



University Curriculum Committee
October 23, 2020
No Meeting Held

1. Action Items: None

2. Information Items:

College of Arts & Sciences

Modification of Existing Course

- LEAD 2010 Principles of Leadership – Change course title to How to Change the World
- MSCM 4502 Producing Digital Media – Change course title to Producing Digital Media Capstone; change in catalog description
- MSCM 4501 Strategic Campaigns – Change course title to Strategic Campaigns Capstone; change in catalog description
- MSCM 3379 Comparative Int. Media Systems – Change course title to Media around the World; change in catalog description
- MSCM 3374 The FCC/Broadcast Regulation – Change course title to FCC /Broadcast and Digital Media Regulation; change in catalog description
- MSCM 3373 PR: Propaganda - Change course title to Propaganda; change in catalog description
- MSCM 3372 Critical Analysis of the Media – Change in catalog description
- MSCM 3371 History of Broadcast - Change course title to History of Broadcasting and Digital Media; change in catalog description
- MSCM 3367 Narrative Journalism – Change course title to Non-fiction Storytelling
- MSCM 3365 Community Journalism – Change course title to Journalistic Writing and Reporting; change in catalog description
- MSCM 3364 Strategic Media Planning – Change course title to Advertising Planning and Buying; change in catalog description
- MSCM 3363 Issue in the Strategic Communications Industry – Change course title to Current Issues in Advertising
- MSCM 3361 Strategic Campaign Communication - Change course title to Campaign Principles
- MSCM 3306 MSCM Theory and Research – Change in catalog description
- MSCM 3343 Media Design – Change in catalog description
- MSCM 3341 Media Interviewing and Listening – Change in catalog description
- MSCM 3345 Multimedia Storytelling – Change course title to Video Production I; change in catalog description

- MSCM 3346 Electronic Editing – Change course title to Video Production II; change in catalog description
- MSCM 3351 Message Creation – Change course title to Principles of PR and Advertising; change in catalog description
- MSCM 3352 Advanced Strategic Writing – Change course title to Writing for Advertising and Public Relations
- MSCM 3353 Strategic Planning - Change course title to Public Relations Planning; change in catalog description
- MSCM 3360 Web for Mass Communication – Change course title to Digital Media: The Good, The Bad, and The Ugly
- MSCM 3300 Media Law and Ethics – Change in catalog description
- MSCM 4503 Enterprise Journalism - Change course title to Enterprise Journalism Capstone; change in catalog description
- SOCI 3442 Research Methods – Degreeworks change

3. New Business: None

Next Meeting: December 4, 2020

Membership:

Term ending in 2021: David de Posada (CoAS), Angel Abney (CoAS), Sally Humphries (CoB), Krystal Canady (CoHS), Jolene Cole (Library)

Term ending in 2022: Jamie Downing (CoAS), Mark Causey (CoAS), Bob Duesing (CoB), Barbara Roquemore (CoE)

Term ending in 2023: Lyndall Muschell (CoE), Kris White (CoAS), Eric Griffis (COAS), Gail Godwin (COHS), James Schiffman (Senate)

Ex-Officio: Holley Roberts (Interim Associate Provost), Kay Anderson (Registrar), Cara Smith (SACSCOC liaison), Shannon Gardner (Academic Affairs Administrative Assistant)