MINUTES OF THE MEETING
OF THE UNDERGRADUATE ACADEMIC POLICIES AND PROCEDURES COMMITTEE
December 12, 2018

The Undergraduate AP&P Committee met on Wednesday, December 12, 2018 at 3:00 p.m. in the William C. Strickland Conference Room of I.G. Greer Hall.

Committee members present: Dr. Ben Alexander-Eitzman, Dr. Jon Beebe, Dr. Ellen Cowan, Dr. Christina Hayes, Dr. Joe Klein, Dr. Jamie Levine, Dr. Tanga Mohr, Dr. Ben Powell, Mr. John Wiswell, Mr. Ty Gacek, Mr. Connor Schlaline

Committee members excused: Dr. C. A. Debelius, Dr. Shanan Fitts, Dr. Ross Gosky, Dr. Courtney McGahee, Mr. Jason Miller, Dr. Teressa Sumrall

Committee members not excused:

At 3:01 p.m., Dr. Ben Powell noted that we had a quorum and he called the meeting to order.

The UAP&P Committee meet on **Wednesday, December 12, 2018 at 3:00 p.m. in the William C. Strickland Conference Room of I.G. Greer Hall.**

Subcommittee

Approval of Minutes
        October 3, 2018

VOTE 1 – To approve the minutes from October 3, 2018 - PASSED

        November 7, 2018

VOTE 2 – To approve the minutes from November 7, 2018 - PASSED

Announcements
- "For Information Only" memo/list of items approved by the General Education Council on November 16, 2018. The memo of actions is at the end of the minutes.

- FIO – The following courses from the January 24, 2018 meeting should have been recorded as equivalent. The Joint AP&P Subcommittee will look at adding an equivalency question to the AP&P form to help the Registrar's Office become aware when the coding is needed.

    o TEC 3609 - Photovoltiacs I is equivalent to TEC 4608 - Photovoltaic System Design & Construction

    o TEC 3610 - Computer Applications for Renewable Energy Systems is equivalent to TEC 4711 - Computer Modeling of Renewable Energy Systems

    o TEC 2739 - Materials Science is equivalent to TEC 3039 - Materials Science

New Business

Procedural note: All dual-listed graduate course changes are approved through the graduate AP&P Committee. The complete action of the proposal will be listed but only the undergraduate curriculum is voted on by UAP&P.

ORDER OF PRESENTATION (Total 48)
      Hayes School of Music (16)
      Walker College of Business (9)
      College of Fine and Applied Arts (23)

Dr. Greg McCandless presented proposals from the Hayes School of Music.

The proposals from the **Hayes School of Music** were approved as follows: (Effective: FALL 2019)

U_MUS_MUS_2018_2	Change the course title, semester offering, course description, and prerequisite statement of **MUS 3002 – Music Theory V (2)** to read as follows: **MUS 3002 - Analysis of 20th and 21st Century Music (2)** When Offered: Fall GEN ED: Junior Writing in the Discipline (WID) The study of common-practice forms is concluded. Twentieth and twenty-first century compositional practices and techniques are studied. May be repeated no more than twice, including withdrawals after the initial add/drop period. Prerequisites: MUS 2002 or MUS 2073 with a minimum grade of "C-" (1.7), and R C 2001 or its equivalent. POS affected: 552C, 552D, 553A, 552E, 554B, 554C, 554E, 554F, 554G, 554H, 554I, 554K, 554L, 554M, 554N, 554O, 554P, 554Q, 554R, 554T, 554U, 554V, 554W, 554X, 554Y, 554Z
U_MUS_MUS_2018_3	Course Addition: **MUS 3015 - Songwriting (2)** When offered: Fall An overview of successful songwriting including topics in chord and chart development, song form, lyrics and hooks, and collaborative song writing techniques. Prerequisite: Successful completion of MUS 2010, MUS 2002, or MUS 2073 with a minimum grade of "C-" (1.7). Schedule type: Lecture
U_MUS_MUS_2018_4	Course Addition: **MUS 3009 - Performance and Analysis (2)** When offered: Fall and Spring A study of the relationship between analysis and performance. Lecture and demonstration two hours. Prerequisite: a minimum grade of "C-" (1.7) in either MUS 2002 or MUS 2073 and RC 2001 or its equivalent. Schedule type: Lecture
U_MUS_MUS_2018_5	Change the semester offering and prerequisite statement of **MUS 2072 – Orchestration (2)** to read as follows:

MUS 2072 - Orchestration (2)
When Offered: Fall; odd-numbered years.
The study of instrumental transposition, instrumentation and orchestration.
Lecture two hours.
Prerequisites: A minimum grade of "C-" (1.7) in MUS 2002, MUS 2073, or MUS 2010.

U_MUS_MUS_2018_6   Change the semester offering and prerequisite statement of **MUS 3003 – Jazz/Pop Theory (2).**
MUS 3003 - Jazz/Pop Theory (2)
When Offered: Spring; Even-numbered years
The practical application of jazz/pop theory in the creation, performance, and analysis of modern music focusing on arranging and composition techniques. Lecture two hours.
Prerequisite: A minimum grade of "C-" (1.7) in MUS 2002, MUS 2073, or MUS 2010.

U_MUS_MUS_2018_7   Course Addition:
MUS 1010 - Introduction to Music Composition II (2)
When Offered: Spring
A continuation of the study of foundational concepts of music composition first explored in Introduction to Music Composition I, including melody, harmony, rhythm, form, and notation. Lecture and studio two hours.
Prerequisite: Successful completion of MUS 1009 with a minimum grade of "C-" (1.7). Admission into the composition studio or permission of the instructor.

Schedule type: Lecture/Studio Combo

U_MUS_MUS_2018_8   Course Addition:
MUS 1009 - Introduction to Music Composition I (2)
When Offered: Fall
An exploration of foundational concepts of music composition.
Lecture and studio two hours.
Prerequisite: Admission to the Hayes School of Music.

Schedule type: Lecture/Studio Combo

U_MUS_MUS_2018_9   Change the course number, title, semester offering, course description, and prerequisite statement of **MUS 2002 – Music Theory IV (2)** [DELETE MUS 2002 and ADD MUS 2073] to read as follows:
MUS 2073 - Form and Analysis (2)
When Offered: Fall
A study of common-practice phrase structures and forms. Lecture and demonstration two hours.
May be repeated no more than twice, including withdrawals after the initial add/drop period.
Prerequisites: MUS 1002 and either MUS 1006 or MUS 1008 with a minimum grade of "C-" (1.7) in each course.

MUS 2002 and MUS 2073 will be coded as equivalent in Banner.

Courses affected: MUS 3001, MUS 3002, MUS 3003, MUS 3007, MUS 4600

POS affected: 552C, 552D, 552E, 553A, 554B, 554C, 554E, 554F, 554G,

554H, 554I, 554K, 554L, 554M, 554N, 554O, 554P, 554Q, 554R, 554T, 554U, 554V, 554W, 554X, 554Y, 554Z

U_MUS_MUS_2018_10	Change the course number, credit hours, semester offering, course description, and prerequisite statement of **MUS 3007 – Counterpoint (3)** [DELETE MUS 3007 and ADD MUS 3016] to read as follows: **MUS 3016 - Counterpoint (2)** When offered: Spring, Even-numbered years. A comprehensive course in the fundamentals of 18th-Century counterpoint. Writing and analysis is stressed and required. Lecture two hours. Prerequisite: A minimum grade of "C-" (1.7) in either MUS 2010, MUS 2002, or MUS 2073.
U_MUS_MUS_2018_11	Change the semester offering, course description, prerequisite statement, and schedule type of **MUS 2008 – Aural Skills IV (1)** to read as follows: **MUS 2008 - Aural Skills IV (1)** When Offered: Spring A continuation of Aural Skills III, completing the development of sightsinging and eartraining skills involving chromatic melody, chromatic harmonic progression and advanced rhythmic patterns. Advanced sightsinging skills are developed. Aural skills are further developed through appropriate technologies. May be repeated no more than twice, including withdrawals after the initial add/drop period. Prerequisite: MUS 2007 and either MUS 2073 or MUS 2001 with a minimum grade of "C-" (1.7) in each course. Schedule type: Lab
U_MUS_MUS_2018_12	Change the semester offering, course description, prerequisite statement, and schedule type of **MUS 2007 – Aural Skills III (1)** to read as follows: **MUS 2007 - Aural Skills III (1)** When Offered: Fall A continuation of Aural Skills II, completing the development of sightsinging and eartraining skills involving diatonic and chromatic melody, diatonic and chromatic harmonic progression, and rhythmic patterns. Aural skills are further developed through appropriate technologies. May be repeated no more than twice, including withdrawals after the initial add/drop period. Prerequisites: MUS 1002 and either MUS 1006 or MUS 1008 with a minimum grade of "C-" (1.7) in each course. Schedule type: Lab.
U_MUS_MUS_2018_13	Change the course number, credit hours, course description, and prerequisite statement of **MUS 1008 – Aural Skills II (2)** [DELETE MUS 1008 and ADD MUS 1006] to read as follows: **MUS 1006 - Aural Skills II (1)** When Offered: Fall; Spring A continuation of Aural Skills I. Sight singing and ear training of rhythmic patterns, diatonic melody and diatonic harmonic progression. Aural skills are further developed through appropriate technologies. Lab two hours. May be repeated no more than twice, including withdrawals after the

initial add/drop period.
Prerequisites: MUS 1001 and either MUS 1005 or MUS 1007 with a minimum grade of C- (1.7) in each course.

Courses affected: MUS 2001, MUS 2007, MUS 2034, MUS 2045, MUS 3053, MUS 3060, MUS 3061

POS affected: 552C, 552D, 552E, 553A, 554B, 554C, 554E, 554F, 554G, 554H, 554I, 554K, 554L, 554M, 554N, 554O, 554P, 554Q, 554R, 554T, 554U, 554V, 554W, 554X, 554Y, 554Z

U_MUS_MUS_2018_14   Change the course number, credit hours, course description, and prerequisite statement of **MUS 1007 – Aural Skills I (2)** [DELETE MUS 1007 and ADD MUS 1005] to read as follows:
MUS 1005 - Aural Skills I (1)
When Offered: Fall; Spring
A course for the development of fundamental aural skills. The study of music fundamentals is approached through sight singing and ear training. Aural skills are further developed through appropriate technologies. Lab two hours. May be repeated no more than twice, including withdrawals after the initial add/drop period.
Prerequisite: MUS 1000 with a minimum grade of C- (1.7) or passing grade on placement exam.

Courses affected: MUS 1002, MUS 1008, MUS 2072

POS affected: 551, 552C, 552D, 552E, 553A, 554B, 554C, 554E, 554F, 554G, 554H, 554I, 554K, 554L, 554M, 554N, 554O, 554P, 554Q, 554R, 554T, 554U, 554V, 554W, 554X, 554Y, 554Z

U_MUS_MUS_2018_15   Course Addition:
MUS 3014 - Analysis of Popular Music (2)
When Offered: Spring
An exploration of popular music's harmonic, rhythmic, melodic, formal, and timbral structures. Lecture and demonstration two hours.
Prerequisite: a minimum grade of "C-" (1.7) in MUS 2002, MUS 2010, or MUS 2073.

Schedule type: Lecture

U_MUS_MUS_2018_16   Course Addition:
MUS 3012 - Analysis of Choral Literature (2)
When offered: Spring; Even-numbered years.
An overview of analytical approaches to choral repertoire. This course covers repertoire intended for various age groups as well as choral masterworks representing various genres and periods.
Prerequisite: A minimum grade of "C-" (1.7) in MUS 2010, MUS 2002, or MUS 2073.

Schedule type: Lecture

U_MUS_MUS_2018_17   Course Addition:
MUS 3013 - Analysis of Band and Orchestral Literature (2)
When offered: Fall, Even-numbered years.
An analytical survey of large instrumental ensemble music from the

sixteenth century to the present. Lecture and demonstration two hours. Prerequisite: a minimum grade of "C-" (1.7) in either MUS 2010, MUS 2002, or MUS 2073.

Schedule type: Lecture

VOTE 3 – To approve the proposals from the Hayes School of Music – PASSED

Dr. Sam presented proposals from the Walker College of Business for the Department of Accounting, Department of Finance, Banking, and Insurance, and Department of Marketing.

The proposals from the **Department of Accounting** are approved as follows: (Effective: FALL 2019)

U_COB_ACC_2018_1   Change the course description of **ACC 4560 – Introduction to Auditing (3)** to read as follows:
ACC 4560 - Introduction to Auditing (3)
When Offered: Fall; Spring
Topics include selected auditing standards, processes for conducting an audit, types of services, analysis of reports, ethics, internal control considerations, and data analytics used in the auditing profession. Prerequisites: 84 earned hours, a minimum grade of "C" (2.0) in any Writing in the Discipline (WID) course, and ACC 3100 with a minimum grade of "C-" (1.7).

U_COB_ACC_2018_2   Revise the program of study for the undergraduate minor in Accounting (301/52.0301)**.** The revised program of study is at the end of the minutes.

VOTE 4 – To approve the proposals from the Department of Accounting – PASSED

The proposal from the **Department of Finance, Banking, and Insurance** is approved as follows: (Effective: FALL 2019)

U_COB_FIN_2018_1   Change the prerequisite statement of **FIN 4950 – Enterprise Risk and Insurance Manage3ment (3)** to read as follows:
Prerequisites: 84 earned hours, a minimum grade of "C" (2.0) in any Writing in the Discipline (WID) course, and FIN 3100. Prerequisite or Co-requisite: FIN 3150 and FIN 3990.

VOTE 5 – To approve the proposal from the Department of Finance, Banking, and Insurance - PASSED

The proposals from the **Department of Marketing** are approved as follows: (Effective: FALL 2019)

U_COB_MKT_2018_1   Add a concentration in Digital Marketing (352D) to the Bachelor of Science in Business Administration in Marketing (352*/52.1401). The revised bulletin text and new program of study is at the end of the minutes.

U_COB_MKT_2018_2   Add an undergraduate minor in Digital Marketing (357/52.1401). The new program of study is at the end of the minutes.

U_COB_MKT_2018_3	Change the prerequisite statement of **MKT 4650 – Strategic Marketing Management (3)** to read as follows: Prerequisites: 84 earned hours, a minimum grade of "C" (2.0) in any Writing in the Discipline (WID) course, MKT 3050 with a minimum grade of "C" (2.0), and six additional semester hours of MKT courses.
U_COB_MKT_2018_4	Course Addition: **MKT 3225 - Digital Marketing (3)** When Offered: Fall, Spring This course gives an overview of using various platforms for digital marketing. The term will cover understanding buyer personas and use of content to target customers and position products and services. Further students will work on various tools available to create a seamless integration between online and offline shopping experience. They will work by way of in-class simulations on creating a consistent brand positioning and message to the right audience with the use of website, search engine marketing, search engine optimization, E-mail Marketing, Social Media Marketing, Online publicity and PR, Affiliate marketing, Mobile marketing and Apps. Prerequisites: 54 earned hours and MKT 3050 with a minimum grade of "C" (2.0). Schedule type: Lecture
U_COB_MKT_2018_5	Course Addition: **MKT 3235 - Social Media Marketing: Building a Strong Brand** When Offered: Fall, Spring This class will cover marketing application and measurement of social media platforms and their strategic use in building strong brands. Students will be required to cover the planning and integration of social media into marketing plans. They will work on in-company (live projects) to set objectives, develop a social media marketing plan using platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest and snapchat, measure the program results and understand the pros and cons of social media marketing. Prerequisites: 54 Earned hours and MKT 3050 with a minimum grade of "C" (2.0). Schedule type: Lecture
U_COB_MKT_2018_6	Course Addition: **MKT 4630 - Social, Mobile, Analytics and Cloud Marketing** When Offered: Fall, Spring This course is an advanced course that will help students understand how the marketing landscape is changing with the convergence of social, mobile, analytics and cloud. The class will delve deeper into the understanding of the new digital consumer and how they buy. Students will then work on applying this in the social network eco system. This class will work in close collaboration with active brands and businesses and plan the social and mobile strategy for them applying concepts like crowd storming, crowd sourcing, collaboration, co-creation, mobile commerce, mobile wallets and mobile payments while tracking and monitoring through analytics and cloud. The class will close with a simulation that will help them integrate these concepts. Prerequisites: 84 earned hours, MKT 3050 with a minimum grade of "C" (2.0), MKT 3225, MKT 3235

VOTE 6 – To approve the proposals from the Department of Marketing - PASSED

Dr. Garner Dewey presented proposals from the College of Fine and Applied Arts.

The proposals from the **Department of Applied Design** were approved as follows: (Effective: FALL 2019)

U_FAA_AD_IND_2018_01	Change the course description and remove the prerequisite statement of **IND 2000 – Sophomore Portfolio Review (0)** to read as follows: **IND 2000 - Sophomore Portfolio Review (0)** When Offered: Spring The process of preparing and submission of sophomore portfolio. The portfolio represents the student's best course work to date. Graded on an S/U basis. Students are required to pass the review for admittance to upper level courses.
U_FAA_AD_IND_2018_02	Change the prerequisite statement of **IND 3911 – Rapid Prototyping (3)** to read as follows: Prerequisite: IND 2000.
U_FAA_AD_IND_2018_03	Change the course number, credit hours, course description, and studio statement of **IND 4711 – Product Design Studio IV (5)** [DELETE IND 4711 and ADD 4712] to read as follows: **IND 4712 - Product Design Studio IV (4)** When Offered: Spring GEN ED: Capstone Experience The final semester of the product design studio sequence examines professional practice in the field of industrial design, professional ethics, available jobs, and opportunities for continued education. A fully executed design project is the primary focus of the semester, with the student using the research skills developed during the previous product design studios. Studio eight hours. Prerequisite: IND 4701. POS affected: 576C
U_FAA_AD_IND_2018_04	Change the course number, credit hours, course description, and studio statement of **IND 4701 – Product Design Studio III (5)** to read as follows: [DELETE IND 4701 and ADD IND 4702] **IND 4702 - Product Design Studio III (4)** When Offered: Fall The first semester of the senior design studio places higher expectations on the student's design process, as developed in IND 3711 Product Design Studio II. Projects are research oriented, and documentation of the development of design ideas is paramount for successful completion of the course. Design research, as it can be applied to their upcoming senior design projects, is the focus toward the end of the semester. The subjects of design culture, the materiality of objects, product semantics and user-centered design are among the research topics and points of discussion. Studio eight hours. Prerequisite: IND 3711. Courses affected: IND 4711, IND 4811

POS affected: 576C

U_FAA_AD_IND_2018_05   Revise the program of study for the <u>Bachelor of Science in Industrial Design with a concentration in Product Design (576C/50.0404)</u>. The revised program of study is at the end of the minutes.

U_FAA_AD_IND_2018_06   Change the semester offering, remove the lecture statement, and add a prerequisite statement to **IND 2311 – Human Factors in Design (3)** to read as follows:
IND 2311 - Human Factors in Design (3)
When Offered: Fall, Spring
The study of human capabilities and the design of parameters to fit an environment, task or product. Topics include the range and application of human measurements and senses. The course also addresses ergonomic design and design for challenged individuals.
Prerequisite IND 2201.

U_FAA_AD_IND_2018_07   Change the course description and prerequisite statement of **IND 3701 – Product Design Studio I (4)** to read as follows:
IND 3701 - Product Design Studio I (4)
When Offered: Fall
GEN ED: Junior Writing in the Discipline (WID)
This course will begin the more intensive development of a design process methodology for the design student. Communication of this process will be a primary focus through the documentation and presentation of all work throughout the semester. Students will have a series of design projects providing opportunities to explore various materials and processes, as well as addressing contemporary design issues and design theory. Studio eight hours.
Prerequisites: IND 2000, IND 2411, RC 2001 or its equivalent.

U_FAA_AD_IND_2018_08   Change the prerequisite statement of **IND 2411 – Introduction to Design Studio (3)** to read as follows:
Prerequisites: INT 1001 and IND 2201.

U_FAA_AD_IND_2018_09   Change the course description and prerequisite statement of **IND 2421 – Preliminary Design Studio (3)** to read as follows:
Prerequisites: INT 1001 and IND 2201.

U_FAA_AD_IND_2018_10   Change the prerequisite statement of **IND 3901 – CADD III: Parametric Modeling (3)** to read as follows:
Prerequisites: IND 2000 and 2901.

U_FAA_AD_IND_2018_11   Change the course description of **IND 3711 – Product Design Studio II (4)** to read as follows:
IND 3711. Product Design Studio II (4)
When Offered: Spring
This course will continue the more intensive development of a design process methodology for the design student. Communication of this process will be a primary focus through the documentation and presentation of all work throughout the semester. Students will have a series of design projects providing opportunities to explore various materials and processes; as well as addressing contemporary design issues and design theory. Studio eight hours.

Prerequisite: IND 3701.

VOTE 7 – To approve the proposals from the Department of Applied Design – PASSED

The proposals from the **Department of Art** were approved as follows: (Effective: FALL 2019)

U_FAA_ART_2018_01   Add a new course prefix **ARH – Art History**. Change the course prefix of several ART courses.

Change the course prefix of **ART 2030** [Delete ART 2030 and ADD ARH 2030] to read as follows:
ARH 2030 - Art from Prehistory to 1400 (3)
When Offered: Fall; Spring
GEN ED: Fine Arts Designation; Liberal Studies Experience
A global survey of art history focusing on the early visual artistic traditions of Europe, Asia, Africa and the Americas from the dawn of art to 1400. The course examines visual art and art making in religious, social, cultural, and political contexts.

ART 2030 and ARH 2030 will be coded equivalent in Banner.

Courses affected: ART 3610, ART 3650, ART 3710, ART 3750, ART 4030, ART 4040,

POS affected: Gen Ed, 128, 131, 505, 511A, 513A, 549B, 549C, 549D, 550A, 584A, RTS

Change the course prefix of **ART 2130** [DELETE ART 2130 and ADD ARH 2130] to read as follows:
ARH 2130 - Art from 1400 to the Present (3)
When Offered: Fall; Spring
GEN ED: Fine Arts Designation; Liberal Studies Experience
A global survey of art history from 1400 to the present examining the later artistic traditions of Europe, Asia, Africa, Oceania and the Americas. The course focuses on visual art and art making in light of changing social, political, religious, and cultural circumstances.

ART 2130 and ARH 2130 will be coded equivalent in Banner.

Courses affected: ART 3600, ART 3610, ART 3800, ART 3810, ART 3820, ART 4030, ART 4040

POS affected: Gen Ed, 246B, 505, 511A, 513A, 549B, 549C, 549D, 550A, 576B, 576C, 583A, 584A, RTS

Change the course prefix of **ART 4030** [DELETE ART 4030 and ADD ARH 4030] to read as follows:
ARH 4030 - Seminar in Art Criticism and Theory (3)
When Offered: Fall; Spring
GEN ED: Capstone Experience
A seminar in the theory and criticism of art in which leading methods of analysis are examined through readings and discussion. Major emphasis is placed upon the student developing a critical sense of art.

Prerequisites: ARH 2030 and ARH 2130, or consent of the instructor.

ART 4030 and ARH 4030 will be coded equivalent in Banner.

POS affected: 505, 549B, 549C, 549D

Change the course prefix of **ART 4040** [DELETE ART 4040 and ADD ARH 4040] to read as follows:
ARH 4040 - Seminar in Art History (3)
When Offered: Fall; Spring
GEN ED: Junior Writing in the Discipline (WID)
This advanced seminar in art history will focus on in-depth inquiry into a particular period, theme, place or genre in art history. Content will vary from semester to semester.
May be repeated barring duplication of content for a total credit of 12 semester hours.
Prerequisites: ARH 2030, ARH 2130 and R C 2001 or its equivalent.

ART 4040 and ARH 4040 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 2230** [DELETE ART 2230 and ADD ARH 2230] to read as follows:
ARH 2230 - History of Graphic Design (3)
When Offered: Fall; Spring
A historical survey of visual communication, this course highlights key graphic designers and meta-disciplinary creative thinkers who have shaped significant innovations in the field. Examining relevant artistic, cultural, and technological events provides a context for understanding contemporary graphic design practice.

ART 2230 and ARH 2230 will be coded equivalent in Banner.

POS affected: 151, 505, 511A, 549B, 549D

Change the course prefix of **ART 3400** [DELETE ART 3400 and ADD ARH 3400] to read as follows:
ARH 3400 - Women Artists (3)
When Offered: On Demand
This course will provide a historical and contemporary survey of women visual artists.

ART 3400 and ARH 3400 will be coded equivalent in Banner.

POS affected: 134, 134A, 505, 549B, 549D, 606, 611, 611A

Change the course prefix of **ART 3600** [DELETE ART 3600 and ADD ARH 3600] to read as follows:
ARH 3600 - History of Modern Art (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
A survey of leading movements in modern art from the 1870's to 1945.
Prerequisites: ARH 2130 or consent of the instructor and R C 2001 or its equivalent.

ART 3600 and ARH 3600 will be coded equivalent in Banner.

POS affected: 246B, 505, 549B, 549D

Change the course prefix of **ART 3610** [DELETE ART 3610 and ADD ARH 3610] to read as follows:
ARH 3610 - Asian Art and Architecture (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
This course explores the art and architecture of Asia, beginning roughly in the third century BCE and concluding before the modern era, with a focus on painting, sculpture, and architecture. Special attention will be paid to the religious traditions of the region, particularly Buddhism, which functions as a link in analyzing the unique forms of culture that characterize the different countries of the Asian continent. Students will also learn to write and do research in art history at an advanced level.
Prerequisite: ARH 2030 or ARH 2130 or permission of the instructor, R C 2001 or its equivalent.

ART 3610 and ARH 3610 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3630** [DELETE ART 3630 and ADD ARH 3630] to read as follows:
ARH 3630 - African Art (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
This course explores major themes in the study of the visual arts in Africa. Works of art from the ancient rock paintings of the Sahara, through the ancient artistic traditions of Ife and Benin, to the arts of the colonial and post colonial periods are presented. Diverse forms of art works are studied in their social, religious, and political contexts.
Prerequisites: sophomore standing or consent of the instructor and R C 2001 or its equivalent.

ART 3630 and ARH 3630 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D, 611, 611A

Change the course prefix of **ART 3650** [DELETE ART 3650 and ADD ARH 3650] to read as follows:
ARH 3650 - Art of Late Antiquity (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
A course in the Late Antique art, covering early Christian, Byzantine and early Islamic art. Focus on the social context of ancient art production and reception.
Prerequisites: ARH 2030 or consent of the instructor and R C 2001 or its equivalent.

ART 3650 and ARH 3650 will be coded equivalent in Banner.

POS affected: 131, 505, 549B, 549D

Change the course prefix of **ART 3700** [DELETE ART 3700 and ADD ARH 3700] to read as follows:
ARH 3700 - Oceanic Art (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
This course examines the visual arts of the Pacific Islands, Australia, New Zealand, and New Guinea, including tattooing and other body adornment practices, architecture, sculpture, and textiles. The course explores the ways oceanic arts since the 18th century embody resistance and survival through the continuity of traditional art forms as well as work in more contemporary media and styles.
Prerequisites: sophomore standing or consent of the instructor and R C 2001 or its equivalent.

ART 3700 and ARH 3700 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3705** [DELETE ART 3705 and ADD ARH 3705] to read as follows:
ARH 3705 - Contemporary Art of Africa (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
This course examines themes in the study of the recent visual arts of Africa and the Caribbean during the colonial and post-colonial period. This course explores the ways that artistic production reflects its local background and circumstances as it enters into a dialog with a global art scene. The course will examine art as a sensitive barometer of social, cultural, religious, and political changes in modern Africa and the Caribbean.
Prerequisite: R C 2001 or its equivalent.

ART 3705 and ARH 3705 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3710** [DELETE ART 3710 and ADD ARH 3710] to read as follows:
ARH 3710 - Ancient Egyptian Art (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
A course in the history of Egyptian art, from archaic through early Christian periods. Focus is on the social context of ancient art production and reception. The course includes critical reading, writing, and discussion.
Prerequisites: ARH 2030 or permission of the instructor and R C 2001 or its equivalent.

ART 3710 and ARH 3710 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3730** [DELETE ART 3730 and ADD ARH 3730] to read as follows:
ARH 3730 - Native Arts of the Americas (3)
When Offered: On Demand

This course explores the native arts and architecture of North America, Central America and South America. Diverse forms of artworks are studied in their social, religious, and political contexts. The focus of the course may be in any of the three major cultural regions, from prehistory to the present. Prerequisites: sophomore standing or permission of the instructor.

ART 3730 and ARH 3730 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3750** [DELETE ART 3750 and ADD ARH 3750] to read as follows:
ARH 3750 - History of Roman Art (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
A course in the history of Roman art, from archaic through early Christian periods. Focus on the social context of ancient art production and reception. Prerequisites: ARH 2030 or consent of the instructor and R C 2001 or its equivalent.

ART 3750 and ARH 3750 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3760** [DELETE ART 3760 and ADD ARH 3760] to read as follows:
ARH 3760 - History of American Craft (3)
When Offered: On Demand
This course will consider the development of American studio craft from a historical perspective and continuing to the present day, considering craft objects as discreet entities and in relation to other creative output.

ART 3760 and ARH 3760 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3770** [DELETE ART 3770 and ADD ARH 3770] to read as follows:
ARH 3770 - Islamic Art and Architecture (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
This course is an introduction to Islamic art and architecture beginning in the 7th century and concluding in the present. The course will explore visual production in regions across the globe where Islam has had a lasting influence, including North Africa, Spain, Iran and Central Asia, and South Asia. The course will encourage students to appreciate the diversity of artistic traditions that can be described as Islamic. Students will also learn to write and perform research in art history at an advanced level. Prerequisites: sophomore standing or consent of the instructor; and R C 2001 or its equivalent.

ART 3770 and ARH 3770 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3780** [DELETE ART 3780 and ADD ARH 3780] to read as follows:
ARH 3780 - Visualizing the City (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
The course explores the myriad ways in which one can visualize and experience cities, focusing on such topics as architecture, urbanism, art, and visual culture. Adopting a global approach to the study of cities, students will explore the intersections between the visual experience of the city and its political, social, and cultural context. Students will also learn to write and perform research in art history at an advanced level. Students may repeat the course once, barring duplication of content. Prerequisites: sophomore standing or consent of the instructor; and R C 2001 or its equivalent.

ART 3780 and ARH 3780 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3790** [DELETE ART 3790 and ADD ARH 3790] to read as follows:
ARH 3790 - Contemporary Asian Visual Culture (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
Students will examine and engage with methodologies of visual culture studies, as well as the history and practices of contemporary visual culture in Asia. In analyzing contemporary Asia the course covers visual culture practices from the nineteenth century to the present. We will study art, photography, architecture, urbanism, museums and festivals, literature, film, and television in order to examine the characteristics of the shared lexicon and imaginary that produce distinctive contemporary viewing practices that we may call "Asian." Students will also learn to write and perform research in art history at an advanced level. Prerequisites: sophomore standing or consent of the instructor; and R C 2001 or its equivalent.

ART 3790 and ARH 3790 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3800** [DELETE ART 3800 and ADD ARH 3800] to read as follows:
ARH 3800 - Art Since 1945 (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
A survey of leading movements in contemporary art from 1945 to the present. Prerequisites: ARH 2130 or consent of the instructor and R C 2001 or its equivalent.

ART 3800 and ARH 3800 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

Change the course prefix of **ART 3810** [DELETE ART 3810 and ADD ARH 3810] to read as follows:

ARH 3810 - Photography and Culture (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
This course invites students to develop a critical understanding of the relationship between photography and culture. Readings, lectures, presentations and discussions on historical and contemporary photographers will be incorporated into the coursework.
Prerequisites: ARH 2130 or permission of the instructor and RC 2001 or its equivalent.

ART 3810 and ARH 3810 will be coded equivalent in Banner.

POS affected: 549B, 549D

Change the course prefix of **ART 3820** [DELETE ART 3820 and ADD ARH 3820] to read as follows:
ARH 3820 - History of Museums and Collecting (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID)
A seminar in the history of museums and collecting, focusing on the 19th century through today. Major emphasis is placed on critical reading, writing, and discussion.
Prerequisites: ARH 2130 or permission of the instructor and RC 2001 or its equivalent.

ART 3820 and ARH 3820 will be coded equivalent in Banner.

POS affected: 505, 549B, 549D

U_FAA_ART_2018_02	Course Addition: **ARH 3500 - Independent Study (1-3)** When Offered: Fall; Spring Majors in art history and art management may broaden and intensify their program through individual research and involvement in a given area of art history and/or visual culture. Prerequisite: permission of the departmental chair. Schedule type: Independent Study
U_FAA_ART_2018_03	Course Addition: **ARH 3522 - Research Assistant (1-3)** When Offered: Fall; Spring A supervised experience in which the student collaborates with a faculty member from art history or art management on that faculty member's research project. A student may also undertake her/his own research if it is relevant to that of the faculty member. May be repeated for a total credit of six semester hours. Graded on an S/U basis. Prerequisites: declared art major with junior or senior standing and permission of the instructor. Schedule type: Practicum
U_FAA_ART_2018_04	Course Addition: **ARH 3900 - Internship (1-6)**

When Offered: Fall; Spring
Supervised placement in a setting which provides an opportunity for students to observe and practice various skills related to art history and/or visual culture. Supervision and evaluation by the site supervisor and the faculty member.
Graded on an S/U basis.

Schedule type: Internship

U_FAA_ART_2018_05   Course Addition:
ARH 3830 - Studies in Art History (3)
When Offered: On Demand
GEN ED: Junior Writing in the Discipline (WID).
An opportunity to study a special topic or a combination of topics not otherwise provided for in the art history curriculum, with a significant writing component. May be repeated for credit when content does not duplicate.
Prerequisites: sophomore standing or consent of the instructor and R C 2001 or its equivalent.

Schedule type: Lecture

U_FAA_ART_2018_06   Course Addition:
ARH 3530-3549 - Selected Topics in Art History (1-3)
When Offered: On Demand
An opportunity to study a special topic or a combination of topics not otherwise provided for in the art history curriculum. May be repeated for credit when content does not duplicate.

Schedule type: Lecture

U_FAA_ART_2018_07   Revise the program of study for the undergraduate minor in Art History (505/50.0703). The revised program of study is at the end of the minutes.

U_FAA_ART_2018_08   Revise the program of study for the Bachelor of Arts in Art and Visual Culture with a concentration in Art History (549B/50.0701). The revised program of study is at the end of the minutes.

U_FAA_ART_2018_09   Revise the program of study for the Bachelor of Arts in Art and Visual Culture with a concentration in Art Management (549D/50.0701). The revised program of study is at the end of the minutes.

VOTE 8 – To approve the proposals from the Department of Art – PASSED

The proposal from the **Department of Sustainable Technology and the Built Environment** was approved as follows: (Effective: FALL 2019)

U_FAA_STBE_2018_1   Course Addition:
TEC 4530-4549 - Selected Topics (1-4)
When Offered: On Demand

Schedule type: Lecture, Lecture/Lab Combo, Study Abroad

VOTE 9 – To approve the proposal from the Department of Sustainable Technology and the Built Environment - PASSED

The proposals from the **Department of Theatre and Dance** were approved as follows: (Effective: FALL 2019)

U_FAA_TD_2018_7	Change the credit hours of **THR 2101 – Production Running Crew (0-1)** to read as follows: **THR 2101 - Production Running Crew (1)** POS affected: 586, 591B, 591D, 591E, 591F
U_FAA_TD_2018_8	Revise the program of study for the <u>undergraduate minor in Theatre Arts (586/50.0501).</u> The revised program of study is at the end of the minutes.

VOTE 10 – To approve the proposals from the department of Theatre and Dance - PASSED

Old Business

Other

Adjournment
VOTE 11 – To approve the motion to adjourn – PASSED

UNDERGRADUATE ACADEMIC POLICIES AND PROCEDURES COMMITTEE
December 12, 2018
Unofficial Vote Record

Committee Members	1	2	3	4	5	6	7	8	9	10	11	12	13
Ben Alexander-Eitzman	-	-	-	-	-	-							
Jon Beebe	Y	Y	Y	Y	Y	Y							
Ellen Cowan	-	-	-	-	-	-							
C. A. Debelius	-	-	-	-	-	-							
Shanan Fitts	Y	Y	Y	Y	Y	Y							
Ross Gosky	A	A	Y	Y	Y	Y							
Christina Hayes	Y	Y	Y	Y	Y	Y							
Joe Klein	Y	Y	Y	Y	Y	Y							
Jamie Levine	Y	Y	Y	Y	Y	Y							
Courtney McGahee	Y	Y	Y	Y	Y	Y							
Jason Miller	-	-	-	-	-	-							
Tanga Mohr	Y	Y	Y	Y	Y	Y							
Ben Powell	Y	Y	Y	Y	Y	Y							
Teressa Sumrall	-	-	-	-	-	-							
John Wiswell	Y	Y	Y	Y	Y	Y							
Ty Gacek	Y	Y	Y	Y	Y	Y							
Connor Schlaline	Y	Y	Y	Y	Y	Y							

The recommendations from the December 12, 2018 Undergraduate Academic Policies and Procedures Committee meeting are approved.

Darrell P. Kruger   *1/31/2019*
Darrell P. Kruger   Date
Provost and Executive Vice Chancellor

TO: AP&P
FROM: Ted Zerucha, Director, General Education
DATE: November 27, 2018
RE: Actions of the General Education Council November 16, 2018

The General Education Council met at its regularly scheduled monthly meeting on November 16, 2018. The following actions were taken:

VOTE 1: September 21, 2018 Minutes - Approved as written.
                   Yes: 7   No: 0   Abstain: 2

CONSENSUS: October 19, 2018 Minutes
Martha McCaughey made a motion that the October 2018 Minutes be amended as follows:
Remove this statement: "The discussion included exactly how does the SGA define diversity, if it would be better to have a requirement in Gen Ed or an overall graduation requirement, and if there are enough seats offered in courses which would be approved to allow all students an opportunity to take a course before graduation."

Replace with this statement: "The discussion included asking how the SGA defines diversity, and what value a specific course on or called "diversity" would have as compared to our current system, which aims to weave diversity throughout the curriculum per the goals of Inclusive Excellence. Further, it was pointed out that one of our four General Education goals is "Making Local-to-Global Connections," and the rubric on the Gen Ed website shows that this goal explicitly states that our criteria include:
          "Contemporary issues related to cultural diversity in U.S. and other areas of the world";
          "Issues concerning effective communication with people of other cultures"; and
          "Knowledge of other cultures, their worldviews, and their frames of reference".

Since a quorum was not present at the October meeting, most of the members present at the November meeting preferred to abstain from voting on Minutes of a meeting at which they were not present. Members present did reach a consensus that the amended Minutes accurately reflected the discussion.

VOTE 2:
  * Delete credit from CS 1445, Introduction to Programming with Interdisciplinary Applications
  * Approve credit for CS 2435, Introduction to Scientific Programming
          Yes: 9   No: 0   Abstain: 0   Deletion and addition approved.

Accounting Minor

Minor Code: 301

CIP Code: 52.0301

Students **not majoring in** Accounting ~~the College of Business~~ may earn an accounting minor by completion of the following 15 semester hours of coursework:

Required Courses

ACC 2100 - Principles of Accounting I (3)
ACC 2110 - Principles of Accounting II (3)
ACC 3100 – Intermediate Accounting I (3)

Six ~~Nine~~ Hours of ACC Courses At The 3000/4000 Level (6 ~~9~~ Hours)

Excluding **ACC 3520**

Total Required (15 Hours)

Students are advised to take all 2000 level courses prior to the 3000 level courses in the minor. Students may take a maximum of five business courses at the 3000-level or above, including graduate-level courses (unless more are specifically listed as required on the Program of Study for a non-business major, a required concentration, or a required minor). Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 54 earned hours for 3000 level business courses and 84 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

A minimum overall GPA of 2.0 is required for the courses included in the minor.
No more than one business minor can be declared by a non-business major.

For Additional Information Contact:

Undergraduate Advising Office

Room 2126 Peacock Hall

(828) 262-2700

Appalachian State University

Department of Marketing

James E. Stoddard, Chair

<u>Full Faculty Listing</u>

The objective of the Department of Marketing is to develop responsible and successful business leaders by providing undergraduate and graduate education in the field of marketing.

Bachelor of Science in Business Administration in Marketing (352*/52.1401)

Students must select one of the following concentrations:

Digital Marketing (XXX)

General Marketing (352B)

Sales (352C)

Undergraduate Minor in Digital Marketing (XXX)

(for non-business majors only)

A minor in Digital Marketing for non-business majors may be obtained by completing 15 semester hours of requirements.

Undergraduate Minor in Marketing (352/52.1401)

(for non-business majors only)

A minor in Marketing for non-business majors may be obtained by completing 15 semester hours of requirements.

Undergraduate minor in Marketing: Sales (354/52.1401).

A minor in Marketing: Sales for non-business majors may be obtained by completing 15 semester hours of requirements.

Undergraduate minor in Marketing: Professional Selling (353/52.1401).

A minor in Marketing: Professional Selling for business majors may be obtained by completing

15 semester hours of requirements.

This catalog reflects fall and spring semester offerings. Go to www.summersessions.appstate.edu/ for courses offered in summer terms.

SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:

Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. An exception is allowed for other students, including business majors not yet admitted to the College of Business, to take a maximum of five business courses at the 3000-level or above, including graduate-level courses (unless more are specifically listed as required on the Program of Study for a non-business major, a required concentration, or a required minor). No exceptions beyond this will be allowed.

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 54 earned hours for 3000 level business courses and 2) 84 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five business courses at the 3000-level or above, including graduate-level business courses, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non-business majors must get a permit from the College of Business Undergraduate Advising Office to register for any business courses at the 3000-level or above in excess of the five allowed, when required on the program of study.

Programs

Bachelor of Science in Business Administration

- Marketing - Digital Marketing Concentration. BSBA
- Marketing - General Marketing Concentration. BSBA
- Marketing - Sales Concentration. BSBA

Minor

- Digital Marketing Minor
- Marketing Minor
- Marketing: Professional Selling Minor
- Marketing: Sales Minor

Courses

Marketing

- MKT 1530-1549 - Selected Topics C1-4I
- MKT 2500 - Independent Study (1-41
- MKT 2530-2549 - Selected Topics C1-4I

- MKT 3050 - Principles of Marketing C3l
- MKT 3215 - Professional Selling (3)
- MKT 3220 - Sales Management (3)
- MKT 3225 – Digital Media and Marketing (3)
- MKT 3235 – Social Media Marketing – Building a Strong Brand (3)
- MKT 3240 - Integrated Marketing Communications (3)
- MKT 3260 - Managing Distribution Channels C3l
- MKT 3270 - Consumer Behavior C3l
- MKT 3280 - Business-to-Business Buyer Behavior (3)
- MKT 3285 - Retail Management {3)
- MKT 3290 - Services Marketing (3)
- MKT 3295 - New Product Development and Branding (31
- MKT 3500 - Independent Study C1-4l
- MKT 351O - lunior Honors Thesis C1-3l
- MKT 3520 - Instructional Assistance (11
- MKT 3530-3549 - Selected Topics (1-4)
- MKT 3900 - Marketing Internship (3 or 6)
- MKT 3910 - Sales Internship (3 or 61
- MKT 4500 - Independent Study (1-41
- MKT 4510 - Senior Honors Thesis (1-31
- MKT 4530-4549 - Selected Topics C1-4l
- MKT 4550 - International Marketing (31
- MKT 4560 - Advanced Sales Techniques (31
- MKT 4620 - Marketing Research (3)
- MKT 4630 – Social, Mobile, Analytics and Cloud Marketing (3)
- MKT 4650 - Strategic Marketing Management (3)
- MKT 4810 - Seminar {1-3)

Marketing - Digital Marketing Concentration, BSBA

Program Code: XX
CIP Code: XX

General Education Requirements (44 Hours)

- General Education Requirements

The following 16 sh of major requirements can also count in the General Education Program:

- R C 1000 and R C 2001 (6 hours) count towards the General Education Writing Across the Curriculum requirement
- MAT 1035 (3 hours) and 1 hour of ECO 2100 fulfill the General Education Quantitative Literacy requirement
- ECO 2030 and ECO 2040 (6 hours) count towards the General Education Liberal Studies Experience requirement

COB Admission Requirements (27 Hours)

2.5 cumulative GPA (based on 12+ graded hours at ASU), 60 earned hours and completion of the following:

See www.advising.business.appstate.edu for link to test information

- R C 1000 - Expository Writing C31 *(minimum grade of "C" required) (hours already counted in Gen Ed)*
- R C 2001 - Introduction to Writing Across the Curriculum (3) *(minimum grade of "C" required) (hours already counted in Gen Ed)*
- MAT 1035 - Business Mathematics With Calculus (3) *
- BUS 2000 - Business Professional Leadership and Career Development C01
- Computer Proficiency - passing score on the Basic Computer Skills Proficiency Test or credit for CIS 1026 (minimum grade of "C-" required)

See www.advising.business.appstate.edu for link to test information

COB Lower Level Core

(2.0 average required; Minimum grade of "C-required in each course)

- ACC 2100 - Principles of Accounting I C3l
- ACC 2110 - Principles of Accounting II C3l
- ECO 2030 - Principles of Microeconomics C3l *
- ECO 2040 - Principles of Macroeconomics C3l *
- ECO 2100 - Business and Economic Statistics I (3) *
- LAW 2150 - Legal Environment of Business (3)

Note

Students cannot be admitted to the COB with any outstanding grades of "I".

*MAT 1035, ECO 2030, ECO 2040, and one hour of ECO 2100 already count in Gen Ed.

Additional COB Core (25 Hours)

(2.0 average required)

A senior check and, for students graduating in the term in which these are taken, a graduation application, must be completed prior to registering for these courses.

- CTE 3340 - Business Communications C3l

  or
- ENG 3100 - Business Writing (3)

  [WIDJ (min. grade of "C" in CTE 3340/ENG 3100 required to take 4000 level business courses)

- CIS 2050 - Information Technology in the Organization C3l
- ECO 2200 - Business and Economic Statistics II (3)
- FIN 3680 - Introduction to Finance C3l
- MGT 3630 - Introduction to Organizational Behavior (3)
- MKT 3050 - Principles of Marketing C3)
- SCM 3650 - Production and Operations Management C3l
- MGT 4750 - Strategic Management C3l * (prereq: all 2000/3000 level "Additional COB Core" and final semester of coursework)
- BUS 4000 - Business Capstone Experience (1l* (Capstone Requirement) (prereq: all 2000/3000 "Additional COB Core" and final semester of coursework)

Global Issues Requirement

(met *within the other degree requirements - does not require additional course work)*

The Global Issues requirement can be met by satisfying one of the following:

- International business course (See list below)
- Business summer study abroad (minimum 3 hours)
- Semester long study abroad for credit
- Full-time 400-hour minimum international internship for credit
- Foreign language courses at or above the 3000 level

International Business Course

- ACC 3590 - Assessing Sustainability in a Global Business Environment C3I
- ACC 4730 - Accounting and International Business C3I
- BUS 4065 - Holland Fellows International Business Study in Asia II C3I
- CIS 3620 - Global Information Technologies C3I
- ECO 3410 - International Trade C3I
- ECO 3430 - Economic Growth and Development (3)
- ECO 4640 - International Macroeconomics (3)
- ENT 3190 - International Entrepreneurship C3I
- ENT 3600 - Entrepreneurship Study Abroad (3-6)
- FIN 3350 - International Business Transactions C3I
- FIN 4750 - International Business Finance C3I
- FIN 4800 - International Insurance Markets C3I
- MGT 3670 - International Human Resource Management (3)
- MGT 3800 - International Management (3)
- MKT 4550 - International Marketing C3I
- SCM 3680 - Supply Chain Technologies in a Global Environment (3)
- SCM 3690 - Global Supply Chain and Logistics (3)
- and others upon approval

Other Prerequisite Information

Students must have 54 hours to take 3000 level COB core courses and 84 hours to take any 4000 level COB course.

In addition to other prerequisites, a minimum grade of "C" in a WID course is required prior to taking any 4000 level business courses.

No more than five business courses at the 3000 level or above, including graduate-level courses, can be taken by students not admitted to the COB.

Note

*** IN ORDER TO GRADUATE, MARKETING MAJORS MUST ACHIEVE A MINIMUM AVERAGE GPA OF 2.0 IN THE FOLLOWING 21 HOURS OF REQUIRED AND ELECTIVE 3000/4000-LEVEL MARKETING COURSES. ***

Marketing Major Common Core (6 Hours)

- MKT 4620 - Marketing Research (3)
- MKT 4650 - Strategic Marketing Management (3)

Digital Marketing Concentration Required Courses (9 Hours)

- MKT 3225 - Digital Marketing Media (3)
- MKT 3235 – Social Media Marketing – Building a Strong Brand (3)
- MKT 4630 – Social, Mobile, Analytics and Cloud Marketing (3)

Electives - General Marketing Concentration (6 Hours)

Select two of the following:

*Students may only count 3 hours of either MKT 3900 or MKT 3910 towards the marketing major electives. The internship cannot be the last credits earned.

- MKT 3240 - Integrated Marketing Communications (3)
- MKT 3270 - Consumer Behavior (3)
- MKT 3280 - Business-to-Business Buyer Behavior (3)
- MKT 3295 - New Product Development and Branding (3)
- MKT 4550 – International Marketing (3)

- MKT 3900 - Marketing Internship (3 or 6) * only 3 of MKT 3900 or MKT 3910 may apply to meeting the major elective requirement
  or
- MKT 3910 - Sales Internship (3 or 6) * only 3 of MKT 3900 or MKT 3910 may apply to meeting the major elective requirement

College of Business Electives (3000/4000 Level) (6 Hours)

(cannot use FIN 3010 or MGT 3010)

Free Electives (13 Hours)

Taken to total 120 hours for the degree

- 13 hours any level inside or outside of the COB (cannot use **ACC 1050**, **FIN 3010** or **MGT 3010**)

Total Required (120 Hours)

(92 hours major requirements/electives PLUS 44 hours Gen Ed requirements MINUS 16 hours of major requirements already counted in Gen Ed)

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Digital Marketing Minor

Minor Code: xxx

CIP Code: xxx

Students **not majoring in the College of Business** may earn a digital marketing minor by completion of the following 15 hours of coursework:

Required Courses (12 Hours)

- MKT 3050 - Principles of Marketing (3)
- MKT 3225 – Digital Media and Marketing (3)
- MKT 3235 – Social Media Marketing – Building a Strong Brand (3)
- MKT 4630 – Social, Mobile, Analytics and Cloud Marketing (3)

One Digital Marketing Elective Courses Taken from the Following (3 Hours)

- MKT 3240 - Integrated Marketing Communications (3)

- MKT 3270 - Consumer Behavior (3)

- MKT 3280 - Business-to-Business Buyer Behavior (3)

- MKT 3295 - New Product Development and Branding (3)

- MKT 4550 – International Marketing (3)

- MKT 3900 - Marketing Internship (3 or 6) * MKT 3900 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.

- Or

- MKT 3910 - Sales Internship (3 or 6) * is a 3 or 6 hours course, but only 3 of these hours may apply to meeting the requirements for the minor.

Note:

*Students may only count 3 s.h of either MKT 3900 or MKT 3910 towards the marketing electives requirement. The internship cannot be the last credits earned.

Total Required (15 Hours)

Students are advised to take all 2000 level courses prior to the 3000 level courses in the minor. Students may take a maximum of five business courses at the 3000-level or above, including graduate-level courses (unless more are specifically listed as required on the Program of Study for a non-business major, a required concentration, or a required minor). Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 54 earned hours for 3000 level business courses, 84 earned hours, and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

A minimum overall GPA of 2.0 is required for the courses included in the minor.

<u>No more than one business minor can be declared by a non-business major.</u>

For Additional Information Contact:
Undergraduate Advising Office
2126 Peacock Hall
(828) 262-2700

2018-2019 Undergraduate Bulletin
Appalachian State University

PROPOSED COPY - Industrial Design - Product Design Concentration, BS

📄 Print this Page

Program Code: 576*/576C
CIP Code: 50.0404

Non-Teaching

General Education Requirements (44 Hours)

- General Education Requirements

MAT 1020 fulfills the Quantitative Literacy requirement. ART 2130 and IND 2012 taken for the major may count toward General Education in Liberal Studies Experience

Major Requirements (86 Hours)

18 hours must be completed at Appalachian. Students must pass IND 2000 - Sophomore Portfolio Review (0), and declare the IND major to advance to upper level courses.

Transfer students need to take a summer course sequence in order to be eligible for sophomore portfolio review in the spring of their first full year (IND 1010, IND 2201, INT 1001).

- Junior Writing in the Discipline (WID)
- Senior Capstone Experience (CAP) must be met

Introductory Courses (16 Hours)

- IND 1010 - CADD I: Imaging (3)
- IND 2012 - Product Design (3)
- IND 2201 - Design Drawing I (3)
- INT 1001 - Visual Literacy I (3)
-
- MAT 1020 - College Algebra with Applications (4) (MAT 1020 or higher)

Deleted: 89 Hours

Deleted: A minimum grade of "C" (2.0) is required in each Applied Design Department course.

Deleted: , and INT 1002

Deleted: 19 Hours

Deleted: INT 1002 - Visual Literacy II (3)

Materials & Processes (9 Hours)

- IND 2120 - Materials and Processes I (3)
-

- IND 2311 - Human Factors in Design (3)
- IND 3120 - Materials and Processes II (3)

History (9 Hours) Choose from the following:

- ARH 2130 - Art from 1400 to the Present (3)
- IND 2401 - History of Furniture Design (3)
- IND 2402 - Survey of Contemporary Design (3)
- INT 2310 - History of Interior Design and Architecture II (3)

Product Design Courses (34 hours)

- IND 2000 - Sophomore Portfolio Review (0)
- IND 2301 – Model Making (3)
- IND 2411 - Introduction to Design Studio (3)
- IND 2901 - CADD II: Free Modeling (3)
- IND 3701 - Product Design Studio I (4) [WID]
- IND 3711 - Product Design Studio II (4)
- IND 3901 - CADD III: Parametric Modeling (3)
- IND 4702 - Product Design Studio III (4)
- IND 4712 - Product Design Studio IV (4) [CAP]
- IND 4811 - Professional Practice in Industrial Design (3)
- IND 4900 - Internship (3-12) (3 sh required)

Electives (18 Hours)

Chosen in consultation with IND advisor (See advisor for list of courses)

Recommended Electives

- IND 2116 - Ceramic Technology (3)
-
- IND 2321 - Product Systems Design (3)
- IND 2421 - Preliminary Design Studio (3)
- IND 3911 - Rapid Prototyping (3)
- IND 3500 - Independent Study (1-5)

- IND 3530 - Selected Topics (1-5)
- IND 4557 - Design for Manufacture (3)
- International Studies & Foreign Languages Courses

Minor - Not Required

Total Required (120 Hours)

Appalachian State University
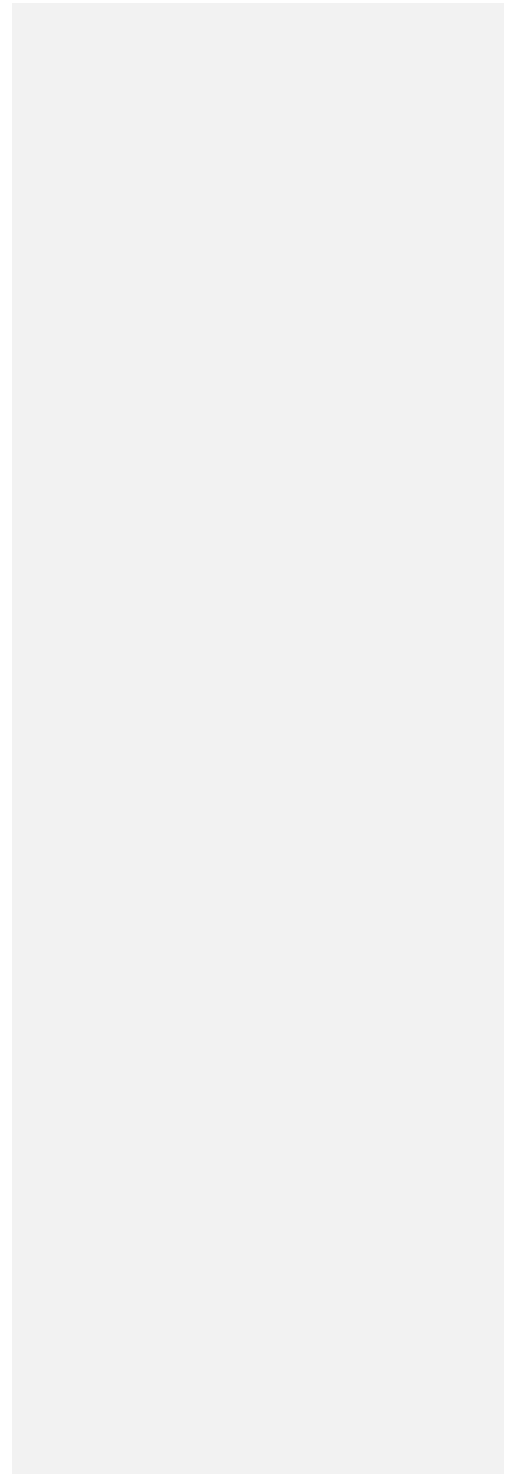
Art History Minor – Proposed 2019-2020

Minor Code: 505
CIP Code: 50.0703

Students not majoring in the Department of Art and Art students not majoring in the BA Art & Visual Culture with a concentration in Art History may earn an Art History minor with the completion of the following **18 semester hours.** (9 s.h. must be completed at ASU). * indicates WID designation courses.
Note that no more than six semester hours may double count between the major and the minor.

Required Courses: (9 Hours)

ARH 2030 - Art from Prehistory to 1400 (3)
ARH 2130 - Art from 1400 to the Present (3)
ARH 4030 - Seminar in Art Criticism and Theory (3)

Electives: (9 Hours)

Chosen from:

ARH 2230 - History of Graphic Design (3)
ARH 3400 - Women Artists (3)
ARH 3530-3549 – Selected Topics in Art History (1-3)
ARH 3600 - History of Modern Art (3) *
ARH 3610 - Asian Art and Architecture (3) *
ARH 3630 - African Art (3) *
ARH 3650 - Art of Late Antiquity (3) *
ARH 3700 - Oceanic Art (3) *
ARH 3705 - Contemporary Art of Africa (3) *
ARH 3710 - Ancient Egyptian Art (3) *
ARH 3730 - Native Arts of the Americas (3)
ARH 3750 - History of Roman Art (3) *
ARH 3760 - History of American Craft (3)
ARH 3770 - Islamic Art and Architecture (3) *
ARH 3780 - Visualizing the City (3) *
ARH 3790 - Contemporary Asian Visual Culture (3) *
ARH 3800 - Art Since 1945 (3) *
ARH 3820 - History of Museums and Collecting (3) *

ARH 3830 – Studies in Art History (3)

ARH 4040 - Seminar in Art History (3) *

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PROPOSED COPY Art and Visual Culture - Art History Concentration, BA

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Program Code: 549*/549B
CIP Code: 50.0701

General Education (44 hours)

- General Education Requirements

(ARH 2030 and ARH 2130 if taken for the major may count toward General Education: Liberal Studies Experience; ARH 2022 may count toward Gen Ed: ILE).

Language Requirements (6-12 Hours)

Completion of 6 semester hours at the *intermediate level or higher

- Language Course 1040

  *
  and

- Language Course 1050

  *
  or

- Language Course 1060

  *
  or

- Higher level courses

Note: Language courses 1010 & 1020 or 1030 are prerequisites for *intermediate level courses.

Language courses 1050 or 1060 may be used in General Education *Liberal Studies Experience*.

Major Requirements (46 Hours)

A minimum grade of "C" (2.0) is required in each ART course. 18 hours must be completed at Appalachian State University.

BA RULE: Students must not exceed 46 hours above General Education in the discipline of ART.

- **Junior Writing in the Discipline (WID)**
- **Senior Capstone Experience (CAP) must be met**

Studio Courses (Choose 3 hours)

- ART 1001 - Foundations I (3)
- ART 1002 - Foundations II (3)
- ART 1003 - Foundations Drawing (3)
- ART 2016 - Introduction to Studio Art and Design (3)
- ART 2019 - Art for Social Change (3)

Related Areas (10 hours)

- ART 2035 - Seminar in Visual Culture (3)
- (and choose 7 sh from the following)
- ART 2022 - Cultivating Creative Expression Through Visual Art (3)
- ART 3013 - Introduction to New York/Washington Art Scene (1)
- ART 3112 - Art Exhibitions in Contemporary Culture (3)
-
- ARH 3522 – Research Assistant (1-3)
- ART 3530 - Selected Topics (when not an art history course) (3)
- ARH 3900 – Internship (1-6)
- ART 4012 - Exhibitions Practicum (3)
- Others with advisor approval (1-7)

Art History Concentration (33 hours)

- ARH 2030 - Art from Prehistory to 1400 (3)
- ARH 2130 - Art from 1400 to the Present (3)
- ARH 4030 - Seminar in Art Criticism and Theory (3) [CAP]
- ARH 4040 - Seminar in Art History (3) [WID]

Select 21 hours from the following:

- ARH 2230 - History of Graphic Design (3)
- ARH 3400 - Women Artists (3)
- ARH 3600 - History of Modern Art (3)
- ARH 3610 - Asian Art and Architecture (3)
- ARH 3630 - African Art (3)
- ARH 3650 - Art of Late Antiquity (3)
- ARH 3700 - Oceanic Art (3)
- ARH 3705 - Contemporary Art of Africa (3)
- ARH 3710 - Ancient Egyptian Art (3)
- ARH 3730 - Native Arts of the Americas (3)
- ARH 3750 - History of Roman Art (3)
- ARH 3760 - History of American Craft (3)
- ARH 3770 - Islamic Art and Architecture (3)
- ARH 3780 - Visualizing the City (3)
- ARH 3790 - Contemporary Asian Visual Culture (3)
- ARH 3800 - Art Since 1945 (3)
- ARH 3810 - Photography and Culture (3)
- ARH 3820 - History of Museums and Collecting (3)
- ARH 3830 – Studies in Art History (3)
- ARH 3500 – Independent Study (1-3)
-
- ARH 3530-3549 – Selected Topics in Art History (1-3)

Minor Required (12 - 24 Hours)

- **9 hours of a minor must be completed at Appalachian State University.**

Electives: (0 - 24 Hours)

(to total a minimum of 120 hours for the degree)

Total Hours Required: 120

PROPOSED COPY Art and Visual Culture - Art Management Concentration, BA

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Program Code: 549*/549D
CIP Code: 50.0701

Non-Teaching

General Education (44 Hours)

General Education Requirements

(ARH 2030 , ARH 2130 and ECO 2030 taken for the major may count toward General Education: Liberal Studies Experience and ARH 2022 may count toward Gen Ed: ILE).

| Deleted: ART |
| Deleted: ART |
| Deleted: ART |

Language Requirements (6-12 Hours)

Completion of 6 semester hours at the *intermediate level or higher

- Language Course 1040

  *
  and

- Language Course 1050

  *
  or

- Language Course 1060

  *
  or

- Higher level courses

Note: Language courses 1010 & 1020 or 1030 are prerequisites for *intermediate level courses.

Language courses 1050 or 1060 may be used in General Education *Liberal Studies Experience*.

Major Requirements (55 Hours)

A minimum grade of "C" (2.0) is required in each Art course. 18 semester hours must be completed at Appalachian State University.

BA RULE: Students must not exceed 46 SH above General Education in the discipline of ART.

- **Junior Writing in the Discipline (WID)**
- **Senior Capstone Experience (CAP) must be met.**

Introductory Courses (12 Hours)

- ART 1001 - Foundations I (3)
- ART 1003 - Foundations Drawing (3)
- ART 2035 - Seminar in Visual Culture (3)
- ART 2104 - Digital Imaging (3)

Select from the following (3 Hours)

- ART 1002 - Foundations II (3)
- ART 1102 - Introduction to Graphic Design (3)
-
- ART 2022 - Cultivating Creative Expression Through Visual Art (3)
- Or
- Any 2000 level or higher Studio Art course (see catalog for prerequisites)

Art History Courses (18 Hours)

- ARH 2030 - Art from Prehistory to 1400 (3)
- ARH 2130 - Art from 1400 to the Present (3)
- ARH 4030 - Seminar in Art Criticism and Theory (3)

Select 9 Hours

Of which 3 sh must be a course in non-western art and 3 sh must be designated (WID)

- ARH 2230 - History of Graphic Design (3)
- ARH 3400 - Women Artists (3)

- ARH 3500 – Independent Study (1-3)
- ARH 3522 – Research Assistant (1-3)
- ARH 3600 - History of Modern Art (3) [WID]
- ARH 3610 - Asian Art and Architecture (3) [WID]
- ARH 3630 - African Art (3) [WID]
- ARH 3650 - Art of Late Antiquity (3) [WID]
- ARH 3700 - Oceanic Art (3) [WID]
- ARH 3705 - Contemporary Art of Africa (3) [WID]
- ARH 3710 - Ancient Egyptian Art (3) [WID]
- ARH 3730 - Native Arts of the Americas (3)
- ARH 3750 - History of Roman Art (3) [WID]
- ARH 3760 - History of American Craft (3)
- ARH 3770 - Islamic Art and Architecture (3) [WID]
- ARH 3780 - Visualizing the City (3) [WID]
- ARH 3790 - Contemporary Asian Visual Culture (3) [WID]
- ARH 3800 - Art Since 1945 (3) [WID]
- ARH 3810 - Photography and Culture (3) [WID]
- ARH 3820 - History of Museums and Collecting (3) [WID]
- ARH 3830- Studies in Art History (3) {WID}
- ARH 4040 - Seminar in Art History (3) [WID]
- ARH 3530-3549 Selected Topics in Art History (1-3)

Art Management Concentration (22 Hours)

- ART 3013 - Introduction to New York/Washington Art Scene (1)
- ART 3112 - Art Exhibitions in Contemporary Culture (3)
- ART 4012 - Exhibitions Practicum (3)
- ART 4900 - Internship: Field Experience (1-12) [CAP] [6 Hours required for concentration]
- ECO 2030 - Principles of Microeconomics (3)
-
- HIS 3575 - Public History: An Introduction to the Field (3)
- Or
- HIS 3576 - Education in Museums and Public History Sites (3)
- Or
- HIS 3600 - Selected Topics in Public History (3)
- Or
- Any Seminar or Special Topics course approved by advisor.
-
- ENT 3060 - Opportunity and Entrepreneurship (3)
- Or
- MGT 3170 - Creativity and Design (3)

Required Minor in Nonprofit Management (18 Hours)

Minor Program of Study may be found at: Non-Profit Organizations Minor

Free Electives (0 - 9 Hours)

To total a minimum of 120 hours for the degree.

Total Required (120 Hours)

Theatre Arts Minor
(Proposed)

Minor Code: 586
CIP Code: 50.0501

A minor in Theatre Arts consists of **a minimum of** ~~17~~ **18 semester hours**. 9 semester hours must be completed at ASU.

Required Courses (~~9~~ 10 Hours)

- THR 2005 - Page and Stage (3)
- THR 2009 - The Stage Environment (3)
- THR 2101 - Production Running Crew (~~0~~ 1)
- THR 2625 - Voice and Movement for the Stage (3)

Electives (a minimum of 8 ~~9~~ Hours)

Electives should be chosen through consultation with, and approval by, the theatre arts minor advisor.

The Dean's Office representing the college of your major must be notified of your elective choices in the Theatre Arts minor. These~~s~~ choices should be recorded in the "Notes" section of the student's DegreeWorks audit. Choices may be changed or updated by contacting your Theatre advisor.