

# Academic Council Minutes

## October 20, 2021

### Midwestern State University

The Academic Council met Wednesday, October 20, 2021, in the Dillard College of Business Administration Priddy Conference Room.

#### Voting members:

Dr. Marcy Brown Marsden, Dean, McCoy College of Science, Mathematics, and Engineering  
Dr. Jim Sernoe, Interim Dean, Lamar D. Fain College of Fine Arts  
Dr. Leann Curry, Interim Dean, Gordon T. and Ellen West College of Education  
Dr. Jeff Killion, Dean, Robert D. and Carol Gunn College of Health Sciences and Human Services  
Dr. Jeff Stambaugh, Dean, Dillard College of Business Administration  
Dr. Sam Watson, Dean, Prothro-Yeager College of Humanities and Social Sciences  
Dr. Kathryn Zuckweiler, Dean, Dr. Billie Doris McAda Graduate School (Absent from meeting)  
Dr. Marcos Lopez, Faculty Senate representative  
Ms. Brittany Roberts, Student Government Association

#### Other Attendees:

Dr. Kristin Garrison, Associate VP Academic Affairs  
Dr. Michael Mills, Director, Global Education  
Ms. Cortny Bates, University Librarian  
Ms. Darla English, Registrar  
Ms. Leah Hickman, Senior Associate Director Admissions  
Mr. Phillip King, Staff Senate Representative

Dr. Martin Camacho, Interim Provost and Vice President for Academic Affairs, presided and the meeting began at 2:00 p.m.

#### **Approval of Minutes**

The September 2021 minutes were discussed. Dr. Killion made a motion to approve, Dr. Brown Marsden seconded the motion, and the minutes were approved.

#### **Old Business**

There being no Old Business, the Council moved on to New Business.

## **New Business**

1. Dr. Stambaugh made a motion to adopt the following undergraduate course and catalog changes. Dr. Watson seconded and the motion was adopted. (closed)

### 2022-2023 Undergraduate Catalog Changes by Dillard College

**AGBU 3783 - Applied Agribusiness Management**

3 (3-0)

~~Prerequisite(s): MGMT 3013~~

A study of applied agricultural marketing, production, risk, human resource management, and financial management in agribusiness firms. Particular attention is given to the application of economic principles to the management of marketing and farm supply firms.

**AGBU 3923 - Applied Agricultural Marketing**

3 (3-0)

~~Prerequisite(s): MKTG 3723~~

A broad view of applied agricultural marketing; food markets and consumption; marketing functions and institutions; prices, competition, and marketing costs; functional and organizational issues; food marketing regulations; commodity marketing.

2. Dr. Stambaugh made a motion to adopt the following undergraduate course and catalog changes. Dr. Watson seconded and the motion was adopted. (closed)

**MGMT 4513 - Employee Relations**

3 (3-0)

**Prerequisite(s):** Senior standing in business administration or consent of the chair.

All proposed changes are marked as such: deleted items are marked with a strikethrough line and new items are in bold and underlined. Italicized wording is justification or clarification from the proposing department/college.

An experiential study of human relations in varied employment settings, with special emphasis on communications, self-esteem, ethics, motivation, trust, emotional balance, professionalism, team building, conflict, labor-management relations, dispute resolution, and diversity. Extensive use of case analysis, incident techniques, and panel discussions. **Provides an overview of issues and practices related to employee-employer relationship across the employee lifecycle. Students gain an understanding of the role of HR in employee relations, employment law, unionization, labor-management relations, government intervention, occupational health and safety, assessment of risk in employment actions, training and development, quality of work life, culture and respect in the workplace, diversity and inclusion, and handling formal complaints and discipline.**

Courses for Major in Marketing - 30 semester hours

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- MKTG 3763 - Professional Selling 3
- MKTG 3823 - Consumer Behavior 3
- MKTG 3953 - Marketing Metrics 3
- MKTG 4143 - Marketing Research 3
- MKTG 4753 - Marketing Strategy 3

9 hours from:

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- BUAD 4993 - International Issues in Business 3
- MKTG 3743 - Digital and Social Media Marketing

MKTG 3743 - Digital and Social Media Marketing  
3 (3-0)

Prerequisite(s): MKTG 3723

~~This course is an exploration and evaluation of marketing activities as they pertain to social media and an organization's online presence. Topics include the various tools available to marketers for establishing a social media presence, evaluating the effectiveness of social media strategies, and the use of online tools like paid ads as part of an integrated marketing campaign.~~  
**This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21<sup>st</sup> century consumer. Topics will include the development and implementation of a digital content strategy across various platforms, including webpages, social media, email, and SEO. This class prepares students for more advanced digital marketing courses.**

3. Dr. Stambaugh made a motion to adopt the following undergraduate course and catalog changes. Dr. Curry seconded and the motion was adopted. (closed)

- MKTG 4203 - Promotion Management 3
- MKTG 4223 - Retailing 3
- **MKTG 4403 – Advanced Digital Marketing 3**
- **MKTG 4413 – Predictive Marketing Analytics 3**
- **MKTG 4423 – Marketing Analytics in Practice 3**
- MKTG 4643 - International Marketing 3
- MKTG 4553 - Independent Study in Marketing 3 semester hours
- MKTG 4663 - Special Topics in Marketing 3
- MKTG 4723 - Services Marketing 3
- MKTG 4891 - Internship in Marketing 1
- MKTG 4892 - Internship in Marketing 2
- MKTG 4893 - Internship in Marketing 3
- MGMT 3783 - Entrepreneurship and Management of Small Enterprises 3
- MIS 3203 - Electronic Commerce 3

Advanced Course from the Dillard College of Business Administration - 3 hours

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Three hours from any advanced course from the Dillard College of Business Administration.

Advanced Course in any Other College - 3 hours

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Three hours from any advanced course in any other college.

Approved Electives

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Electives approved by student's advisor to bring total to 120 semester hours. Developmental courses and EXPH activity courses cannot be counted as electives.

## Course Inventory Updates

### New Course Additions

Course Prefix: MKTG

Course Number: 4403

Course Title: Advanced Digital Marketing

Prerequisite(s): MKTG 3723

Course Description: This course provides a broad overview of the use of digital advertising and measurement for successful marketing campaigns. Students will gain a fundamental understanding of best practices for the use of available digital marketing tools and how to measure their successful implementation. Topics will include the purchase of search, social, and mobile advertisements and the implementation, monitoring, evaluation, and adjustments needed to make digital marketing campaigns successful.

Lec/Lab Hrs: 3(3-0)

Type of Course: Lecture

Course Objectives:

At the completion of this course, students should have the following skills and knowledge:

1. Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an ecommerce website based on the conversion funnel.
2. Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's rates.
3. Online & Social Media Advertising – Understand the various methods of online display and social media advertising.

Course Prefix: MKTG

Course Number: 4413

Course Title: Predictive Marketing Analytics

Prerequisite(s): BUAD 3033 and MKTG 3723

Course Description: The course teaches students how to use analytics to develop predictive marketing dashboards for an organization and how to conduct data analysis through linear regression, logistic regression, and cluster analysis to address strategic marketing challenges.

Lec/Lab Hrs: 3(3-0)

Type of Course: Lecture

Course Objectives:

In this course you will learn:

1. How data analysis technologies can be used to improve marketing decision-making.
2. The fundamental principles and techniques of data analytics. Real-world examples and cases are explored to place data analytics techniques in context.
3. Data-analytic thinking and proper applications with data analytics software such as SQL, Tableau, RapidMiner, DataRobot, Python, and Google Analytics.

Course Prefix: MKTG

Course Number: 4423

Course Title: Marketing Analytics in Practice

Prerequisite(s): BUAD 3033 and MKTG 3723

Course Description: The goal of this course is to demystify marketing analytics by introducing a practical guide to improve consumer insights using readily available analytic tools. After taking this course, students will be able to obtain, analyze, and generate insights from consumer and sales data to aid in marketing decision-making. Topics include the use of Google Analytics, sentiment analysis, social media data analysis, and marketing campaign analysis using R.

Lec/Lab Hrs: 3(3-0)

Type of Course: Lecture

Course Objectives:

At the end of the semester, students should be able to:

1. Understand the process of converting, analyzing, and interpreting diverse market/customer data such as sales, customer survey, web/mobile traffic, conversion, and post engagement.
2. Develop a skill to utilize the commonly used analysis tools in marketing such as Google Analytics, Mailchimp, SEMrush, Social Searcher, and R.
3. Obtain an analytics-related certification.
4. Develop a working-knowledge of data handling and apply it to data-driven market decisions.

### Change of Course Description

Course Prefix: MKTG

Course Number: 3743

Course Title: Digital and Social Media Marketing

Prerequisite(s): None

Course Description: ~~This course is an exploration and evaluation of marketing activities as they pertain to social media and an organization's online presence. Topics include the various tools available to marketers for establishing a social media presence, evaluating the effectiveness of social media strategies, and the use of online tools like paid ads as part of an integrated marketing campaign.~~

**This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21<sup>st</sup> century consumer. Topics will include the development and implementation of a digital content strategy across various platforms, including webpages, social media, email, and SEO. This class prepares students for more advanced digital marketing courses.**

Course Prefix: MGMT  
 Course Number: 4513  
 Course Title: Employee Relations  
 Prerequisite(s): None

Course Description: ~~An experiential study of human relations in varied employment settings, with special emphasis on communications, self-esteem, ethics, motivation, trust, emotional balance, professionalism, team building, conflict, labor-management relations, dispute resolution, and diversity. Extensive use of case analysis, incident techniques, and panel discussions.~~

**Provides an overview of issues and practices related to employee-employer relationship across the employee lifecycle. Students gain an understanding of the role of HR in employee relations, employment law, unionization, labor-management relations, government intervention, occupational health and safety, assessment of risk in employment actions, training and development, quality of work life, culture and respect in the workplace, diversity and inclusion, and handling formal complaints and discipline.**

#### Change of Course Prerequisite

Course Prefix: AGBU  
 Course Number: 3783  
 Course Title: Applied Agribusiness Management  
 Prerequisite(s): ~~MGMT 3013~~ **None**

Course Prefix: AGBU  
 Course Number: 3923  
 Course Title: Applied Agricultural Marketing  
 Prerequisite(s): ~~MGMT 3723~~ **None**

4. Dr. Brown Marsden made a motion to adopt the following undergraduate course and catalog changes. Dr. Killion seconded and the motion was adopted. (closed)

McCoy College of Science, Mathematics, and Engineering

Course Inventory Updates Effective Fall 2022

All proposed changes are marked as such: deleted items are marked with a strikethrough line and new items are in bold and underlined. Italicized wording is justification or clarification from the proposing department/college.

## Change of Course Title

Course Prefix: CHEM  
 Course Number: 2003  
 Course Title: **Organic Chemistry I** ~~Organic Chemistry~~

Course Prefix: CHEM  
 Course Number: 2001  
 Course Title: **Organic Chemistry I Lab** ~~Organic Chemistry Lab~~

Course Prefix: CHEM  
 Course Number: 2013  
 Course Title: **Organic Chemistry II** ~~Organic Chemistry~~

Course Prefix: CHEM  
 Course Number: 2011  
 Course Title: **Organic Chemistry II Lab** ~~Organic Chemistry Lab~~

5. Dr. Brown Marsden made a motion to adopt the following undergraduate course and catalog changes. Dr. Lopez seconded and the motion was adopted. (closed)

Change of Course Prerequisite – New Co-Requisite Not Reflected in Catalog until Fall 2022

Course Prefix: CMPS  
 Course Number: 4113  
 Course Title: Software Engineering  
 Prerequisite(s): Proposed: CMPS 2143; minimum grade of C in CMPS 3013; **concurrent enrollment in CMPS 4991**; and 6 advanced hours in computer science, exclusive of CMPS 3023, CMPS 3233, and CMPS 4453.

6. Dr. Brown Marsden made a motion to adopt the following undergraduate course and catalog changes. Dr. Watson seconded and the motion was adopted. (closed)

Change of Lec/Lab Hours Effective Fall 2022

Course Prefix: CHEM  
 Course Number: 3504  
 Course Title: Introductory Environmental Chemistry  
 Lec/Lab Hrs: **3-4** ~~3-3~~

All proposed changes are marked as such: deleted items are marked with a strikethrough line and new items are in bold and underlined. Italicized wording is justification or clarification from the proposing department/college.



7. Dr. Camacho served as proxy for Dr. Zuckweiler. Dr. Watson made a movement to adopt the following undergraduate course and catalog changes. Dr. Killion seconded and the movement was adopted. (closed)

#### Graduate Course and Catalog Changes

Catalog Changes associated with new course additions  
Effective Fall 2022

M.Ed. in Educational Leadership with Concentration in Higher Education Administration – New Course Additions

**EDLE 5203: Higher Education Law**

Description: **Legal aspects of administration in institutions of higher education; statues and case law related to liability, due process, student rights, admission, employee relations and property use.**

Prerequisites(s): None      Lecture 3(3-0)

**EDLE 5753: University Advancement**

Description: **This course provides an overview of the functional areas within higher education institutional advancement, including development and fundraising, marketing and communications, alumni relations, and government and community relations. Particular attention will be given to how each of these functions operates, how they are integrated, and how they are managed and led.**

Prerequisites(s): None      Lecture 3(3-0)

**EDLE 5803: Enrollment Management Principles and Practices**

Description: **This course is a comprehensive overview of the field of enrollment management. It examines how enrolment management strategies shape the recruitment and retention practices within educational institutions. Students will learn or deepen their understanding of concepts, practices, and techniques associated with successful enrollment management. Students will create a written analysis of an actual enrollment plan that includes marketing, communication, recruitment, and retention strategies.**

Prerequisites(s): None      Lecture 3(3-0)

#### **Master of Education with a major in Educational Leadership and a concentration in Higher Education Administration**

Mission Statement: Mission Statement: The Master of Education with a major in Educational Leadership and a concentration in Higher Education Administration focuses on broad-based areas of knowledge and study that examines the management and coordination of programs, policies, and processes pertaining to colleges and universities. Graduates with a master's may work in university housing, student affairs, admissions, enrollment management and retention, university advancement or many of the other non-academic areas of universities and colleges. Current practitioners in respective areas of university operations develop and deliver the curriculum, rather than theorists.

This program requires 36 semester credit hours.

Courses are:

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- COUN 6013 - Human Relations
  - EDLE 5443 - Higher Education Business and Finance
  - EDLE 5513 - The College Student
  - EDLE 5633 - Administration of Higher Education
  - EDLE 5663 - Community Politics and Public Relations
  - EDLE 5703 - Personal Leadership for Education Professionals
  - ~~EDLE 5713 - Leading through Effective Communication~~
  - EDUC 5053 - Introduction to Research
  - EDUC 6753 - Applied Research
  - ~~EDUC 6813 - Graduate Capstone in Professional Studies~~
  - EDUC 6823 - Graduate Practicum in Professional Studies
  - ~~IDT 5103 - Digital Literacies: Navigate, Evaluate, and Create~~
  - **EDLE 5203- Higher Education Law**
  - **EDLE 5753- University Advancement**
  - **EDLE 5803 - Enrollment Management Principles and Practices**

8. Dr. Camacho served as proxy for Dr. Zuckweiler. Dr. Watson made a movement to adopt the following undergraduate course and catalog changes. Dr. Brown Marsden seconded and the movement was adopted. (closed)

Prothro-Yeager College of Humanities and Social Sciences – Change of Course Title and Description

**HIST 5523: Topics in Eastern European and Balkan History (former title: Eastern Europe)**

All proposed changes are marked as such: deleted items are marked with a strikethrough line and new items are in bold and underlined. Italicized wording is justification or clarification from the proposing department/college.

Description: An examination of the various Eastern European **and Balkan states and nations from the rise of the Ottoman Empire** countries, including the Balkans, from earliest times to the present. Particular emphasis **will be placed** on nineteenth and twentieth century social, political, economic, and religious **military** trends and institutions. The course will also include discussions of **nationalism, imperialism**, the rise and collapse of communism, and accompanying regional conflicts. **Specific topics will change each time the course is taught and may include studies of individual states (such as Poland or Yugoslavia), empires (Prussia/Germany, the Habsburgs, and/or the Ottomans), or national groups of the region (the Serbs, Croats, Poles, etc.).**

Prerequisite(s): 6 hours of history or by permission of instructor      Lecture: 3(3-0)

Adjournment:

There being no other business, the meeting was adjourned at 2:09 p.m.

Respectfully submitted,

Melissa Boerma  
Assistant to the Provost