course to courses now offered by the department:**  
There are no other courses in the School of Journalism & Broadcasting that teach creative ideation and design execution specific to interactive user experiences.
- 2.4 Relationship of the proposed course to courses offered in other departments:**  
While several complementary courses are now being offered at WKU in Graphic Design, the proposed course incorporates consumer research, strategic analysis and branded messaging components in a unique manner for interactive designers.
- 2.5 Relationship of the proposed course to courses offered in other institutions:**  
Ball State University, a WKU benchmark school, offers *JOUR 354 Advertising Copy & Layout* and *JOUR 385 Writing & Design in Strategic Communications* in their advertising major. University of Kentucky, a Kentucky public institution, offers *ISC 331 Advertising Creative Strategy and Execution I*, which provides a “a strategic approach to creative decision-making across all media.” The Stan

Richards School of Advertising & Public Relations at the University of Texas offers *ADV 325 Introduction to Advertising Creativity*. The course is restricted to advertising and public relations majors and is described as “Development of concepts and problem-solving techniques for print and broadcast advertising design and copywriting.” The J-School at the University of Missouri offers *JOURN 4200 Principles of Strategic Communication* which is required for interactive majors, *JOURN 4204 Introduction to Strategic Writing and Design*, *4200 Principles of Strategic Communication* and *4204 Introduction to Strategic Writing and Design*. Finally, advertising majors at the Savannah College of Art and Design are required to take *ADVE 150 Creative Concepting* and *ADVE 210 Understanding Client Objectives*.

### **3. Discussion of proposed course:**

#### **3.1 Schedule type:** C–Lecture/Lab

#### **3.2 Learning outcomes:**

At the end of this course, students should be able to:

- Understand how design is becoming integral to products and branding
- Understand the basics of a branding strategy including legal and ethical considerations
- Analyze existing research to create consumer personas
- Use ideation and concepting techniques to develop “big ideas” in design and content that enhance the user experience in interactive platforms
- Apply persona research to content and design problems
- Understand how to successfully distribute content in a digital world

#### **3.3 Content outline:**

- Overview: Copy, Design and Creativity; “The nature of our business”
- Strategy and Branding
- Legal and Ethical Issues
- Concepting: Finding the Big Idea using research personas
- Design and Visual Tactics
- Campaigns: Synergy and Integration
- Creating content
- Content distribution: The Three Screens

#### **3.4 Student expectations and requirements:**

Students will be evaluated primarily through practical assignments that will require them to apply design theories to real-world situations. Students will be expected to provide creative solutions to design problems through in-class assignments and discussions. Students and their peers will critique projects and in-class assignments.

#### **3.5 Tentative Texts and Course Materials**

*Advertising Creative Strategy, Copy and Design*

Authors: Tom B. Altsiel, Jean M. Grow

ISBN-13 978-1452203638

*Design Thinking for Strategic Innovation: What They Can’t Teach You at Business or Design School*

Authors: Idris Mootee  
ISBN-13 978-1118620120

*The Copy Workshop Workbook*  
Author: Bruce Bendinger  
ISBN-13 978-1887229395

**4. Resources:**

- 4.1 Library resources:** Adequate
- 4.2 Computer resources:** Adequate

**5. Budget implications:**

- 5.1 Proposed method of staffing:** Current staffing is sufficient
- 5.2 Special equipment needed:** Available equipment is adequate
- 5.3 Expendable materials needed:** Adequate
- 5.4 Laboratory materials needed:** Adequate

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/14
SJ&B Curriculum Committee	1/20/15
School of Journalism & Broadcasting	1/23/15
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

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Altsiel, Grow, (2012). *Advertising Creative Strategy, Copy and Design*. 3rd ed. United States of America: SAGE Publications, Inc.

Mootee, (2013). *Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School*. 1st ed. United States of America: Wiley.

Bendinger, (2009). *The Copy Workshop Workbook*. 4th ed. United States of America: Routledge.  
Sawyer, (2013). *Zig Zag*. 1st ed. e.g. England: Jossey-Bass.

Dyer, Gregersen, Christensen, (2011). *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*. 1st ed. United States of America: Harvard Business Review Press.

Goleman, (2013). *Focus: The Hidden Driver of Excellence*. 1st ed. United States of America: Harper.

Taylor, (2013). *Strategic Thinking for Advertising Creatives*. 1st ed. England: Laurence King Publishing.

*Advertising Concept Book*. 2nd ed. United Kingdom: Thames and Hudson.

Brogan, (2012). *The Impact Equation: Are You Making Things Happen or Just Making Noise?* 1st ed. United States of America: Portfolio Harcover.

Jiwa, (2012). *Make Your Idea Matter: Stand Out With A Better Story*. 1st ed. United States of America: CreateSpace Independent Publishing Platform.

Pink, (2013). *To Sell Is Human: The Surprising Truth About Moving Others*. 1st ed. United States of America: Riverhead Trade.

**Proposal Date:** November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

**Contact Person:** Mark Simpson, [mark.simpson@wku.edu](mailto:mark.simpson@wku.edu), office 270-745-5838

**1. Identification of proposed course:**

- 1.1 **Course prefix (subject area) and number:** IxD 350
- 1.2 **Course title:** Programming for Designers
- 1.3 **Abbreviated course title:** Programming for Designers
- 1.4 **Credit hours:** 3    **Variable credit (yes or no)** No
- 1.5 **Grade type:** Standard grade
- 1.6 **Prerequisites:** IxD 320, SJB 330 and SJB 340; or permission of instructor
- 1.7 **Course description:**  
An advanced interactive coding course utilizing markup languages required for control of interactive media products and user experiences.

**2. Rationale:**

- 2.1 **Reason for developing the proposed course:**  
Designers in the field of persuasive communication find themselves in the midst of radical change. The current curriculum is tied to traditional formats—formats that are being augmented or even replaced with new technologies and new platforms. IxD 350: Programming for Designers will provide interactive design students in the new IxD track in Advertising with advanced web programming instruction. This new course builds on SJB 340: Programming for Media Platforms. IxD 350 will focus on advanced theory and the techniques necessary for producing data-driven interactive content. Currently, there is no similar course that answers the specific needs of our students in the interactive design track in Advertising.
- 2.2 **Projected enrollment in the proposed course:** 18, based on the number of majors and minors; limited to the number of computers in a lab.
- 2.3 **Relationship of the proposed course to courses now offered by the department:**  
There are no other courses exclusively focused on the subject of web programming for interactive designers in the School of Journalism & Broadcasting.
- 2.4 **Relationship of the proposed course to courses offered in other departments:**  
This proposed course allows students to develop advanced skills in programming and web-based publishing. Currently, there are no specific WKU courses that specifically examine and teach interactive coding as a tool for the digital designer.
- 2.5 **Relationship of the proposed course to courses offered in other institutions:**  
Several benchmark schools, Commonwealth schools, and other institutions offer similar courses. CS 310—Web Programming—at Ball State University provides

training in advanced HTML, Cascading Style Sheets, Java Script and Dynamic HTML. Central Michigan University offers a course in Web Application Development (320) that includes instruction in client side scripting and creating web-based applications with a focus on graphical user interfaces, object-oriented programming and dynamic animated web pages. ITGM 337 (Applied Principles: Information Architecture) at the Savannah Art & Design offers a course that focuses on the categorization of information into a coherent structure, the interactive design process, delivery and designing visual interfaces. The undergraduate program in Advertising at the School for Visual Arts in NYC offers SMD-3462-A (Web Programming: HTML, CSS, JavaScript and PHP). This course introduces students to the fundamentals of web design through various programming languages. Finally, Harvard College has gained fame in the industry for Computer Science 50x, an introduction to the intellectual enterprises of computer science and the art of programming for majors and non-majors alike, with or without prior programming experience.

### **3. Discussion of proposed course:**

3.1 **Schedule type:** C – Lecture/Lab

3.2 **Learning Outcomes:**

Upon completion of this course, students should be able to:

- Execute advanced techniques in interactive web coding languages, including HTML5, CSS3, jQuery, PHP and MySQL databases.
- have the ability to collect, interpret and organize data, and better understand the methods of incorporating data dynamically in a website or mobile application.

3.3 **Content outline:**

- Using and Defining Code
- Structure - Code Elements
- Shapes - Coordinates, Primitives, Vertices
- Variables, Text & Objects
- Color - Color by Numbers
- Typography - Display
- Development - Sketching, Techniques
- Synthesis - Form and Code
- Information – Databases

3.4 **Student expectations and requirements:**

Students will be introduced to these languages through lectures, demonstrations and practical exercises. The focus will be on writing, testing and de-bugging code, and its appropriate application. Students will demonstrate their understanding of advanced web coding via published online content.

3.5 **Tentative texts and course materials:**

Shiffman, Daniel. *Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction*, Morgan Kaufmann, 2 edition (2015)

Duckett, Jon. *JavaScript and JQuery: Interactive Front-End Web Development*, Wiley; 1 edition (June 30, 2014)

Reas, Casey and Fry, Ben. *Processing: A Programming Handbook for Visual Designers and Artists*, The MIT Press (August 17, 2007)  
Lynda.com. *Online video tutorials to help you learn software, creative, and business skills*. (November 2014)

**4. Resources:**

- 4.1 Library resources:** Adequate
- 4.2 Computer resources:** Adequate

**5. Budget implications:**

- 5.1 Proposed method of staffing:** In addition to current faculty, an instructor for the proposed course will be provided with an approved new tenure-track line.
- 5.2 Special equipment needed:** available equipment is adequate.
- 5.3 Expendable materials needed:** Adequate.
- 5.4 Laboratory materials needed:** Existing resources at WKU are sufficient.

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/2014
SJ&B Curriculum Committee	1/20/2015
School of Journalism & Broadcasting	1/23/2015
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	



## COURSE BIBLIOGRAPHY

Gasston, Peter. *The Modern Web: Multi-Device Web Development with HTML5, CSS3, and JavaScript*, First Edition, No Starch Press, 2013.

Robbins, Jennifer Niederst. *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*, Fourth Edition, O'Reilly Media, 2012.

McGrane, Karen. *Content Strategy for Mobile*, A Book Apart, 2012.

Halvorson, Kristina and Rach, Melissa. *Content Strategy for the Web*, 2nd Edition, New Riders, 2012.

Marcotte, Ethan. *Responsive Web Design (Brief Books for People Who Make Websites, No. 4)*, A Book Apart, 2011.

Kadlec, Tim. *Implementing Responsive Design: Building sites for an anywhere, everywhere web*, Voices That Matter, 2012.

Levin, Michal. *Designing Multi-Device Experiences: An Ecosystem Approach to User Experiences across Devices*, First Edition, O'Reilly Media, 2014.

Under, Russ and Chandler, Carolyn. *A Project Guide to UX Design: For user experience designers in the field or in the making*, Second Edition, New Riders, 2012.

Hartson, Rex and Pyla, Pardha. *The UX Book: Process and Guidelines for Ensuring a Quality User Experience*, First Edition, Morgan Kaufmann, 2012

Lindley, Cody. *JavaScript Enlightenment*, First Edition, O'Reilly Media, 2013.

Haverbeke, Marijn. *Eloquent JavaScript: A Modern Introduction to Programming*, First Edition, No Starch Press, 2011.

Miller, Brian D. *Above the Fold*, Revised Edition, Revised Edition, HOW Books, 2014.

Shiffman, Daniel. *The Nature of Code: Simulating Natural Systems with Processing*, First Edition, The Nature of Code, 2012.

Reas, Casey and Fry, Ben. *Processing: A Programming Handbook for Visual Designers and Artists*, Second Edition, MIT Press, 2014.

Welling, Luke and Thomson, Laura. *PHP and MySQL Web Development*, 4th Edition, Addison-Wesley Professional, 2008.

Williams, Brad and Damstra, David and Stern, Hal. *Professional WordPress: Design and Development*, Second Edition, Wrox, 2013.

Nagle, Dan. *HTML5 Game Engines: App Development and Distribution*, A K Peters/CRC Press, 2014

Weyl, Estelle. *Mobile HTML5*, First Edition, O'Reilly Media, 2013.

**Proposal Date:** November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Mark Simpson, [mark.simpson@wku.edu](mailto:mark.simpson@wku.edu), office 270-745-5838

**1. Identification of proposed course:**

- 1.1 **Course prefix (subject area) and number:** IxD 400
- 1.2 **Course title:** Advanced Interactive Design
- 1.3 **Abbreviated course title:** Advanced Interactive Design
- 1.4 **Credit hours:** 3    **Variable credit (yes or no)** No
- 1.5 **Grade type:** Standard grade
- 1.6 **Prerequisites/co-requisites:** AD 300, 330 and IxD 350; or permission of instructor
- 1.7 **Course description:**  
Explores advanced CSS3, methods of scripting, use of forms and the implementation of embedded media, with a focus on strategic user design and information architecture.

**2. Rationale:**

- 2.1 **Reason for developing the proposed course:**  
IXD 400: Advanced Interactive Design is an integral part of the proposed changes in the advertising program—this course will replace the current AD 443 Interactive Advertising Design. IxD 400 will continue to focus on advanced interaction design theory, hands-on techniques, complex design challenges and offer continued exposure to new and changing platforms and formats in the world of persuasive communications. Further, because students will have experienced SJB 340 and IxD 350, the rigor of this course will increase. Our program advisors, partners in the industry and professional alumni remind us constantly that our students must have the above-referenced instruction in order to compete. This course is a necessary and logical building block in the new interactive design (IXD) program.
- 2.2 **Projected enrollment in the proposed course:** 18, based on the number of majors and minors; limited to the number of computers in a lab.
- 2.3 **Relationship of the proposed course to courses now offered by the department:**  
This course builds on SJB 330, Interactive Design
- 2.4 **Relationship of the proposed course to courses offered in other departments:**  
The proposed course will blend user-experience design, branding, coding and digital technology. Students have access to marginally similar courses in computer science (CS), computer information systems (CIS), and computer information technology (CIT), however, those courses lack the branding and design components outlined above.

- 2.5 **Relationship of the proposed course to courses offered in other institutions:**  
Several benchmark schools, Commonwealth schools, and other institutions offer similar courses. Central Michigan University offers CPS 420 (Web Application Development) that focuses on server-side processing, use of web services, and security considerations. The Savannah College of Art & Design (SCAD) provides Interactive Design and Game Development Studio I (ITGM 405) where students apply their skills to creating a workable interactive project or video game in a simulated professional environment. The undergraduate program in Advertising at the School for Visual Arts in NYC recommends DSD-4702—Website Design. Participants create innovative websites for the Internet utilizing HTML for their web designs, along with a variety of software programs to serve as a technical foundation. Finally, Ball State University suggests 301 Visual Communication Technologies, where students explore technology that could include beginning web design, multimedia, motion graphics, and other relevant topics to the design discipline.

**3. Discussion of proposed course:**

- 3.1 **Schedule type:** C – Lecture/Lab

**3.2 Learning Outcomes:**

Students will learn to design, implement, publish, and maintain websites, using authoring or scripting languages, content creation tools, management tools, and digital media. Students will understand how to clearly organize a consistent and functional website from both user and business perspectives. Students will evaluate code to ensure that it is valid, properly structured, meets industry standards and is compatible with browsers, devices, or operating systems. Students will design, develop and prototype interactive projects for all browser and device types. Students will construct, extract, transform, and present database resident content directly into the web or an app.

**3.3 Content outline:**

At this point in the IXD program, students should be identifying a personal direction begin developing an individual style and identifiable process of work. Students will begin experimenting with different and varied interactive platforms and will continue developing their understanding of user-experience design.

- The Future For Immersive Interactive Media
- A New Challenge: Ethics and Morality for Future Media
- Interactive Design – Websites, Apps and Games
- Virtual Experiences: Now More Like Our Real World
- Emerging Technologies: Preparing For The Next Job Market
- Creating Interactive Immersive Web-Based Projects & Apps
- How We Did This: Case Studies
- Designing Interactive Media – Aesthetics, Research, Understanding Your Audience

*Concurrent and ongoing hands-on practice and demonstration*

**3.4 Student expectations and requirements:**

Students will be assessed through a series of increasingly difficult and technologically demanding exercises leading toward more challenging and more

in-depth projects. They will demonstrate their understanding of course content through published online content.

**3.5 Tentative texts and course materials:**

Duckett, Jon. *HTML & CSS: Design and Build Websites*, Wiley; 1 edition (November 8, 2011)

Duckett, Jon. *JavaScript and JQuery: Interactive Front-End Web Development*, Wiley; 1 edition (June 30, 2014)

Reas, Casey and Fry, Ben. *Processing: A Programming Handbook for Visual Designers and Artists*, The MIT Press (August 17, 2007)

Lynda.com. *Online video tutorials to help you learn software, creative, and business skills*. (November 2014)

**4. Resources:**

**4.1 Library resources:** Adequate

**4.2 Computer resources:** Adequate

**5. Budget implications:**

**5.1 Proposed method of staffing:** In addition to current faculty, an instructor for the proposed course will be provided with an approved new tenure-track line.

**5.2 Special equipment needed:** available equipment is adequate.

**5.3 Expendable materials needed:** Adequate.

**5.1 Laboratory materials needed:** Existing resources at WKU are sufficient.

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/2014
SJ&B Curriculum Committee	1/20/2015
School of Journalism & Broadcasting	1/23/2015
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

## COURSE BIBLIOGRAPHY

Felke-Morris. *Web Development & Design Foundations with HTML5*, 7th Edition, Addison-Wesley, 2014.

Keith, Jeremy. *HTML5 For Web Designers*, A Book Apart, 2010.

Stevens, Luke. *The Truth About HTML5 For Web Designers*, Apress, 2013.

Weyl, Estelle. *HTML5 & CSS3 For The Real World*, Sitepoint, 2011.

Gasston, Peter. *The Modern Web: Multi-Device Web Development with HTML5, CSS3, and JavaScript*, First Edition, No Starch Press, 2013.

Lunn, Ian. *CSS3 Foundations*, First Edition, Wiley, 2012.

Duckett, Jon. *HTML and CSS: Design and Build Websites*, First Edition, Wiley, 2011.

Butler, Christopher. *The Strategic Web Designer: How to Confidently Navigate the Web Design Process*, HOW Books, 2012.

Hay, Stephen. *Responsive Design Workflow*, First Edition, New Riders, 2013.

Krug, Steve. *Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems*, First Edition, New Riders, 2009.

Levin, Michal. *Designing Multi-Device Experiences: An Ecosystem Approach to User Experiences across Devices*, First Edition, O'Reilly Media, 2014.

Duckett, Jon. *JavaScript and JQuery: Interactive Front-End Web Development*, First Edition, Wiley, 2014.

Cooper, Alan and Reimann, Robert and Cronin, David and Noessel, Christopher. *About Face: The Essentials of Interaction Design*, Fourth Edition, Wiley, 2014.

Santa Maria, Jason. *On Web Typography*, A Book Apart, 2014.

Pannafino, James. *Interdisciplinary Interaction Design: A Visual Guide to Basic Theories, Models and Ideas for Thinking and Designing for Interactive Web Design and Digital Device Experiences*, First Edition, Assiduous Publishing, 2012.

Friedman, Jesse. *Web Designer's Guide to WordPress: Plan, Theme, Build, Launch: Voices That Matter*, First Edition, New Riders, 2012.

Hedengren, Thord Daniel. *Smashing WordPress: Beyond the Blog*, Fourth Edition, Wiley, 2014.

Nagle, Dan. *HTML5 Game Engines: App Development and Distribution*, A K Peters/CRC Press, 2014

Firtman, Maximiliano. *Programming the Mobile Web*, Second Edition, O'Reilly Media, 2013

**Proposal Date:** November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Mark Simpson, [mark.simpson@wku.edu](mailto:mark.simpson@wku.edu), office 270-745-5838

**1. Identification of proposed course:**

- 1.1 **Course prefix (subject area) and number:** IXD 410
- 1.2 **Course title:** Portfolio
- 1.3 **Abbreviated course title:** Portfolio
- 1.4 **Credit hours:** 3    **Variable credit (yes or no)** No
- 1.5 **Grade type:** Standard grade
- 1.6 **Prerequisites:** IXD 400 or permission of instructor
- 1.7 **Course description:**

Students collaborate to research, create and promote websites and/or applications for commercial and non-commercial projects. Synthesizes all elements of user-experience design and branding.

**2. Rationale:**

2.1 **Reason for developing the proposed course:**

As part of the proposed changes in the advertising program, the course will replace the former capstone courses, AD 444 Advanced Interactive Advertising Design, AD 445 Advanced Copy & Layout and AD 446 Advertising Campaigns. Students at this stage of the program should have skills to understand a branding strategy and the ability to solve interactive design challenges. As in the professional world, IXD students will collaborate with advertising majors on the Branding track to develop a clear audience and strategic plan to generate an appropriate interactive user experience.

2.2 **Projected enrollment in the proposed course:** 18, based on the number of majors and minors; limited to the number of computers in a lab.

2.3 **Relationship of the proposed course to courses now offered by the department:**

While many courses in SJ&B touch on the application of digital technology, no courses are focused on advanced interactive design and collaboration across advertising disciplines to produce design and content.

2.4 **Relationship of the proposed course to courses offered in other departments:**

The proposed course will blend user-experience design, research, branding strategy, coding and digital technology in a collaborative environment—many programs in the University offer a capstone experience course.

2.5 **Relationship of the proposed course to courses offered in other institutions:**

Several benchmark schools, Commonwealth schools, and other institutions offer similar courses. Ball State University offers 456 Advertising Campaigns as a capstone. The course is described as a synthesis of skills and concepts acquired in



the specialized advertising courses. Students will research, plan, write, schedule, budget, and evaluate a complete advertising campaign. JRN 466 Advertising Campaigns is the capstone at Central Michigan University. Those students focus on advertising plans, approaches, media, creative strategies, preparation, production and presentation of campaigns. Senior students in SCADs (Savannah College of Art & Design) MTJW 490 capstone prepare to address the concerns arising in professional venues through a series of discussions, presentations and studio activities. The undergraduate program in Advertising at the School for Visual Arts in NYC challenges seniors with ADD-4801—Innovation in Advertising. This course will show students how to deal with the complexities and difficulties of planning, drafting, designing and creating innovation solutions.

### **3. Discussion of proposed course:**

#### **3.1 Schedule type: C – Lecture/Lab**

#### **3.2 Learning Outcomes:**

Upon completion of this course, students should be able to:

- Collaborate to develop a clear audience and strategic plan to generate an appropriate interactive user experience.
- Develop consumer personas to transform insight into effective interactive design.
- Work in teams to design, prototype and successfully execute advanced interactive projects for commercial and non-commercial clients.

#### **3.3 Content outline:**

- Interactive design discussion: ideas, design, and technology used to inform and influence specific audiences. Design as literacy. Design as the solution to a problem
- Design and development of a senior portfolio in preparation for entering professional interactive design practice
- Assignments: may include personal marketing pieces and the development of products specific to the interactive design profession
- Critique and peer-review may indicate additional work is necessary to refine existing portfolio pieces
- Ongoing projects (multi-semester) should be completed during the capstone experience
- Concurrent and ongoing hands-on practice and demonstration.

#### **3.4 Student expectations and requirements:**

Student teams will design, prototype and successfully execute advanced interactive projects for commercial and non-commercial clients. They will be assessed by their ability to demonstrate their understanding of course content through a portfolio and published online content.

#### **3.5 Tentative texts and course materials:**

- Volk, Larry. *No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers*, Focal Press, 2 edition (July 20, 2014)
- Schawbel, Dan. *Me 2.0: Build a Powerful Brand to Achieve Career Success*, Kaplan Publishing, 1 edition (March 31, 2009)
- Lynda.com. *Online video tutorials to help you learn software, creative, and*

*business skills. (November 2014)*

**4. Resources:**

**4.1 Library resources:** Adequate

**4.2 Computer resources:** Adequate

**5. Budget implications:**

**5.1 Proposed method of staffing:** In addition to current faculty, an instructor for the proposed course will be provided with an approved new tenure-track line.

**5.2 Special equipment needed:** Available equipment is adequate.

**5.3 Expendable materials needed:** Sufficient

**5.4 Laboratory materials needed:** Sufficient

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee

11/10/2014

SJ&B Curriculum Committee

1/20/2015

School of Journalism & Broadcasting

1/23/2015

PCAL Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate

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Duckett, Jon. *HTML and CSS: Design and Build Websites*, First Edition, Wiley, 2011.

Halvorson, Kristina and Rach, Melissa. *Content Strategy for the Web*, 2nd Edition, New Riders, 2012.

Solis, Brian. *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web Age*, 2nd ed. Hoboken, NJ: John Wiley & Sons, 2012.

Turow, Joseph. *The Daily You: How the New Advertising Industry is Defining Your Identity and Your Worth*, 1st ed. New Haven, CT: Yale University Press, 2011.

Vincent, Laurence. *Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Consumer Loyalty*, 1st ed. New York, NY: American Management Association, 2012.

Wheeler, Alina. *Designing Brand Identity*, 3rd ed. Hoboken, NJ: John Wiley & Sons, 2009.

Garrett, Jesse James. *The Elements of User Experience: User-Centered Design for the Web and Beyond*, 2nd Edition, Voices That Matter, 2010.

Weinschenk, Susan. *100 Things Every Designer Needs to Know About People: Voices That Matter*, First Edition, New Riders, 2011.

Levin, Michal. *Designing Multi-Device Experiences: An Ecosystem Approach to User Experiences across Devices*, First Edition, O'Reilly Media, 2014.

Under, Russ and Chandler, Carolyn. *A Project Guide to UX Design: For user experience designers in the field or in the making*, Second Edition, New Riders, 2012.

Hartson, Rex and Pyla, Pardha. *The UX Book: Process and Guidelines for Ensuring a Quality User Experience*, First Edition, Morgan Kaufmann, 2012

Duckett, Jon. *JavaScript and JQuery: Interactive Front-End Web Development*, First Edition, Wiley, 2014.

Nodder, Chris. *Evil by Design: Interaction Design to Lead Us into Temptation*, First Edition, Wiley, 2013.

Monteiro, Mike. *Design Is a Job*, A Book Apart, 2012.

Lidwell, William and Holden, Kritina and Butler, Jim. *Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design*, Second Edition, Rockport Publishers, 2010.

Miller, Brian D. *Above the Fold*, Revised Edition, Revised Edition, HOW Books, 2014.

Friedman, Jesse. *Web Designer's Guide to WordPress: Plan, Theme, Build, Launch: Voices That Matter*, First Edition, New Riders, 2012.

**Proposal Date:** November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Kelley Coppinger, [kelly.coppinger@wku.edu](mailto:kelly.coppinger@wku.edu), (270) 745-2067

**1. Identification of proposed course:**

- 1.1 Course prefix (subject area) and number:** SJB 210
- 1.2 Course title:** Software Studio for Designers
- 1.3 Abbreviated course title:** Software Studio
- 1.4 Credit hours:** 3      **Variable credit (yes or no)** No
- 1.5 Grade type:** Standard Grade
- 1.6 Prerequisites:** SJB 101 and 102; or permission of instructor
- 1.7 Course description:**  
An introduction to the industry standard software to edit photos, create logos/branding packages, illustrations and layouts for print and interactive media.

**2. Rationale:**

- 2.1 Reason for developing the proposed course:**  
As part of extensive changes in the curriculum of the School of Journalism & Broadcasting implemented in fall 2014, all majors are required to take three new courses that focus on the basics of media, technology and storytelling. The proposed course builds on this foundation to introduce majors to industry standard software for multimedia design and dissemination. SJB 210 will become an integral part of the revised major in advertising as well as being an elective for other programs in the School of Journalism & Broadcasting and beyond.
- 2.2 Projected enrollment in the proposed course:** 18, based on number of majors and minors, limited to number of computers in a lab.
- 2.3 Relationship of the proposed course to courses now offered by the department:**  
There are no other courses in the School of Journalism & Broadcasting that specifically teach software proficiency in design, layout and dissemination, but the School does offer SJB 102 Media Collaboration, which introduces incoming freshman to software used throughout the School at a very basic level. The Photojournalism program also offers PJ 231 Introduction to Photojournalism, which focuses only on raster/image based software packages.
- 2.4 Relationship of the proposed course to courses offered in other departments:**  
While several programs at WKU offer complementary courses, such as WKU's Graphic Design major, with *ART 243 Digital Media* and *ART 438 Electronic Illustration* and the Department of Architectural and Manufacturing Sciences with *AMS 368 Architectural Design Studio*, the proposed course is focused on applying industry standard software to media design and branding solutions.
- 2.5 Relationship of the proposed course to courses offered in other institutions:**

Central Michigan University, a WKU benchmark school, offers *JRN 302 Introduction to Graphics and Visual Communication* in their major in advertising. The course is described as “Principles and techniques of publication/advertising graphics and visual communication, including typography and printing.” Murray State University, a Kentucky public institution, offers *GMC Electronic Imaging* as a co-requirement in their major in advertising and *ART 350 Introduction to Graphic Design I: Digital Art (3)* for their Art majors. Art 350 is described as an “Introduction to the computer as a tool for fine art and illustration. Students are taught computer techniques and approaches to creating art.” The Stan Richards School of Advertising & Public Relations at the University of Texas offers *ADV 447 Computer Imaging Topics*. The course is described as an “Introduction to computer graphics with applications to advertising and other disciplines. Students interact with computer systems to produce artwork and design portfolios.” Finally, the Savannah College of Art and Design offers *ADVE 201 Digital Production for Advertising* for majors in advertising and *GRDS 374 Publication Graphics* for majors in graphic design.

### **3. Discussion of proposed course:**

#### **3.1 Schedule type:** C–Lecture/Lab

#### **3.2 Learning Outcomes:**

At the end of this course, students should be able to:

- Understand how digital technologies have revolutionized design and distribution of content
- Understand how to use the proper tools to prepare logos/logotypes, photos and designs for multimedia publication
- Create branded content for dissemination across multimedia platforms
- Use correct file outputs depending on the goals of the design project
- Create and maintain an online portfolio of their work

#### **3.3 Content outline:**

- Introduction to digital design tools
- Ideation techniques and digital drawing using wireframe and vector based systems
- Working and manipulating images for creative, commercial and documentary purposes
- Discuss legal and ethical issues in designing and using digital images
- Preparing files for print, web or mobile distribution
- Publishing content to print and interactive platforms

#### **3.4 Student expectations and requirements:**

Students will be evaluated primarily through practical assignments that will require them to apply design theories to real-world situations. Students will be expected to provide creative solutions to design problems through in-class assignments and discussions. Students and their peers will critique projects and in-class assignments.

#### **3.5 Tentative Texts and Course Materials:**

*Adobe Creative Creative Cloud Digital Classroom*

Authors: Jennifer Smith, AGI Creative Team

ISBN-13 978-8639993

*Design with the Adobe Creative Cloud Classroom in a Book: Basic Projects*

Authors: Adobe Creative Team

ISBN-13 978-0321940513

*The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud*

Author: Allen Wood

ISBN-13 978-1305263659

**4. Resources:**

**4.1 Library resources:** Adequate

**4.2 Computer resources:** Adequate

**5. Budget implications:**

**5.1 Proposed method of staffing:** Current staffing is sufficient

**5.2 Special equipment needed:** Available equipment is adequate

**5.3 Expendable materials needed:** Sufficient

**5.4 Laboratory materials needed:** Sufficient

**6. Proposed term for implementation:** 2015 (30)

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

Ad Program Committee

11/10/2014

SJ&B Curriculum Committee

1/20/15

School of Journalism & Broadcasting

1/23/15

PCAL Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate

## COURSE BIBLIOGRAPHY

Smith, AGI Creative Team, (2013). *Adobe Creative Cloud Design Tool Digital Classroom*. 1st ed. United States of America: Wiley.

Smith, AGI Creative Team, (2013). *Design with Adobe Creative Cloud Classroom in a Book*. 1st ed. United States of America: Adobe Press.

Wood, (2012). *The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud*. 4th ed. United States of America: Cengage Learning.

Burrough, (2013). *Foundations of Digital Art and Design with the Adobe Creative Cloud (Voices That Matter)*. 1st ed. United States of America: New Riders.

Weakley. *Digital Design: Principles and Practices*. 4th edition. United States of America: Prentice.

Niemeyer, (2007). *Introduction to Desktop Publishing with Digital Graphics, Student Edition*. 1st ed. United States of America: Glencoe/McGraw-Hill.

Golombisky, Hagen, (2013). *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia*. 2nd ed. United States of America: Focal Press.



Proposal Date: November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

**Contact Person:** Mark Simpson, [mark.simpson@wku.edu](mailto:mark.simpson@wku.edu), office 270-745-5838

**1. Identification of proposed course:**

- 1.1 **Course prefix (subject area) and number:** SJB 330
- 1.2 **Course title:** Interactive Design
- 1.3 **Abbreviated course title:** Interactive Design
- 1.4 **Credit hours:** 3 Variable credit (yes or no) no
- 1.5 **Grade type:** Standard grade
- 1.6 **Prerequisites:** SJB 210 or permission of instructor
- 1.7 **Course description:**  
Exploration into the design process and techniques for creating interactive experiences. Encompasses information architecture, usability, front-end programming, design literacy, as well as applied user-experience design.

**2. Rationale:**

- 2.1 **Reason for developing the proposed course:**  
The Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) requires that all graduates of accredited journalism/mass communication programs, irrespective of their particular specialization, should be aware of certain core values and competencies and be able to—among other things—apply tools and technologies appropriate for the communications professions in which they work. SJB 330 is a necessary first step for students in all disciplines within the School of Journalism & Broadcasting who will almost certainly be required to understand, implement and design for modern digital publishing and communications platforms, however they manifest themselves. Further, SJB 330, in conjunction with the other interactive courses proposed—will provide students with a more complete understanding of interaction design, and a more marketable skill set upon graduation.
- 2.2 **Projected enrollment in the proposed course:** 18, based on the number of majors and minors; limited to the number of computers in a lab.
- 2.3 **Relationship of the proposed course to courses now offered by the department:**  
As part of the proposed changes in the advertising program, the course will replace AD 348 Introduction to Interactive Design. There are no other courses exclusively focused on the subject of interactive design in the School of Journalism & Broadcasting.
- 2.4 **Relationship of the proposed course to courses offered in other departments:**  
Students have access to courses in computer science (CS), computer information systems (CIS), and computer information technology (CIT). Only the later

- provides courses similar to this offering, however, these courses are entirely web-based and the CIT curriculum is self-guided and more proprietary than we intend.
- 2.5 **Relationship of the proposed course to courses offered in other institutions:** Several benchmark schools, Commonwealth schools, and other institutions offer similar courses. Ball State University offers ICOM 211 (Digital Interactivity Design). The course is an examination of web technologies and applications of emerging technologies on various careers aimed at students of all skill levels. CPS 282 at Central Michigan University is an introduction to multimedia concepts, a survey of multimedia applications in fields such as education, business and entertainment, and an introduction to multimedia authoring tools. Hands-on projects. SCAD (Savannah College of Art & Design) offers ITGM 122—an introduction to interactive design. Through individual and group exercises, students are introduced to critical aspects of interactive design from basic coding to traditional and nontraditional websites. Finally, The undergraduate program in Advertising at the School for Visual Arts in NYC offers SMD-3459 Web Programming. This course covers the basics of HTML5, CSS3, JavaScript, JQuery and JavaScript APIs and includes a discussion of mobile application design.

### 3. Discussion of proposed course:

#### 3.1 **Schedule type:** C – Lecture/Lab

#### 3.2 **Learning Outcomes:**

Upon completion of this course, students should be able to:

- Define interactive design and demonstrate an understanding of the role of an interactive designer.
- Demonstrate through quizzes and published projects, an understanding of strategic project planning and the project visualization process.
- Create online interactive projects that illustrate effective interface and navigation design.
- Demonstrate an understanding of the technology issues and best practices related to computer-based content delivery.

#### 3.3 **Content outline:**

- Review and revisit course content as outlined in SJB 210
- Intermediate discussion, demonstration and practice using HTML5, CSS3, jQuery.
- Discussion concerning the nature of strategy-driven design, audience analysis, and user-experience interactive design
- Introduction to fluid and responsive interactive design techniques
- Discuss the tenets of web design, including color, typography and grid layout.
- Basic animation and game development.
- Designing for a content management system (CMS)
- Prototyping and developing a web-based and proprietary mobile applications
- Concurrent hands-on practice with assigned projects.

#### 3.4 **Student expectations and requirements:**

Students will be evaluated primarily through practical assignments that will require them to apply interactive design theories to real-world situations. Students

will be expected to provide creative solutions to design problems through in-class assignments and discussions. Students and their peers will critique projects and in-class assignments.

**3.5 Tentative texts and course materials:**

Duckett, Jon. *HTML & CSS: Design and Build Websites*, Wiley; 1 edition (November 8, 2011)

Duckett, Jon. *JavaScript and JQuery: Interactive Front-End Web Development*, Wiley; 1 edition (June 30, 2014)

Reas, Casey and Fry, Ben. *Processing: A Programming Handbook for Visual Designers and Artists*, The MIT Press (August 17, 2007)

**4. Resources:**

**4.1 Library resources:** Adequate

**4.2 Computer resources:** Adequate

**5. Budget implications:**

**5.1 Proposed method of staffing:** In addition to current faculty, an instructor for the proposed course will be provided with an approved new tenure-track line.

**5.2 Special equipment needed:** available equipment is adequate.

**5.3 Expendable materials needed:** Adequate.

**5.4 Laboratory materials needed:** Existing resources at WKU are sufficient.

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/2014
SJ&B Curriculum Committee	1/20/2015
School of Journalism & Broadcasting	1/23/2015
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

## COURSE BIBLIOGRAPHY

Berners-Lee, Tim. *Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web*, First Edition, Harper Business, 2000.

Devlin, Ian. *HTML5 Multimedia: Develop and Design*, Peachpit Press, 2011.

Felke-Morris. *Basics of Web Design: HTML5 & CSS3*, 2nd Edition, Addison-Wesley, 2013.

Felke-Morris. *Web Development & Design Foundations with HTML5*, 7th Edition, Addison-Wesley, 2014.

Gasston, Peter. *The Modern Web: Multi-Device Web Development with HTML5, CSS3, and JavaScript*, First Edition, No Starch Press, 2013.

Lunn, Ian. *CSS3 Foundations*, First Edition, Wiley, 2012.

Duckett, Jon. *HTML and CSS: Design and Build Websites*, First Edition, Wiley, 2011.

Robbins, Jennifer Niederst. *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*, Fourth Edition, O'Reilly Media, 2012.

Kadlec, Tim. *Implementing Responsive Design: Building sites for an anywhere, everywhere web*, Voices That Matter, 2012.

Krug, Steve. *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*, 3rd Edition, Voices That Matter, 2014.

Weinschenk, Susan. *100 Things Every Designer Needs to Know About People: Voices That Matter*, First Edition, New Riders, 2011.

Levin, Michal. *Designing Multi-Device Experiences: An Ecosystem Approach to User Experiences across Devices*, First Edition, O'Reilly Media, 2014.

Haverbeke, Marijn. *Eloquent JavaScript: A Modern Introduction to Programming*, First Edition, No Starch Press, 2011.

MacLees, Natalie. *jQuery for Designers : Beginners Guide*, Second Edition, Packt Publishing, 2014.

Santa Maria, Jason. *On Web Typography*, A Book Apart, 2014.

Miller, Brian D. *Above the Fold*, Revised Edition, Revised Edition, HOW Books, 2014.

Pannafino, James. *Interdisciplinary Interaction Design: A Visual Guide to Basic Theories, Models and Ideas for Thinking and Designing for Interactive Web Design and Digital Device Experiences*, First Edition, Assiduous Publishing, 2012.

Pratt, Andy and Nunes, Jason. *Interactive Design: An Introduction to the Theory and Application of User-centered Design*, Rockport Publishers, 2012.

**Proposal Date:** November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Mark Simpson, [mark.simpson@wku.edu](mailto:mark.simpson@wku.edu), office 270-745-5838

**1. Identification of proposed course:**

- 1.1 Course prefix (subject area) and number:** SJB 340
- 1.2 Course title:** Programming for Media Platforms
- 1.3 Abbreviated course title:** Programming for Media Platforms
- 1.4 Credit hours:** 3      **Variable credit (yes or no)** No
- 1.5 Grade type:** Standard grade
- 1.6 Prerequisites:** SJB 102 or permission of instructor.
- 1.7 Course description:**  
Introduction to concepts, principles, and skills required to code and program media platforms. Explores modern markup languages and content management systems. No programming experience required.

**2. Rationale:**

- 2.1 Reason for developing the proposed course:**  
The Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) requires that all graduates of accredited journalism/mass communication programs, irrespective of their particular specialization, should be aware of certain core values and competencies and be able to—among other things—apply tools and technologies appropriate for the communications professions in which they work. This introductory course has been developed as a response to that directive. Students graduating from the School of Journalism & Broadcasting will almost certainly be required to understand, implement and edit the code that drives all modern digital publishing and communications platforms. Currently, there is no course that answers the specific needs of our students. SJB 340 will provide all SJB students with an introduction to programming for media and act as a much needed foundation course for the interactive design track in Advertising.
- 2.2 Projected enrollment in the proposed course:** 25+, based on the number of majors and minors; limited to the number of seats in a classroom.
- 2.3 Relationship of the proposed course to courses now offered by the department:**  
There are no courses exclusively focused on the subject of computer programming in the School of Journalism & Broadcasting.
- 2.4 Relationship of the proposed course to courses offered in other departments:**  
Currently, there are no WKU courses that specifically examine web coding as basic literacy. WKU students do have access to courses in computer science (CS), computer information systems (CIS), and computer information technology

(CIT). Only CIS provides courses similar to this offering, however they are web-based courses and may not be available to our students.

- 2.5 **Relationship of the proposed course to courses offered in other institutions:** Several benchmark schools, Commonwealth schools, and other institutions offer similar courses. The Savannah College of Art & Design (SCAD) offers ITGM 220 Core Principles: Programming. Students develop the core principles of programming interactivity through object-oriented programming techniques using visual scripting tools and hand-coded scripting languages. CS 110 (Introduction to Computer Science and Web Programming) at Ball State University is an introduction to web programming utilizing HTML and a Web programming language. Central Michigan University lists CPS 180 (Principles of Computer Programming) with a focus on algorithm development, problem solving methods, design and development. The undergraduate program in Advertising at the School for Visual Arts in NYC provides SDC-2827-B. The course is described as an overview of information architecture and interaction design. CS50x is Harvard College's introduction to the intellectual enterprises of computer science and the art of programming for majors and non-majors alike, with or without prior programming experience.

### 3. Discussion of proposed course:

#### 3.1 **Schedule type:** L - lecture

#### 3.2 **Learning Outcomes:**

Upon completion of this course, students should be able to:

- Understand and demonstrate the basics of several interactive coding languages, including HTML5, CSS3, jQuery and PHP.
- Execute simple programs and applications based on their knowledge of the above referenced languages.
- Use their understanding of coding as a springboard to improve their basic problem-solving skills and technical literacy.

#### 3.3 **Content outline:**

- Basic computer coding & programming concepts
- Strengths and weaknesses of commonly used languages
- The software design process
- A discussion of video games and basic game development
- Social media design and app development
- Concurrent hands-on practice in coding

#### 3.4 **Student expectations and requirements:**

Students will be evaluated primarily through quizzes and practical assignments that will require them to apply the basics of web and interactive programming.

#### 3.5 **Tentative texts and course materials:**

Shiffman, Daniel. *Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction*, Morgan Kaufmann, 2 edition (2015)

Duckett, Jon. *HTML & CSS: Design and Build Websites*, Wiley; 1 edition (November 8, 2011)

Reas, Casey and Fry, Ben. *Processing: A Programming Handbook for Visual Designers and Artists*, The MIT Press (August 17, 2007)

**4. Resources:**

**4.1 Library resources:** Adequate

**4.2 Computer resources:** Adequate

**5. Budget implications:**

**5.1 Proposed method of staffing:** Instructor for the proposed course will be provided with an approved new tenure-track line.

**5.2 Special equipment needed:** Available equipment is adequate.

**5.3 Expendable materials needed:** Adequate.

**5.4 Laboratory materials needed:** Existing resources at WKU are sufficient.

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee

11/10/2014

SJ&B Curriculum Committee

1/20/2015

School of Journalism & Broadcasting

1/23/2015

PCAL Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate



## COURSE BIBLIOGRAPHY

Haverbeke, Marijn. *Eloquent JavaScript: A Modern Introduction to Programming*, First Edition, No Starch Press, 2011.

Shiffman, Daniel. *The Nature of Code: Simulating Natural Systems with Processing*, First Edition, The Nature of Code, 2012.

Reas, Casey and Fry, Ben. *Processing: A Programming Handbook for Visual Designers and Artists*, Second Edition, MIT Press, 2014.

Castro, Elizabeth. *HTML5, and CSS3*, Seventh Edition, Peachpit Press, 2013.

Devlin, Ian. *HTML5 Multimedia: Develop and Design*, Peachpit Press, 2011.

Felke-Morris. *Basics of Web Design: HTML5 & CSS3*, 2nd Edition, Addison-Wesley, 2013.

Felke-Morris. *Web Development & Design Foundations with HTML5*, 7th Edition, Addison-Wesley, 2014.

Keith, Jeremy. *HTML5 For Web Designers*, A Book Apart, 2010.

Lawson, Bruce and Sharp, Remy. *Introducing HTML5*, New Riders Press, 2010.

Pfeiffer, Silvia. *The Definitive Guide to HTML5 Video*, Apress, 2010.

Pilgrim, Mark. *HTML5: Up and Running*, O'Reilly, 2010.

Powers, Shelley. *HTML5 Media Integrating audio and video with the Web*, O'Reilly, 2011.

Stevens, Luke. *The Truth About HTML5 For Web Designers*, Apress, 2013.

Weyl, Estelle. *HTML5 & CSS3 For The Real World*, Sitepoint, 2011.

Gasston, Peter. *The Modern Web: Multi-Device Web Development with HTML5, CSS3, and JavaScript*, First Edition, No Starch Press, 2013.

Lunn, Ian. *CSS3 Foundations*, First Edition, Wiley, 2012.

Duckett, Jon. *HTML and CSS: Design and Build Websites*, First Edition, Wiley, 2011.

Robbins, Jennifer Niederst. *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*, Fourth Edition, O'Reilly Media, 2012.

Lindley, Cody. *JavaScript Enlightenment*, First Edition, O'Reilly Media, 2013.

Duckett, Jon. *JavaScript and JQuery: Interactive Front-End Web Development*, First Edition, Wiley, 2014.

Proposal Date: June 30, 2014

**Potter College of Arts & Letters  
Department of Music  
Proposal to Create a New Course  
(Action Item)**

Contact Person: Scott Harris, [scott.harris@wku.edu](mailto:scott.harris@wku.edu), 745-3751

**1. Identification of proposed course:**

- 1.1 Course prefix (subject area) and number: MUS 320
- 1.2 Course title: Rock and Roll: Music for a New Generation
- 1.3 Abbreviated course title: Rock and Roll  
(maximum of 30 characters or spaces)
- 1.4 Credit hours: 3 Variable credit: No
- 1.5 Grade type: standard letter grade
- 1.6 Prerequisites/corequisites: n/a
- 1.7 Course description: A study of the development of Rock and Roll as a musical style from the mid-1950's to 1990 with an emphasis on listening and musical characteristics. Includes notable artists/bands, innovations and trends, cultural and social impacts, and economic/political influences.

**2. Rationale:**

- 2.1 Reason for developing the proposed course:

Currently, no music course offered at WKU focuses on the development of Rock and Roll as a musical style in the late 20<sup>th</sup> century. While courses exist in classical, jazz, and world music, there is no current opportunity for students to study this prevailing art form from the past 60 years. Conversations/surveys with both alumni and current students reflect a need for music survey/history courses that explore the musical world we currently live in. This course will engage students in how to listen intently and with musical understanding; then ask them to speak, discuss, and write about music with a genuine understanding and appreciation for what they are hearing; particularly as it relates to Rock and Roll - music they are probably already listening to (evidence and argument/fostering academic excellence). This course supports Objective 1.3 of the WKU Action Plan as it is a new upper-level core curriculum course with a strong global dimension (as Rock and Roll reflects and integrates aspects of African based blues/improvisation, Cuban rhythms, and European approaches to melody/harmony, as well as traditional music styles in classical and jazz). The course will also be proposed as a Connections Colonnade course and include an Honors section, further addressing Objective 1.1 of the WKU Action Plan.
- 2.2 Projected enrollment in the proposed course: Projected enrollment of 40. The course was offered as a special topics course in spring 2014 and filled at 40 students. Students outside the department will be able to enroll.

- 2.3 Relationship of the proposed course to courses now offered by the department:  
A course in Rock and Roll will complement appreciation type courses already offered at WKU including Music Appreciation (MUS 120), Jazz Appreciation (MUS 119) and Intro to World Music (MUS 227). In addition, as an upper-level course it will provide a contemporary alternative to the current in-depth studies of MUS 326 and MUS 327 (Music History I & II), which focus on the Western Art Music tradition. Also, as a Connections course, Rock and Roll will provide a core curriculum alternative to MUS 327 which is the only current music option in that category.
- 2.4 Relationship of the proposed course to courses offered in other departments:  
This course will focus primarily on the musical development of the art form over the defined time period. Other WKU courses, specifically in Folk Studies and Sociology (FLK 379 Topics: American Roots Music; FLK 410 African American Music; SOCL 245 Sociology of Popular Culture; SOCL 345 Sociology of Popular Music) do address rock and roll but only within the wider context of the specific course. HIST 349 (US History since 1945) also addresses rock music but from a historical perspective and only for a small portion of the course. These courses do not address the significant musical aspects of rock that include composition/improvisation, melodic/harmonic/rhythmic development, form/texture, lyric writing, and performance virtuosity. This course will be an attractive elective for students in the Pop Culture Studies program and is being reviewed for inclusion in the Colonnades Connections category.
- 2.5 Relationship of the proposed course to courses offered in other institutions:  
A rock music general education course is very popular among music schools across the country. In fact, even more specific courses about the Beatles, Bob Dylan, Elvis Presley, and the rise of MTV are being proposed and offered. The following similar courses are offered at our benchmark institutions: NKU – MUS 108 History of Rock and Roll; BGSU – POPC 3800 Contexts of Popular Music; University of Louisville – MUH 212 History of Rock and Roll; ASU – MUS 2015 History of Rock Music; UK – MUS 222 Creativity and Innovation in Rock Music; University of Tennessee – MUCO 120 History of Rock Music.

### **3. Discussion of proposed course:**

- 3.1 Schedule type: Lecture (L)
- 3.2 Learning Outcomes:  
Through this course, and within the scope and context of rock music history (1950's-1990), students should be able to:
- be aware of a variety of musical genres, styles and specific works/artists
  - understand musical works as human expressions within a social context
  - be aware of the social, political and cultural landscape that influenced the development of musical trends, and vice versa
  - appreciate and understand how rock/popular music evolved from inception to current forms
  - respond critically both orally and in writing to musical works

- understand the aesthetic principles of music: rhythm, melody, harmony, form, and texture

3.3 Content outline:

- Elements of Music
- Roots of 20<sup>th</sup> century pop/rock music
- 1950's rock/Elvis Presley
- 1960's: British Invasion/Beatles, Folk, Soul/Motown, San Francisco
- 1970's: Fragmentation of the market, Jazz/Art Rock, Funk, Punk, Disco, musicals/opera
- 1980's: MTV, Pop, Heavy Metal, Country/Latin crossovers

3.4 Student expectations and requirements:

- regular attendance and discussion participation
- individual and/or group class presentations
- writing assignments
- regular quizzes on lectures/reading/listening

3.5 Tentative texts and course materials:

Lipscomb, Scott and Joe Stuessy. *Rock and Roll, It's History and Stylistic Development*, 7<sup>th</sup> ed. Pearson Education, Inc., 2013.  
*The History of Rock and Roll*. Time-Life Video & Television and Warner Bros. Entertainment Inc., 1995.

**4. Resources:**

- 4.1 Library resources: Sufficient
- 4.2 Computer resources: Sufficient

**5. Budget implications:**

- 5.1 Proposed method of staffing: Existing faculty is sufficient, however, should course and/or program enrollments increase significantly additional staffing may be required.
- 5.2 Special equipment needed: None
- 5.3 Expendable materials needed: None
- 5.4 Laboratory materials needed: None

**6. Proposed term for implementation:** Fall 2015 (201530)

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

Music Department	9/26/2014
Potter College Curriculum Committee	<u>12/4/1025</u>
Professional Education Council (if applicable)	<u>N/A</u>
General Education Committee (if applicable)	<u>N/A</u>
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

- 1.1 Course prefix AD 300
- 1.2 Course title: Research in Advertising and Public Relations

**2. Current prerequisites:** JOUR 201 and JOUR 202 and MKT 220 and either JOUR 341 for ad majors or JOUR 355 for PR majors; and a statistics course: ECON 206 or SOC 300 or MATH 183, or PSY 313/PSYS 313, or AMS 271.

**3. Proposed prerequisites:** Either AD 240 for majors in advertising or PR 355 for majors in public relations and a statistics course: ECON 206 or SOC 300 or MATH 183 or PSY 313/PSYS 313 or AMS 271.

**4. Rationale for the revision of prerequisites:**

Changes in the prerequisites for AD 300 are required due to present and proposed changes in the advertising major. JOUR 201 and JOUR 202 are no longer required for majors in advertising as a result of changes in the SJB curriculum last year. AD 341 Principles of Advertising will be suspended. The major in advertising will move to 45 hours, with the basics of Advertising and Public Relations strategy being covered in the proposed AD 240 Advertising in a Digital World or PR 355 Fundamentals of Public Relations.

**5. Effect on completion of major/minor sequence:**

iCAP exceptions will be filed to substitute AD 240 Advertising in a Digital World for AD 341 Principles of Advertising for advertising majors/minors affected by this proposed revision.

**6. Proposed term for implementation:** 2015(30)

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

Ad Program Committee

11/10/2014

SJ&B Curriculum Committee

1/20/2015

School of Journalism & Broadcasting

1/23/2015

PCAL Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate

Proposal Date: November 10th, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting  
Proposal to Create an Equivalent Course  
(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of existing course:**

1.1 **Current course prefix (subject area) and number:** IxD 410

1.2 **Course title:** Portfolio

**2. Identification of proposed equivalent course prefix(es) and numbers:** AD 410

**3. Rationale for each equivalent course:**

IxD 410 Portfolio is being proposed as a new capstone course for majors in advertising choosing the Interactive Experience Design (IXD) track. The course, as planned, will be a collaborative effort by designers and students on the Branding (strategy) track to research, build, and promote project websites and mobile applications. AD 410 will be cross-listed with IxD 410 as the equivalent portfolio course for majors in advertising on the Branding track.

**4. Proposed term for implementation:** 2015(30)

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

Ad Program Committee	11/10/2014
SJ&B Curriculum Committee	1/20/2015
School of Journalism & Broadcasting	1/23/2015
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: Nov. 10<sup>th</sup>, 2014

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

Contact Person: Cliff Shaluta      [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu)    270-991-6966

**1. Identification of program:**

- 1.1 Current program reference number: 727
- 1.2 Current program title: Major in Advertising
- 1.3 Credit hours: 36-37

**2. Identification of the proposed program changes:**

- Suspend courses AD 340, AD 341, AD 343, AD 345, AD 346, AD 348, AD 443, AD 444, AD 445 and AD 446 from the major
- Reflect course # change AD 344 to AD 240 in the major
- Add new courses AD 330, IXD 320, IXD 350, IXD 400 and IXD/AD 410, PR 355, SJB 210, SJB 330, SJB 340 to the major
- Update Branding track and consolidate the Print and Interactive tracks into a track called Interactive Experience Design (IXD)
- Delete MKT 328, BCOM 385, AD 340, AD 343, AD 348, AD 443 from electives list on the Branding track
- Add IXD 320, SJB 330 and SJB 340 to Branding Track electives list
- Add SJB 241, BCOM 264, AD 349 to IXD Track electives list
- Change total number of hours from 36-37 to 45-46

**3. Detailed program description:**

*Current program*

*Proposed program – changes in bold*

Major in Advertising <b>ADMISSION POLICY:</b> Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than <b>15 hours</b> in the major before admission. Students must meet the following requirements before they can be admitted: 1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree; 2. A minimum overall grade point average of 2.5; 3. Completion of ENG 100 with a grade of	Major in Advertising <b>ADMISSION POLICY:</b> Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than <b>15 hours</b> in the major before admission. Students must meet the following requirements before they can be admitted: 1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree; 2. A minimum overall grade point average of 2.5; 3. Completion of ENG 100 with a grade of
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<p>'C' or better and 9 additional hours in the Colonnade Program;</p> <p>4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102, 103 and <del>AD 341</del>.</p> <p>Students not meeting the above admission requirements will not be admitted to an SJ&amp;B major and cannot register for any additional courses in the major.</p> <p><b>CURRICULUM</b> Major in Advertising The major in advertising (reference number 727) requires <del>36-37</del> semester hours and leads to a Bachelor of Arts degree. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. Students must take a minimum of 72 semester hours in courses outside of the School of Journalism &amp; Broadcasting unit including the University's general education requirements. In addition to meeting institutional requirements for graduation, the advertising major must have a minor or second major outside of the School of Journalism &amp; Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor. Advertising majors who choose the <del>print advertising emphasis</del> are required to minor in graphic design, which is offered by the Department of Art. A minor in marketing is recommended for advertising majors <del>emphasizing branding</del>.</p> <p>One-half of the hours in the major must be at the 300- or 400-level.</p> <p><i>Required core courses:</i>           <del>(18 hours)</del> SJB 101 Understanding Media (3)</p>	<p>'C' or better and 9 additional hours in the Colonnade Program;</p> <p>4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102, 103 and <b>AD 240</b>.</p> <p>Students not meeting the above admission requirements will not be admitted to an SJ&amp;B major and cannot register for any additional courses in the major.</p> <p><b>CURRICULUM</b> Major in Advertising The major in advertising (reference number 727) requires <b>45-46</b> semester hours and leads to a Bachelor of Arts degree. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. Students must take a minimum of 72 semester hours in courses outside of the School of Journalism &amp; Broadcasting unit including the University's general education requirements. In addition to meeting institutional requirements for graduation, the advertising major must have a minor or second major outside of the School of Journalism &amp; Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor. Advertising majors who choose the <b>Interactive Experience Design (IXD) track</b> are required to minor in graphic design, which is offered by the Department of Art. A minor in marketing is recommended for advertising majors <b>choosing the Branding track</b>. One-half of the hours in the major must be at the 300- or 400-level.</p> <p><i>Required core courses:</i>           <b><u>(24 hours)</u></b> SJB 101 Understanding Media (3) SJB 102 Media Content, Collaboration (3) SJB 103 Digital Storytelling (3)</p>
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<p>SJB 102 Media Content, Collaboration (3)  SJB 103 Digital Storytelling (3)  <del>AD 341 Principles of Advertising (3)</del>  AD 300 Research in Ad &amp; PR (3)  <del>AD 344 Advertising in a Digital World (3)</del></p> <p>Elective (3 hours)  During the sophomore year, select one 3-hour course outside the major, but within the School of Journalism &amp; Broadcasting and approved by departmental faculty advisor.</p> <p><i>and select <del>five</del> courses in one of <del>three</del> concentrations (15-16 hours)</i></p> <p><b><u>BRANDING</u></b>  <i>Required courses</i>  <del>AD 346 Account Planning (3)</del>  AD 349 Advertising Media (3)</p> <p>Select the following capstone course  <del>AD 446 Advertising Campaigns (3)</del>  <i>or apply for one of the following two courses:</i>  SJB 495 Collaborate Journalism (3)  or  SJB 401/402 Team Investigative I &amp; II (4)</p> <p><i>Additionally, select two courses from the following restricted elective list (6 hours)</i>  <del>MKT 328 Marketing World Wide Web (3)</del>  <del>BCOM 385 Broadcast Commercial Sales (3)</del>  <del>AD 340 Creative Strategy/Copywriting (3)</del>  <del>AD 343 Print Design, Production, Typog (3)</del>  <del>AD 348 Intro. Interactive Media (3)</del>  <del>PR 355 Fundamentals Public Relations (3)</del>  <del>AD 443 Interactive Advertising Design (3)</del>  <del>AD 448 Ad Internship or Practicum (3)</del>  JOUR 481 Problems in Mass Comm. (3)  SJB 495 Collaborative Journalism (3)  <i>One of the following two law classes</i>  JOUR 301 Press Law &amp; Ethics (3)  BCOM 301 Mass Comm. Law &amp; Ethics (3)</p>	<p><b>SJB 210 Software Studio for Designers (3)</b>  <b>AD 240 Advertising in a Digital World (3)</b>  AD 300 Research in Ad+PR (3)  <b>AD 330 Branding (3)</b></p> <p><b>Core Elective (3 hours)</b>  During the sophomore year, select one 3-hour course outside the major, but within the School of Journalism &amp; Broadcasting and approved by departmental faculty advisor.</p> <p><i>and select <b>seven</b> courses in one of <b>two tracks</b> of study (21-22 hours)</i></p> <p><b><u>BRANDING</u></b>  <i>Required courses</i>  <b>MKT 220 Basic Marketing Concepts (3)</b>  <b>PR 355 Fundamentals of PR (3)</b>  AD 349 Advertising Media (3)  <i>Select one of the following two courses:</i>  <b>ENG 306 Business Writing (3)</b>  <b>OR</b>  <b>MGT 361 Business Writing (3)</b>  <i>Select one of the following three courses:</i>  <b>MKT 322 Integrated MKT Com. (3)</b>  <b>OR</b>  <b>MKT 328 Marketing on the WWW (3) OR</b>  <b>MKT 331 Social Media Marketing (3)</b></p> <p><b>Select the following capstone course:</b>  <b>AD 410 Portfolio (3)</b>  <i>or apply for one of the following two courses:</i>  SJB 495 Collaborate Journalism (3)  or  SJB 401/402 Team Investigative I &amp; II (4)</p> <p><i>Additionally, select <b>one</b> course (3 hours) from the following restricted elective list</i>  <b>IXD 320 User Experience Design (3)</b>  <b>SJB 330 Interactive Design (3)</b>  <b>SJB 340 Programming for Media Platforms (3)</b>  AD 448 Internship or Practicum (3)  JOUR 481 Problems in Mass Comm. (3)  JOUR 301 Press Law &amp; Ethics (3) BCOM</p>
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~~CREATIVE-INTERACTIVE  
ADVERTISING DESIGN:~~

*Required courses*

~~AD 340 Creative Strategy & Copywriting (3)  
AD 343 Print Design, Production, Typog. (3)  
AD 348 Intro. to Interactive Media (3 hrs)  
AD 443 Interactive Advertising Design (3)~~

*Select the following capstone course*

~~AD 444 Adv. Interactive Ad. Design (3)  
or apply for one of the following two courses:  
SJB 495 Collaborate Journalism (3)  
or  
SJB 401/402 Team Investigative I & II (4)~~

~~CREATIVE-PRINT ADVERTISING  
DESIGN~~

~~[minor in Graphic Arts Ref. #385 required]~~

*Required courses*

~~AD 340 Creative Strategy / Copywriting (3)  
AD 343 Print Design, Production, Typog. (3)  
AD 345 Copywriting & Layout (3)~~

*Select the following capstone course*

~~AD 445 Advanced Copywriting/Layout (3)  
or apply for one of the following two courses:  
SJB 495 Collaborate Journalism (3)  
or  
SJB 401/402 Team Investigative I & II (4)~~

~~*Select one restricted elective course (3 hours)  
to be selected from the following:*~~

~~MKT 328 Marketing on World Wide Web (3)  
BCOM 385 Broadcast Commercial Sales (3)  
AD 346 Advertising Account Planning (3)  
PR 355 Fundamentals Public Relations (3)  
AD 348 Intro to Interactive Media (3)  
AD 443 Interactive Advertising Design (3)  
SJB 481 Problems in Mass Comm. (3)  
SJB 495 Collaborative Journalism (3)  
One of the following two law classes  
JOUR 301 Press Law & Ethics (3)  
BCOM 301 Mass Comm. Law & Ethics(3)~~

301 Mass Comm. Law & Ethics (3)

INTERACTIVE EXPERIENCE DESIGN  
(IXD)

*Required courses*

**IXD 320 User Experience Design (3)  
SJB 330 Interactive Design (3)  
SJB 340 Programming for Media Platforms (3)  
IXD 350 Programming for Designers (3)  
IXD 400 Advanced Interactive Design (3)**

*Select the following capstone course*

**IXD 410 Portfolio (3)  
or apply for one of the following two courses:  
SJB 495 Collaborate Journalism (3)  
or  
SJB 401/402 Team Investigative I & II (4)**

*Additionally, select one course (3 hours)  
from the following restricted elective list*

**SJB 241 Visualizing Data in Journalism (3)  
BCOM 264 Digital Video Prod/Dist. (3)  
AD 349 Advertising Media (3)  
AD 448 Internship or Practicum (3)  
JOUR 481 Problems in Mass Comm. (3)  
JOUR 301 Press Law & Ethics (3)  
BCOM 301 Mass Comm. Law & Ethics (3)**

<p><i>And two courses of restricted electives to be selected from the following: (6 hours)</i></p> <p><del>MKT 328 Marketing on World Wide Web (3)</del>  <del>BCOM 266 Basic TV Production (3)</del>  <del>BCOM 385 Broadcast Commercial Sales (3)</del>  <del>JOUR 131 Intro. to Digital Photography (3)</del>  <del>JOUR 346 Advertising Account Planning (3)</del>  <del>JOUR 355 Fundamentals Public Relations (3)</del>  <del>JOUR 348 Intro to Interactive Media (3)</del>  <del>JOUR 443 Interactive Advertising Design (3)</del>  <del>JOUR 481 Problems in Mass Comm. (3)</del>  <del>JOUR 495 Collaborative Journalism (3)</del>  <i>One of the following two law classes</i>  <del>JOUR 301 Press Law &amp; Ethics (3)</del>  <del>BCOM 301 Mass Comm. Law &amp; Ethics (3)</del></p>	
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#### 4. **Rationale for the proposed program change:**

Western Kentucky University's School of Journalism launched a bold effort in fall of 2104 by implementing a number changes to our core curriculum. These revisions now require that five major programs in the school complete SJB 101 Understanding Media: Content. Ethics. Technology, SJB 102 Media Content, Collaboration and Community and SJB 103 Digital Storytelling for the 21st Century. The new curriculum for the school provides a terrific opportunity to consolidate and focus the major in advertising curriculum toward digital technology.

The major in advertising presently has three tracks of study: Branding, Print Ad Design and Interactive Ad Design. In looking toward the future, students in the 2014 spring Ad Campaigns class conducted a nationwide survey of industry professionals and educators from a number of universities. The project was entitled Ad+PR Futures and provided background information for this proposal. See: <http://wkufusion.com/research>. Along with the research project, the Ad faculty created a "members only" online forum for the discussion of the proposed program changes with colleagues and our Ad+PR professional advisory committee. See PAC member profiles here: <http://wkufusion.com/pac/>.

We learned that media and specifically advertising content is becoming more personalized today due to digital technologies. Branding is now an essential component of success; as businesses develop "personalities" to build a direct relationship with the desired audience(s) and deliver that personality through branded content using multimedia platforms. User experience design (IXD) is being used to improve the usability and pleasure in the digital interaction between the brand and its audience(s) to help maintain a positive brand relationship. Both of these disciplines are emphasized in this proposal. The intent is to better prepare majors for changes now underway in the

field of advertising as well as other majors within the School of Journalism & Broadcasting.

- 5. Proposed term for implementation and special provisions (if applicable):** 2015(30)  
Students in prior catalog years will be accommodated with i-CAP exceptions that will replace deleted courses with comparable new courses or existing courses.

- 6. Dates of prior committee approvals:**

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u></u>

Proposal Date: Nov. 10<sup>th</sup>, 2014

**Potter College of Arts & Letters  
School of Journalism & Broadcasting**

**Proposal to Revise a Program  
(Action Item)**

Contact Person: Cliff Shaluta      [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu)    270-991-6966

**1. Identification of program:**

- 1.1 Current program reference number: 351
- 1.2 Current program title: Minor in Digital Advertising
- 1.3 Credit hours: 24

**2. Identification of the proposed program changes:**

- Consolidate the minor from three tracks of study to one
- Add revised course AD 240 to the minor
- Add new courses SJB 210 and SJB 330 to the minor
- Add IXD 320, MKT 328, PR 355, SJB 330, SJB 340, MKT 328 and MKT 331 to list of electives

**3. Detailed program description:**

*Current program*

*Proposed program – changes in bold*

<p>Minor in Advertising The minor in digital advertising (reference number 351) requires 24 semester hours of course work and is appropriate for students interested in developing a better understanding of advertising utilizing emerging digital communication technologies. Students pursuing the minor will complete a core group of <del>six classes (18 hours) and then select one track from the areas of branding, interactive advertising design, or print advertising design.</del></p> <p><b>CURRICULUM</b> Minor in Digital Advertising The minor in digital advertising (reference number 351) requires 24 hours.</p> <p><i>Required core courses:</i>      (18 hours) SJB 101 Understanding Media (3) SJB 102 Media Content (3) <del>SJB 103 Digital Storytelling (3)</del></p> <p><del>MKT 220 Basic Marketing Concepts (3)</del> <del>AD 341 Principles of Advertising (3)</del> <del>AD 340 Creative Strategy &amp; Copy (3)</del></p>	<p>Minor in Advertising The minor in digital advertising (reference number 351) requires 24 semester hours of course work and is appropriate for students interested in developing a better understanding of advertising utilizing emerging digital communication technologies. Students pursuing the minor will complete a core group of <b>seven courses (21 hours) and then select one course from list of electives.</b></p> <p><b>CURRICULUM</b> Minor in Digital Advertising The minor in digital advertising (reference number 351) requires 24 hours.</p> <p><i>Required core courses:</i> (18 hours) SJB 101 Understanding Media (3) SJB 102 Media Content (3) <b>SJB 210 Software Studio for Designers (3)</b> <b>AD 240 Advertising in a Digital World (3)</b> <b>AD 330 Branding (3)</b> <b>AD 349 Advertising Media (3)</b></p> <p><i>Choose two electives from this list (6 hours)</i></p>
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<p><i><b>and select one six hour track from the following three tracks:</b></i></p> <p><del>BRANDING TRACK (6 hours)</del>  <del>AD 346 Account Planning (3)</del>  <del>AD 349 Advertising Media (3)</del></p> <p><del>INTERACTIVE DESIGN TRACK (6 hours)</del>  <del>AD 344 Advertising in a Digital World (3)</del>  <del>AD 348 Intro. to Interactive Design (3)</del></p> <p><del>ADVERTISING DESIGN TRACK (6 hours)</del>  <del>AD 345 Copywriting And Layout (3)</del>  <i>and either of the following two courses:</i>  <del>AD 343 Print Advertising Design (3)</del>  <del>or</del>  <del>ART 331 Visual Thinking (3)</del></p>	<p><b>IXD 320 User Experience Design (3)</b>  <b>SJB 330 Interactive Design (3)</b>  <b>SJB 340 Programming for Media Platforms (3)</b>  <b>MKT 331 Social Media Marketing (3)</b>  <b>MKT 328 Marketing on the World Wide Web (3)</b>  <b>PR 355 Fundamentals of PR (3)</b></p>
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**4. Rationale for the proposed program change:**

The WKU School of Journalism & Broadcasting launched a bold effort in fall of 2104 by implementing a number changes to our core curriculum. These revisions now require that five major programs in the school complete SJB 101 Understanding Media: Content. Ethics. Technology, SJB 102 Media Content, Collaboration and Community and SJB 103 Digital Storytelling for the 21st Century. The new curriculum for the school provides a terrific opportunity to consolidate and focus the advertising minor curriculum toward digital technology.

Students in the 2014 spring Ad Campaigns class conducted a nationwide survey of industry professionals and educators from a number of universities. The project was entitled Ad+PR Futures and provided background information for this proposal. See: <http://wkufusion.com/research>. Along with the research project, the Ad faculty created a “members only” online forum for the discussion of the proposed program changes with colleagues and our Ad+PR professional advisory committee. See PAC member profiles here: <http://wkufusion.com/pac/>.

We learned that media and specifically advertising content is becoming more personalized today due to digital technologies. Branding is now an essential component of success; as businesses develop “personalities” to build a direct relationship with the desired audience(s) and deliver that personality through branded content using multimedia platforms. User experience design (IXD) is being used to improve the usability and pleasure in the digital interaction between the brand and its audience(s) to help maintain a positive brand relationship. Both of these disciplines are featured in this proposal. The intent is to better prepare our minors for changes now underway in the field of advertising.

**5. Proposed term for implementation and special provisions (if applicable):**

2015(30) Students in prior catalog years will be accommodated with iCAP exceptions that will replace deleted courses with comparable new courses or existing courses.

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

Ad Program Committee	<u>11/10/2014</u>
SJ&B Curriculum Committee	<u>1/20/2015</u>
School of Journalism & Broadcasting	<u>1/23/2015</u>
PCAL Curriculum Committee	<u>2/5/2015</u>
Undergraduate Curriculum Committee	<u>2/26/2015</u>
University Senate	<u></u>



Proposal Date: November 6, 2014

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

Contact Person: Travis Newton, travis.newton@wku.edu, 745-5890

**1. Identification of program:**

- 1.1 Current program reference number: 667
- 1.2 Current program title: Major in Film
- 1.3 Credit hours: 36

**2. Identification of the proposed program changes:**

- Requirements: Add one new required course (FILM 382 Intermediate Film Production).
- Requirements: Increased total program hours from 36 to 39.
- Requirements: Decreased total hours allowed within the major before admission to 12.
- Electives: Add three new elective courses (SUS 295 Signs and Narratives, PJ 231 Intro to Photojournalism, PJ 362 Short Documentary)

**3. Detailed program description:**

**Current Program**

**Revised Program  
(Changes in bold)**

<p>Major in Film</p> <p><b>ADMISSION REQUIREMENTS:</b></p> <p>Prospective majors may take no more than <del>15</del> hours in the major before admission. Students must meet the following requirements before they can be admitted:</p> <ul style="list-style-type: none"><li>1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree;</li><li>2. A minimum overall grade point average of 2.5;</li><li>3. Completion of ENG 100 with a grade of 'C' or better and 9 additional hours in the Colonnade Program;</li><li>4. Completion of the following courses with a grade of 'C' or better: FILM 101 and FILM 201.</li></ul> <p>Students not meeting the above admission requirements will not be admitted to an SJ&amp;B major and cannot</p>		<p>Major in Film</p> <p><b>ADMISSION REQUIREMENTS:</b></p> <p>Prospective majors may take no more than <b>12</b> hours in the major before admission. Students must meet the following requirements before they can be admitted:</p> <ul style="list-style-type: none"><li>1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree;</li><li>2. A minimum overall grade point average of 2.5;</li><li>3. Completion of ENG 100 with a grade of 'C' or better and 9 additional hours in the Colonnade Program;</li><li>4. Completion of the following courses with a grade of 'C' or better: FILM 101 and FILM 201.</li></ul> <p>Students not meeting the above admission requirements will not be admitted to an SJ&amp;B major and cannot register for any</p>	
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register for any additional courses in the major.		additional courses in the major.	
Students must earn a grade of “C” or better in all required courses applied to the film major. One-half of the hours (18 hours) in the film major must be at the 300- or 400-level.		Students must earn a grade of “C” or better in all required courses applied to the film major. One-half of the hours (20 hours) in the film major must be at the 300- or 400-level.	
<b>Required Courses (21 hours)</b>	<b>Hours</b>	<b>Required Courses (24 hours)</b>	<b>Hours</b>
FILM 101(Basic Film Production)	3	FILM 101(Basic Film Production)	3
FILM 155 (Film Attendance) [must be completed four (4) times]	0	FILM 155 (Film Attendance) [must be completed four (4) times]	0
FILM 201(Intro to the Cinema)	3	FILM 201(Intro to the Cinema)	3
FILM 250 (Screenwriting)	3	FILM 250 (Screenwriting)	3
FILM 282 (Film Production Workshop) [may be repeated up to three times for general elective credit outside the major]	3	FILM 282 (Film Production Workshop) [may be repeated up to three times for general elective credit outside the major]	3
BCOM 366 (Video Editing, Aesthetics & Techniques)	3	BCOM 366 (Video Editing, Aesthetics & Techniques)	3
FILM 369 (Introduction to World Cinema)	3	FILM 369 (Introduction to World Cinema)	3
FILM 486 (Film Studies Capstone)	3	<b>FILM 382 (Intermediate Film Workshop)</b>	<b>3</b>
		FILM 486 (Film Studies Capstone)	3
<b>Electives (15 hours)</b> Students must take five of the following courses, including at least two in the Film Studies category and two in the Film Production category. Other courses may be approved as a restricted elective upon approval of the faculty advisor in the major and the program coordinator.		<b>Electives (15 hours)</b> Students must take five of the following courses, including at least two in the Film Studies category and two in the Film Production category. Other courses may be approved as a restricted elective upon approval of the faculty advisor in the major and the program coordinator.	
<u>Film Studies</u>		<u>Film Studies</u>	
ENG 309 (Documentary Film)	3	FILM 399 (Special Topics in Film) [repeatable]	3
ENG 365 (Film Adaptation)	3	FILM 469 (Topics in World Cinema)	3
FILM 366 (History of Narrative Film)	3	ENG 309 (Documentary Film)	3
FILM 399 (Special Topics in Film) [repeatable]	3	ENG 365 (Film Adaptation)	3
FILM 465 (Film Genres )	3	ENG 366 (History of Narrative Film)	3
FILM 466 (Film Theory )	3	ENG 465 (Film Genres )	3
FILM 469 (Topics in World Cinema)	3	ENG 466 (Film Theory )	3
BCOM 481 (Problems in Mass Communication [Special Topic: World Cinema /Study Abroad])	3	BCOM 481 (Problems in Mass Communication [Special Topic: World Cinema /Study Abroad])	3
PS 303 (Politics and Film)	3	PS 303 (Politics and Film)	3
ANTH 448 (Visual Anthropology)	3	ANTH 448 (Visual Anthropology)	3
GERM 437 (German Literature and Film)	3	GERM 437 (German Literature and Film)	3
FREN 450 (Topics in Francophone Cinema)	3	FREN 450 (Topics in Francophone Cinema)	3

SPAN 490 (Hispanic Cinema)	3	SPAN 490 (Hispanic Cinema)	3
		<b>SUS 295 (Signs and Narratives)</b>	<b>3</b>
<u>Film Production</u>		<u>Film Production</u>	
FILM 376 (Cinematography)	3	FILM 376 (Cinematography)	3
FILM 377 (Film Sound)	3	FILM 377 (Film Sound)	3
FILM 378 (Film Directing)	3	FILM 378 (Film Directing)	3
FILM 379 (Producing for Film)	3	FILM 379 (Producing for Film)	3
FILM 450 (Feature Screenwriting)	3	FILM 450 (Feature Screenwriting)	3
FILM 482 (Advanced Film Production Workshop) [may be repeated one time for general elective credit]	3	FILM 482 (Advanced Film Production Workshop) [may be repeated one time for general elective credit]	3
BCOM 378 (Film Animation)	3	BCOM 378 (Film Animation)	3
BCOM 480 (Advanced Post Production)	3	BCOM 480 (Advanced Post Production)	3
		<b>PJ 231 (Intro to Photojournalism)</b>	<b>3</b>
		<b>PJ 362 (Short Documentary)</b>	<b>3</b>
PERF 101 (Acting I)	3	PERF 101 (Acting I)	3
THEA 303 (Acting for the Camera)	3	THEA 303 (Acting for the Camera)	3
Total Number of Hours	<b>36</b>	<b>Total Number of Hours</b>	<b>39</b>

#### 4. Rationale for the proposed program change:

- The reduction in total hours allowed before admission to the major (from 15 to 12) will prevent students from going too far down a path toward the major before actually being accepted. Some students will not be accepted into the major because of failure to meet the admission requirements. By taking fewer pre-admission courses, they will be able to more easily recover and choose a different major. Fifteen out of 39 is a higher percentage of total hours than most other majors in the School of Journalism & Broadcasting. Since the film major has fewer total hours, reducing the pre-admission hours will bring it more in line with the other majors in the School.
- The program revision will incorporate a new required production course, FILM 382 (Intermediate Film Production Workshop). Due to the burden of an overwhelming production schedule in FILM 282, student and faculty feedback demands the work of FILM 282 be spread out over two different courses. FILM 382 was created with this in mind. FILM 382 will allow students to focus on Above-the-Line positions, such as director, cinematographer, editor, etc. while FILM 282 will focus on Below-the-Line positions, such as sound mixer, assistant camera, script supervisor, etc. Since performing both Above- and Below-the-Line positions are essential to a film education FILM 282 and FILM 382 are required in the revised major.
- The program revision will incorporate a new film studies elective, SUS 295 (Popular Culture & Gender: Signs and Narratives), and two new film production electives, PJ 231 (Intro to Photojournalism) and PJ 362 (Short Documentary). As more and more departments offer courses with a strong film component, the film major seeks to incorporate as many of these courses as possible into its pool of electives.

#### 5. Proposed term for implementation and special provisions (if applicable): 2015(30)

Students in prior catalog years will be accommodated with an i-cap exception that will allow the new elective to replace with comparable existing courses.

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

Film Program Committee	11/7/14
SJ&B Curriculum Committee	12/9/14
School of Journalism & Broadcasting	12/12/14
PCAL Curriculum Committee	2/5/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: October 17, 2014

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

Contact Person: Ted Hovet; [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu); 270-245-5782

**1. Identification of program:**

- 1.1 Current program reference number: 358
- 1.2 Current program title: MINOR IN FILM STUDIES
- 1.3 Credit hours: 21

**2. Identification of the proposed program changes:**

- \* Update previously approved changes to course titles and numbers
- \* Add additional elective courses to the minor
- \* Delete two courses no longer offered

**3. Detailed program description:**

CURRENT CURRICULUM		PROPOSED CURRICULUM	
Required (9 hours)	3	Required (9 hours)	
FILM 201 Introduction to the Cinema	3	FILM 201 Introduction to the Cinema	3
ENG 366 History of Narrative Film		ENG 366/ <b>FILM 366</b> History of Narrative Film	3
ENG 465 Film Genres	3	ENG 465/ <b>FILM 465</b> Film Genres	3
Electives (12 Hours)		Electives (12 hours)	
ANTH 448 Visual Anthropology	3	ANTH 448 Visual Anthropology	3
ANTH 449 Ethnographic Video Production	3	ANTH 449 Ethnographic Video Production	3
BCOM 350 Scriptwriting for Film & TV	3	<del>BCOM 350 Scriptwriting for Film &amp; TV</del>	<b>3</b>
BCOM 378 Film Animation	3	BCOM 378 Film Animation	3
BCOM 481 Problems in Mass Communications/Film	3	BCOM 481 Problems in Mass Communications/Film	3
ENG 309 Documentary Film	3	ENG 309 Documentary Film	3
ENG 365 Film Adaptation	3	ENG 365 Film Adaptation	3
ENG 368 Japanese Cinema	3	<del>ENG 368 Japanese Cinema</del>	<b>3</b>
ENG 466 Film Theory	3	ENG 466/ <b>FILM 466</b> Film Theory	3
ENG 499 Directed Study	3	ENG 499 Directed Study	3
GERM 437 German Literature and Film	3	GERM 437 German Literature and Film	3
FREN 450 Topics in Francophone Cinema	3	FREN 450 Topics in Francophone Cinema	3



**Proposal Date:** Dec. 2, 2014

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

**Contact Person:** Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu); 745-5882

**1. Identification of program:**

- 1.1 Current program reference number: 419
- 1.2 Current program title: Minor in Journalism Writing
- 1.3 Credit hours: 21

**2. Identification of the proposed program changes:**

- add ENG 311 *Creative Nonfiction Writing* to the restricted electives list
- add ENG 402 *Editing/Publishing* to the restricted electives list
- add ENG 403 *Writing Memoir and Autobiography* to the restricted electives list
- add FLK 373 *Folklore and the Media* to the restricted electives list
- add SJB 310 *Media Diversity* to the restricted electives list
- add BCOM 325 *Survey of Electronic Media Writing* to the restricted electives list
- Require students take one journalism course in the restricted electives.

**3. Detailed program description:**

Current Program	Proposed Program
Minor in Journalism Writing	Minor in Journalism Writing
Required courses (15 hours)	Required courses (15 hours)
SJB 101 Understanding Media (3)	SJB 101 Understanding Media (3)
JOUR 202 Introduction to Media Writing(3)	JOUR 202 Introduction to Media Writing (3)
JOUR 301 Press Law and Ethics (3)	JOUR 301 Press Law and Ethics (3)
JOUR 302 Intermediate Reporting (3)	JOUR 302 Intermediate Reporting (3)
JOUR 323 Multiplatform News Presentation(3)	JOUR 323 Multiplatform News Presentation (3)
Restricted electives (select 2 courses, 6 hours)	Restricted electives (select 2 courses — <b>one with the JOUR prefix</b> — 6 hours )
JOUR 325 Feature Writing (3)	JOUR 325 Feature Writing (3)
JOUR 426 Advanced Reporting (3)	JOUR 427 Journalism and Media in the Schools (3)
JOUR 427 Journalism and Media in the Schools(3)	JOUR 426 Advanced Reporting (3)
JOUR 428 News Media Management (3)	JOUR 428 News Media Management (3)
JOUR 467 Journalism Practicum (1)	JOUR 467 Journalism Practicum (1)
SJB 495 Collaborative Journalism (3)	SJB 495 Collaborative Journalism (3)
	<b>ENG 311 Creative Nonfiction Writing (3)</b>
	<b>ENG 402 Editing/Publishing (3)</b>
	<b>ENG 403 Writing Memoir/Autobiography (3)</b>

Half of the hours in the minor must be at the 300-or 400-level. (*SJB 495 requires the program coordinator's permission.)	<b>FLK 373 Folklore and the Media (3)</b> <b>SJB 310 Media Diversity (3)</b> <b>BCOM 325 Survey of Electronic Media Writing (3)</b> Half of the hours in the minor must be at the 300-or 400-level. (*SJB 495 requires the program coordinator's permission. <b>Note: The pre-req for JOUR 301 includes PS110, which may be applied toward general education requirements.</b> )
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**4. Rationale for the proposed program change:**

- Adding ENG 311, 402, 403, FLK 373, SJB 310, and BCOM 325 to the restricted electives list will strengthen the course selection options. The course content is directly related to the program's objectives for student learning and offers minors more flexible opportunities. The expansion also adds an interdisciplinary element to the minor. By adding other electives outside of Journalism, students could, theoretically, take two non - journalism courses for the minor; thus, the requirement that one of the restricted electives must be a journalism course.

**5. Proposed term for implementation and special provisions (if applicable):**

- Fall 2015. Students in prior catalog years may select from the new elective list. I-cap exception forms will be filed on their behalf.

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

SJ&B Curriculum Committee

12/9/2014

School of Journalism & Broadcasting

12/12/2014

PCAL Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate



Proposal Date: November 10th, 2014

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

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu) 270-991-6966

**1. Identification of course:**

1.1 **Current course prefix (subject area) and number:** AD 344

1.2 **Course title:** Advertising in a Digital World

**2. Revise course number:**

2.1 **Current course number:** AD 344

2.2 **Proposed course number:** AD 240

2.3 **Rationale for revision of course number:**

AD 341 Principles of Advertising was originally created as the introductory course in the major in advertising. AD 341 will be suspended as part of the proposed changes to the advertising major. AD 344 Advertising in a Digital World will become the introductory course for the major. The rationale being that AD 341 dealt with traditional advertising methods and media platforms. AD 344 emphasizes digital strategy and media platforms. No substantial changes in content or assessment are planned for AD 240. This is merely a course sequencing matter, not a revised course.

**3. Revise course prerequisites:**

3.1 **Current prerequisites:** Prerequisite: AD 341 or permission of instructor

3.2 **Proposed prerequisites:** SJB 101 and SJB 102; or permission of instructor

3.3 **Rationale for revision of course prerequisites:**

Changes in the prerequisites for AD 341 are required due to the proposed changes in the major in advertising. AD 341 Principles of Advertising will be suspended. AD 240 will replace AD 341 as the introductory course in the major.

3.4 **Effect on completion of major/minor sequence:** None

**4. Proposed term for implementation:** 2015(30)

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

Ad Program Committee

11/10/2014

SJ&B Curriculum Committee

1/20/2015

School of Journalism & Broadcasting

1/23/2015

PCAL Curriculum Committee

2/5/2015

Undergraduate Curriculum Committee

2/26/2015

University Senate

Proposal Date: Dec. 2, 2014

**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](mailto: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 Media Writing

**2. Revise course title:**

- 2.1 Current course title: Introduction to Media Writing
- 2.2 Proposed course title: Introduction to News Writing
- 2.3 Proposed abbreviated title: News Writing
- 2.4 Rationale for revision of course title: This title more accurately reflects the course content and current news media environment.

**3. Revise course number: N/A**

**4. Revise course prerequisites/corequisites/special requirements: N/A**

**5. Revise course catalog listing:**

- 5.1 Current 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. Course fee.
- 5.2 Proposed course catalog listing: Reporting and writing skills primarily focused for print and online news. The course focuses on accuracy, responsibility, clarity, AP style, structure, interviewing, sourcing, and story generation. Research is emphasized. Course fee.
- 5.3 Rationale for revision of course catalog listing: This listing more accurately reflects the course content, the current news media environment, and the program's need for a core introductory journalism course.

**6. Revise course credit hours: N/A**

**7. Revise grade type: N/A**

**8. Proposed term for implementation: 2015(30)**

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

SJ&B Curriculum Committee: 12/9/2014

School of Journalism & Broadcasting 12/12/2014

Potter College Curriculum Committee 2/5/2015

Undergraduate Curriculum Committee 2/26/2015

University Senate \_\_\_\_\_

Proposal Date: 11/11/14

**Potter College of Arts & Letters  
Department of Philosophy and Religion  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Isabel Mukonyora [bella.mukonyora@wku.edu](mailto:bella.mukonyora@wku.edu), 745-5754

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: RELS 403
- 1.2 Course title: Post-colonial Christianity
- 1.3 Credit hours: 3

**2. Revise course title:**

- 2.1 Current course title: Post-colonial Christianity
- 2.2 Proposed course title: Global Christianity
- 2.3 Proposed abbreviated title: Global Christianity

**3. Revise course number:**

- 3.1 Current course number: 403
- 3.2 Proposed course number: 309
- 3.3 Rationale for revision of course number: The breadth of the course material makes this more like one of our 300-level courses in religious traditions than a more specialized 400-level seminar.

**4. Revise course prerequisites/corequisites/special requirements:**

- 4.1 Current prerequisites/corequisites/special requirements: One RELS course or permission of instructor.
- 4.2 Proposed prerequisites/corequisites/special requirements: none
- 4.3 Rationale for revision of course prerequisites/corequisites/special requirements: This change makes this course consistent with other 300-level courses.
- 4.4 Effect on completion of major/minor sequence: None

**5. Revise course catalog listing:**

- 5.1 Current course catalog listing: The study of postcolonial interpretations of Christianity in Africa, Asia and Latin America.
- 5.2 Proposed course catalog listing: The study of Christianity in Africa, Asia and Latin America.
- 5.3 Rationale for revision of course catalog listing: This revised course title better and more simply expresses the content of the course.

**6. Revise course credit hours:**

- 6.1 Current course credit hours: 3
- 6.2 Proposed course credit hours: 3
- 6.3 Rationale for revision of course credit hours: N/A

7. Proposed term for implementation: Fall 2015

8. Dates of prior committee approvals:  
Religious Studies program  
Department of Philosophy and Religion  
Potter College Curriculum Committee  
Undergraduate Curriculum Committee  
University Senate

November 17, 2014

December 3, 2014

February 5, 2015

February 26, 2015

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Proposal Date: 12/05/2014

**Ogden College of Science and Engineering  
Department of Architectural and Manufacturing Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Neal Downing / [neal.downing@wku.edu](mailto:neal.downing@wku.edu) / 270-745-6302

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: AMS 490
- 1.2 Course title: Senior Research

**2. Revise course title: NA**

**3. Revise course number: NA**

**4. Revise course prerequisites:**

- 4.1 Current prerequisites/corequisites/special requirements: (indicate which)  
Pre-requisite: Completion of a 9 / 10 cr. hr. specialty area in either Architectural or Manufacturing Sciences
- 4.2 Proposed prerequisites: Consent of the instructor
- 4.3 Rationale for revision of course prerequisites:  
Students will be permitted to enroll in this 400-level course at the appropriate time, as determined by the instructor.
- 4.4 Effect on completion of major/minor sequence: none

**5. Revise course catalog listing:**

- 5.1 Current course catalog listing: (3) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry or architectural/construction firms. Lecture and laboratory. Course Fee
- 5.2 Proposed course catalog listing: (3) Students work on a capstone research project utilizing skills and knowledge from prior courses in their degree program. Projects performed, when possible, for a specific client or local industry. Lecture and laboratory. Course Fee.
- 5.3 Rationale for revision of course catalog listing:  
Minor wording changes emphasis the nature of AMS 490 as a capstone course and simplification of description as local industry includes architectural/construction firms.

**6. Revise course credit hours: NA**

**7. Revise grade type: NA**

**8. Proposed term for implementation: 201530**

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

Department of Architectural & Manufacturing Sciences	12/05/2014
Ogden College Curriculum Committee	2/05/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: 12/05/2014

**Ogden College of Science and Engineering  
Department of Architectural and Manufacturing Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Neal Downing / [neal.downing@wku.edu](mailto:neal.downing@wku.edu) / 270-745-6302

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: AMS 490-M1
- 1.2 Course title: Senior Research Module 1

**2. Revise course title: NA**

**3. Revise course number: NA**

**4. Revise course prerequisites:**

- 4.1 Current prerequisites/corequisites/special requirements: (indicate which)  
Pre-requisite: Completion of a 9 / 10 cr. hr. specialty area in either Architectural or Manufacturing Sciences
- 4.2 Proposed prerequisites:  
Consent of the instructor
- 4.3 Rationale for revision of course prerequisites/co-requisites/special requirements:  
Students will be permitted to enroll in this 400-level course at the appropriate time, as determined by the instructor.
- 4.4 Effect on completion of major/minor sequence: None

**5. Revise course catalog listing:**

- 5.1 Current course catalog listing: (1) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry or architectural/construction firms.
- 5.2 Proposed course catalog listing: (1) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry. Course Fee.
- 5.3 Rationale for revision of course catalog listing:  
Simplification of description as local industry includes architectural/construction firms.

**6. Revise course credit hours: NA**

**7. Revise grade type: NA**

**8. Proposed term for implementation: 201530**

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

Department of Architectural & Manufacturing Sciences	12/05/2014
Ogden College Curriculum Committee	2/05/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: 12/05/2014

**Ogden College of Science and Engineering  
Department of Architectural and Manufacturing Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Neal Downing / [neal.downing@wku.edu](mailto:neal.downing@wku.edu) / 270-745-6302

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: AMS 490-M2
- 1.2 Course title: Senior Research Module 2

**2. Revise course title: NA**

**3. Revise course number: NA**

**4. Revise course prerequisites:**

- 4.1 Current prerequisites/corequisites/special requirements: (indicate which)  
Pre-requisite: AMS 490-M1.
- 4.2 Proposed prerequisites:  
AMS 490-M1 or consent of the instructor.
- 4.3 Rationale for revision of course prerequisites:  
Students will be permitted to enroll in this 400-level course at the appropriate time, as determined by the instructor.
- 4.4 Effect on completion of major/minor sequence:  
None

**5. Revise course catalog listing:**

- 5.1 Current course catalog listing: (1) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry or architectural/construction firms. Course Fee
- 5.2 Proposed course catalog listing: (1) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry. Course Fee.
- 5.3 Rationale for revision of course catalog listing:  
Simplification of description as local industry includes architectural/construction firms.

**6. Revise course credit hours: NA**

**7. Revise grade type: NA**

**8. Proposed term for implementation: 201530**

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

Department of Architectural & Manufacturing Sciences	12/05/2014
Ogden College Curriculum Committee	2/05/2015
Undergraduate Curriculum Committee	2/26/2015
University Senate	

Proposal Date: 12/05/2014

**Ogden College of Science and Engineering  
Department of Architectural and Manufacturing Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Neal Downing / [neal.downing@wku.edu](mailto:neal.downing@wku.edu) / 270-745-6302

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: AMS 490-M3
- 1.2 Course title: Senior Research Module 3

**2. Revise course title: NA**

**3. Revise course number: NA**

**4. Revise course prerequisites:**

- 4.1 Current prerequisites/corequisites/special requirements: (indicate which)  
Pre-requisite: AMS 490-M2.
- 4.2 Proposed prerequisites:  
AMS 490-M2 or consent of the instructor
- 4.3 Rationale for revision of course prerequisites:  
Students will be permitted to enroll in this 400-level course at the appropriate time, as determined by the instructor.
- 4.4 Effect on completion of major/minor sequence:  
None

**5. Revise course catalog listing:**

- 5.1 Current course catalog listing: (1) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry or architectural/construction firms. Course Fee
- 5.2 Proposed course catalog listing: (1) Students work on research projects utilizing skills and knowledge from prior courses in the program. Projects performed, when possible, for local industry. Course Fee.
- 5.3 Rationale for revision of course catalog listing:  
Simplification of description as local industry includes architectural/construction firms.

**6. Revise course credit hours: NA**

**7. Revise grade type: NA**

**8. Proposed term for implementation: 201530**

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

Department of Architectural & Manufacturing Sciences  
Ogden College Curriculum Committee  
Undergraduate Curriculum Committee  
University Senate

12/05/2014

02/05/2015

2/26/2015



**Ogden College of Science and Engineering  
Department of Psychological Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Steven J. Haggbloom. [Steven.haggbloom@wku.edu](mailto:Steven.haggbloom@wku.edu), 270-745-4427

- 1. Identification of course:**
  - 1.1 Current course prefix (subject area) and number: PSYS 290
  - 1.2 Course title: Supervised Study in Psychology
- 2. Revise course title:**
  - 2.1 Current course title: Supervised Study in Psychology
  - 2.2 Proposed course title: Supervised Study in Psychological Sciences
  - 2.3 Proposed abbreviated title: Supervised Study in Psych Sci
  - 2.4 Rationale for revision of course title: To align the course title with the name of the Department and to distinguish the course for the Department of Psychology counterpart.
- 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: (1-3 hours) Prerequisite: PSYS 100 / PSY 100. Directed readings or research under faculty supervision. Students must make their own arrangements in advance for supervision by a faculty member. May be repeated for a total of up to six hours, with no more than three hours counted in the first 37 hours of a psychology major.
  - 5.2 Proposed course catalog listing: (1-3 hours) Prerequisite: PSYS 100 / PSY 100. Directed readings or research under faculty supervision. Students must make their own arrangements in advance for supervision by a faculty member. Does not count towards completion of the major in psychological science.
  - 5.3** Rationale for revision of course catalog listing: There are two reasons for changing the course catalog listing. First, we want to preclude the possibility of PSYS 290 and PSYS 490 (Independent study) fulfilling up to 6 of the 12 hours in a concentration within the major at the expense of traditional content courses. The second reason is to eliminate the equivalency between PSYS 290 and PSY 290. The primary reason for eliminating the

equivalency is that it is customary and appropriate for an independent study experience that counts toward the major to be directed by faculty within the major department.

**6. Revise course credit hours:**

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

**7. Revise grade type:**

- 7.1 Current grade type:
- 7.2 Proposed grade type:
- 7.3 Rationale for revision of grade type:

**8. Proposed term for implementation:** Fall 2015

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

Department of Psychological Sciences

December 5, 2014

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Ogden College Curriculum Committee

February 5, 2015

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Undergraduate Curriculum Committee

February 26, 2015

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University Senate

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Proposal Date: 11/18/2014

**Ogden College of Science and Engineering  
Department of Psychological Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Steven J. Haggbloom. [Steven.haggbloom@wku.edu](mailto:Steven.haggbloom@wku.edu), 270-745-4427

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: PSYS 331
- 1.2 Course title: Psychology of Learning

**2. Revise course title:**

- 2.1 Current course title: Psychology of Learning
- 2.2 Proposed course title: Principles of Human and Animal Learning
- 2.3 Proposed abbreviated title: Human and Animal Learning
- 2.4 Rationale for revision of course title: The proposed title better informs students that the course content includes topics related to both animal and human learning.

**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: Prerequisites: PSYS 210 / PSY 210 and PSYS 211 / PSY 211 with a grade of "C" or better, and junior standing or permission of instructor.
- 4.2 Proposed prerequisites/corequisites/special requirements: Prerequisites: PSYS 210 / PSY 210 and PSYS 211 / PSY 211 with a grade of "C" or better, or permission of the instructor.
- 4.3 Rationale for revision of course prerequisites/corequisites/special requirements: This course was recently renumbered from a 400-level to a 300-level course. Some students complete the 210/211 course prerequisite during the second semester of their freshman year or first semester of their sophomore year and are in a position to enroll in PSYS 331 as a sophomore.
- 4.4 Effect on completion of major/minor sequence: Allowing qualified students to enroll in PSYS 331 before they achieve junior standing could facilitate timely degree completion.

**5. Revise course catalog listing:**

- 5.1 Current course catalog listing: PSYS 331 / PSY 331. PSYCHOLOGY OF LEARNING. (3 hours) Prerequisites: PSYS 210 / PSY 210 and PSYS 211 / PSY 211 with a grade of "C" or better, and junior standing or permission of instructor. Facts and principles of human and animal learning, especially as these have been treated in theories attempting to provide a general framework for understanding what learning is and how it takes place.

5.2 Proposed course catalog listing: PSYS 331. PSYCHOLOGY OF LEARNING. (3 hours)  
Prerequisites: PSYS 210 / PSY 210 and PSYS 211 / PSY 211 with a grade of "C" or better. Overview of theory and research in human and animal learning emphasizing classical and instrumental conditioning, aversive conditioning, and comparative psychology.

5.3 Rationale for revision of course catalog listing: There are two reasons for revising the course catalog description. The principle reason is to more accurately capture in the description the historical content of this course. That content, referenced by the phrase "facts and principles of human and animal learning" in the current description, emphasizes theories and research related to instrumental (operant), classical (Pavlovian), and aversive conditioning. It also includes comparative psychology which involves an examination of similarities and differences between human and animal learning. A second reason for this revision is to remove the equivalency between PSYS 331 and PSY 331. The courses offered as PSY 331 and PSYS 331 are not equivalent. An examination of the syllabus for PSY 331 offered by the Department of Psychology in fall 2014 shows that course did not include much of the content needed by students in the psychological sciences major.

**6. Revise course credit hours:**

6.1 Current course credit hours:

6.2 Proposed course credit hours:

6.3 Rationale for revision of course credit hours:

**7. Revise grade type:**

7.1 Current grade type:

7.2 Proposed grade type:

7.3 Rationale for revision of grade type:

**8. Proposed term for implementation:** Fall 2015

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

Department of Psychological Sciences

November 21, 2014

Ogden College Curriculum Committee

February 5, 2015

Undergraduate Curriculum Committee

February 26, 2015

University Senate

Proposal Date: 11/18/2014

**Ogden College of Science and Engineering  
Department of Psychological Sciences  
Proposal to Make Multiple Revisions to a Course  
(Action Item)**

Contact Person: Steven J. Haggbloom. [Steven.haggbloom@wku.edu](mailto:Steven.haggbloom@wku.edu), 270-745-4427

**1. Identification of course:**

- 1.1 Current course prefix (subject area) and number: PSYS 490
- 1.2 Course title: Research, Readings or Special Projects in Psychology

**2. Revise course title:**

- 2.1 Current course title: Research, Readings or Special Projects in Psychology
- 2.2 Proposed course title: Independent Study in Psychological Sciences
- 2.3 Proposed abbreviated title: Independent Study
- 2.4 Rationale for revision of course title: The revised course title better captures the independent learning experience characteristic of this course.

**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: (1-3 hours) Prerequisites: PSYS 100 / PSY 100, junior standing, and permission of the faculty project supervisor. Advanced students will conduct research and / or readings or projects concerning issues in psychology under the direction of faculty members. The course may be repeated. Only three hours will count within the first 37 hours of an undergraduate psychology major.
- 5.2 Proposed course catalog listing: (1-3 hours) Prerequisites: PSYS 100 / PSY 100, junior standing, and permission of the faculty project supervisor. Advanced students will conduct research and / or readings or projects concerning issues in psychology under the

direction of faculty members. The course may be repeated. Only three credit hours will count toward completion of the psychological sciences major/minor.

- 5.3** Rationale for revision of course catalog listing: The rationale for changing the course catalog description is to eliminate the equivalency between PSYS 490 and PSY 490. The primary reason for eliminating the equivalency is that it is customary and appropriate for an independent study experience that counts toward the major to be directed by faculty within the major department.

**6. Revise course credit hours:**

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

**7. Revise grade type:**

- 7.1 Current grade type:  
7.2 Proposed grade type:  
7.3 Rationale for revision of grade type:

**8. Proposed term for implementation:** Fall 2015

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

Department of Psychological Sciences

November 21, 2014

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Ogden College Curriculum Committee

February 5, 2015

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Undergraduate Curriculum Committee

February 26, 2015

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University Senate

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