

**MINUTES OF THE MEETING
OF THE UNDERGRADUATE ACADEMIC POLICIES AND PROCEDURES COMMITTEE
November 6, 2019**

The Undergraduate AP&P Committee met on Wednesday, November 4, 2019 at 3:00 p.m. in the William C. Strickland Conference Room of I.G. Greer Hall.

Committee members present: Dr. Jon Beebe, Dr. Ellen Cowan, Dr. C. A. Debelius, Dr. Shanan Fitts, Dr. Christina Hayes, Dr. Jeff Hirst, Dr. Joe Klein, Dr. Steve Leon, Dr. Courtney McGahee, Mr. Jason Miller, Dr. Tanga Mohr, Dr. Shannon Shanely, Dr. Teresa Sumrall, Mr. Michael Davis

Committee members excused: Dr. Lisa Poling, Mr. John Wiswell

Committee members not excused:

At 3:01 p.m., Dr. Tanga Mohr noted that we had a quorum and she called the meeting to order.

Approval of Minutes

October 2, 2019

VOTE 1 - To approve the minutes from October 2, 2019 - PASSED

Subcommittee

Dr. Marie Hoepfl reported the AP&P Joint Subcommittee would be meeting soon.

Announcements/FIOs

- FIO - The General Education Council met on October 25, 2019. The memo is at the end of the minutes.

- FIO - Semester Offerings Changes
 - RM 2110 changed from Fall; Spring to On Demand
 - RM 3157 changed from On Demand to Fall
 - RM 3223 changed from Fall; Spring to Fall
 - RM 3235 changed from Fall; Spring to Spring
 - PE 1706 changed from Fall; Spring to On Demand
 - PE 1736 changed from Fall; Spring to On Demand
 - PE 1744 changed from On Demand to Fall; Spring
 - PE 1761 changed from Fall; Spring to On Demand
 - PE 1762 changed from Fall; Spring to On Demand
 - PE 1820 changed from Fall; Spring to On Demand
 - PE 1827 changed from Fall; Spring to On Demand
 - PHY 4845 / PHY 5845 changed from Spring to Spring, Even-numbered years
 - PHY 5850 changed from Spring to Spring, Odd-numbered years
 - RM 3220 changed from Fall to On Demand
 - AST 3140 changed from Fall to Fall, Even-numbered years
 - ADM 1000 changed from Fall to Fall; Spring
 - ADM1200 changed from Fall to Fall; Spring
 - ADM 2020 changed from Spring to Fall
 - ADM 2030 changed from Fall; Spring to Fall
 - ADM 4010 changed from Spring to Fall; Spring

Unfinished Business

Dr. Mohr appointed Jon Beebe as parliamentarian.

New Business

ORDER OF PRESENTATION (Total 13)

Beaver College of Health Sciences (1)

College of Arts and Sciences (1)

Walker College of Business (11)

Dr. Denise Levy presented a proposal from the Beaver College of Health Sciences.

The proposal from the College of Health Sciences was approved as follows: (Effective: Fall 2020)

U_HS_2019_1

Course Additions:

CHS 2530-2549 - Selected Topics (1-4)

When Offered: On Demand

Subject matter may vary from term to term depending on student interest and need. May be repeated for credit when content does not duplicate.

CHS 4530-4549 - Selected Topics (1-4)

When Offered: On Demand

Subject matter may vary from term to term depending on student interest and need. May be repeated for credit when content does not duplicate.

Also change to make course description consistent with above:

CHS 3530-3549 – Selected Topics (1-4)

When Offered: On Demand

Subject matter may vary from term to term depending on student interest and need. May be repeated for credit when content does not duplicate.

VOTE 2 - To approve the proposal from the College of Health Sciences - PASSED

Dr. Mark Bradbury presented proposals from the College of Arts and Sciences (1)

The proposal from the Department of Interdisciplinary Studies was approved as follows: (Effective: Fall 2020)

U_CAS_IDS_2019_01

Add a Bachelor of Science in Interdisciplinary Studies (195A/24.0101).
CONTINGENT UPON APPROVAL FROM THE UNC SYSTEM OFFICE.

VOTE 3: To approve the proposal from the Department of Interdisciplinary Studies - PASSED

Dr. Dave McEvoy presented (10) proposals from the Walker College of Business for the Department of Finance, Banking, and Insurance and the Department of Marketing and Supply Chain Management.

Proposals (7) from the Department of Finance, Banking, and Insurance were approved as follows:
(Effective: Fall 2020)

U_COB_FIN_2019_1

Change the prerequisite statement of **FIN 3690 – Financial Management (3)** to read as follows:

Prerequisites: 54 earned hours, FIN 3680 with a minimum grade of "C" (2.0).

- U_COB_FIN_2019_2 Change the prerequisite statement of **FIN 3790 – Banking and Financial Markets (3)** to read as follows:
Prerequisites: 54 earned hours, FIN 3680 with a minimum grade of "C" (2.0).
- U_COB_FIN_2019_3 Change the prerequisite statement of **FIN 3890 – Survey of Investments (3)** to read as follows:
Prerequisites: 54 earned hours, FIN 3680 with a minimum grade of "C" (2.0).
- U_COB_FIN_2019_4 Change the prerequisite statement of **FIN 3990 – Financial Analysis Using Computer Applications (3)** to read as follows:
Prerequisites: 54 earned hours, FIN 3680 with a minimum grade of "C" (2.0).
- U_COB_FIN_2019_5 Change the prerequisite statement of **FIN 3150 – Commercial Insurance (3)** to read as follows:
Prerequisites: 54 earned hours, FIN 3100 and FIN 3680 with a minimum grade of "C" (2.0) in each.
- U_COB_FIN_2019_6 Change the prerequisite statement of **FIN 3600 – Personal Insurance (3)** to read as follows:
Prerequisite: 54 earned hours, FIN 3100 and FIN 3680 with a minimum grade of "C" (2.0) in each.
- U_COB_FIN_2019_7 Change the prerequisite statement of **FIN 4700 – Insurance Operations (3)** to read as follows:
Prerequisites: 84 earned hours, a minimum grade of "C" (2.0) in any Writing in the Discipline (WID) course. Prerequisite or Co-requisite: FIN 3150.

VOTE 4: To approve the proposals from the Department of Finance, Banking, and Insurance - PASSED

The proposals (4) from the Department of Marketing and Supply Chain Management were approved as follows: (Effective: Fall 2020)

- U_COB_MKT_2019_4 Change the prerequisite statement of **SCM 3650 – Production and Operations Management (3)** to read as follows:
Prerequisite: 45 earned hours.
- GU_COB_MKT_2019_5 Course Addition and dual list with MKT 5050.
MKT 4050 – Marketing Analytics (3)
When Offered: Fall, Spring
This course exposes students to the application and presentation of analytical and statistical methods to solve marketing problems, especially as they relate to customer description, segmentation, targeting, lifetime value, customer relationship management, and optimization of marketing actions and tactics, such as pricing or resource allocation in on and off-line environments. Please note, as an introductory course, this class is not designed to teach in-depth programming.
Prerequisites: A minimum grade of "C" (2.0) in any Writing in the Discipline (WID) course, and MKT 3050 with a minimum grade of "C" (2.0).
[Dual-listed with MKT 5050]. Dual-listed courses require senior standing.
Juniors may enroll with permission of the department.
- U_COB_MKT_2019_6 Change the prerequisite statement of **MKT 4630 – Social, Mobile, Analytics and Cloud Marketing (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), MKT 3225, MKT 3235.

U_COB_MKT_2019_7 Revise the program of study for the BSBA in Marketing (352*/52.1401) with concentrations in General Marketing (352B), Sales (352C), and Digital Marketing (352D). The revised program of study is at the end of the minutes.

VOTE 5 - To approve the proposals from the Department of Marketing and Supply Chain Management - PASSED

Other

Adjournment

VOTE 6 - To approve the motion to adjourn - PASSED

UNDERGRADUATE ACADEMIC POLICIES AND PROCEDURES COMMITTEE
November 6, 2019
 Unofficial Vote Record

Committee Members	1	2	3	4	5	6	7	8	9	10	11	12	13
Jon Beebe	Y	Y	Y	Y	Y	Y							
C. A. Debelius	Y	Y	Y	Y	Y	Y							
Shanan Fitts	Y	Y	Y	Y	Y	Y							
Christina Hayes	Y	Y	Y	Y	Y	Y							
Jeff Hirst	Y	Y	Y	Y	Y	Y							
Joe Klein	Y	Y	Y	Y	Y	Y							
Steve Leon	Y	Y	Y	Y	Y	Y							
Ellen Cowan (sub for Levine)	Y	Y	Y	Y	Y	Y							
Courtney McGahee	Y	Y	Y	Y	Y	Y							
Jason Miller	Y	Y	Y	Y	Y	Y							
Tanga Mohr	Y	Y	Y	Y	Y	Y							
Lisa Poling	-	-	-	-	-	-							
Shannon Shanely	Y	Y	Y	Y	Y	Y							
Teressa Sumrall	Y	Y	Y	Y	Y	Y							
John Wiswell	-	-	-	-	-	-							
Michael Davis	Y	Y	Y	Y	Y	Y							
SGA Student													

The recommendations from the November 6, 2019 Undergraduate Academic Policies and Procedures Committee meeting are approved.

Darrell P. Kruger 12.3.2019
 Darrell P. Kruger Date
 Provost and Executive Vice Chancellor

TO: AP&P
FROM: Ted Zerucha, Director, General Education
DATE: October 28, 2019
RE: Actions of the General Education Council October 25, 2019

The General Education Council met at its regularly scheduled monthly meeting on October 25, 2019. The following action was taken:

VOTE 1: September 25, 2019 Minutes - Approved as written.

Yes: 12 No: 0 Abstain: 0

No other votes were taken. All other agenda items were discussion only.

Marketing - Digital Marketing Concentration, BSBA

Program Code: 352D

CIP Code: 52.1401

Electives - Digital 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 4050 - Marketing Analytics \(3\)](#)

[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

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Marketing - General Marketing Concentration, BSBA

Program Code: 352B

CIP Code: 52.1401

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 3215 - Professional Selling \(3\)](#)
- [MKT 3220 - Sales Management \(3\)](#)
- [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 \(3\)](#)
- [MKT 3530-3549 - Selected Topics \(1-4\)](#)
-
- [MKT 3900 - Marketing Internship \(3 or 6\)](#) * only 3 of these hours may apply to meeting the major elective requirement
- *or*
- [MKT 3910 - Sales Internship \(3 or 6\)](#) * only 3 of these hours may apply to meeting the major elective requirement
-
- [MKT 4050 - Marketing Analytics \(3\)](#)
- [MKT 4530-4549 - Selected Topics \(1-4\)](#)
- [MKT 4550 - International Marketing \(3\)](#)
- [MKT 4560 - Advanced Sales Techniques \(3\)](#)

Marketing - Sales Concentration, BSBA

Program Code: 352C

CIP Code: 52.1401

Sales Concentration Elective Set 3 (3 Hours)

Select one of the following:

- [MKT 3240 - Integrated Marketing Communications \(3\)](#)
- [MKT 3260 - Managing Distribution Channels \(3\)](#)
- [MKT 3270 - Consumer Behavior \(3\)](#) *(if not counted in Elective Set 1)*
- [MKT 3280 - Business-to-Business Buyer Behavior \(3\)](#) *(if not counted in Elective Set 1)*
- [MKT 3285 - Retail Management \(3\)](#)
- [MKT 3290 - Services Marketing \(3\)](#)
- [MKT 3295 - New Product Development and Branding \(3\)](#)
- [MKT 3530-3549 - Selected Topics \(1-4\)](#)
- [MKT 3900 - Marketing Internship \(3 or 6\)](#) * only 3 of these hours may apply to meeting any major elective requirement
- [MKT 3910 - Sales Internship \(3 or 6\)](#) * (if not counted in Elective Set 2) only 3 of these hours may apply to meeting any major elective requirement
- [MKT 4050 - Marketing Analytics \(3\)](#)
- [MKT 4530-4549 - Selected Topics \(1-4\)](#)
- [MKT 4550 - International Marketing \(3\)](#)
- [MKT 4560 - Advanced Sales Techniques \(3\)](#) *(if not counted in Elective Set 2)*