

Change Major

Major Name: Communication Studies

Degree: Bachelor of Arts

Effective Catalog Year: 2016-2017

- | | |
|---|-------------------------|
| <input checked="" type="checkbox"/> Change Major Name to: Communication | Curriculum Map: |
| <input type="checkbox"/> Change Degree to: Bachelor of Arts | Description: |
| <input type="checkbox"/> Change Curriculum Requirements | Additional Information: |
| <input type="checkbox"/> Change General Education Requirements | Description: |
| <input type="checkbox"/> Add, Change, or Delete Concentration(s) | |
| <input type="checkbox"/> Add, Change, or Delete Emphasis Area(s) | |

Summary/Explanation

The Department of Communication Studies is proposing a major name change for the BA in Communication Studies to a BA in Communication. This proposed name better reflects the department's association with the new College of Behavioral, Social, and Health Sciences. The proposed major name change is also consistent with a name change for the department itself. The Department of Communication Studies will be known as the Department of Communication. These changes are consistent with national disciplinary trends.

Rationale for Change Major

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: jmazer Name: Joseph Mazer

Date: 10/19/2015 Number:

10/19/15

[Signature]
Chair, Department Curriculum Committee

Date

[Signature]
Department Chair

10/19/15

Date

[Signature]
Chair, College Curriculum Committee

11/23/15

Date

[Signature]
College Dean

11/23/15

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/16

Provost

Date

President

Date

Minor

Name: Brand Communications Lead Dept: Communications Studies

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

The minor in Brand Communications requires 15 credit hours, including COMM 3700, COMM 3760, and nine additional credit hours selected from COMM 3560, COMM 3710, COMM 3720, COMM 3730, or COMM 3740.

Summary / Explanation

The 15-credit-hour Brand Communications minor introduces students to principles and strategy and addresses the complexities of the communications industry. Students have the option to explore avenues in brand creation, crisis communication, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. Any upper-level undergraduate student currently enrolled at Clemson University is encouraged to pursue the Brand Communications minor. Given the structure of the minor, students will ideally complete the coursework in three to four semesters. The Brand Communications minor is housed in the Department of Communication Studies and coordinated in partnership with the Erwin Center for Brand Communications.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: jmazer Name: Joseph Mazer
Date: 10/20/2015 Number:

[Signature]
Chair, Department Curriculum Committee

10/28/15

Date

Department Chair

10/29/15

Date

[Signature]
Chair, College Curriculum Committee

11/23/15

Date

College Dean

11/23/15

Date

Director, Calhoun Honors College

[Signature]

12/4/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

[Signature]

4/8/16

Date

Provost

Date

President

Date

Change Undergraduate Course

000352

Change a Course

Subject: COMM-Communication Studies

Number: 3060

Effective Term: Spring 2016

Title: Discourse & Society

Honors Course:

Add Honors Course:

Last Term Course was taught: 201308

Brief Statement of Change Based on Assessment Results:

Revising title and description to more accurately reflect faculty expertise and department emphases

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change Catalog Title

From Discourse, Criticism, and Society

To Critical-Cultural Research Methods in Communication Studies

Change Transcript Title

From Discourse & Society

To Crit-Cult Research Methods

Change Catalog Description

From Students explore theoretically-grounded methods of critical and cultural description, analysis, interpretation, and evaluation of public discourse.

To Explores methods of critical-cultural communication inquiry, including theory/research relationships, conducting studies, and integrating multiple methods. Methods may include discourse analysis, historiography, and participant-observation.

Learning Objectives

By the end of this course, students will be able to: 1. Identify and summarize key methods used in the field of critical-cultural communication studies. 2. Develop research designs appropriate to critical-cultural theoretical concepts and perspectives. 3. Explain the strengths and weakness of critical-cultural research. 4. Demonstrate proficiency in oral and written communication.

Topical Outline

Week 1: Introduction: The Rhetorical Roots of Communication Studies Week 2: The Scientific Roots of Communication Studies Week 3: Communication Studies and The Cultural Turn Week 4: Phenomenologies of Communication Week 5: Autoethnographies in Communication Week 6: Participant Observation I: Communication Week 7: Participant Observation II: Media Week 8: Interviewing Audiences, Users, & Communicators Week 9: Online Communication Research Week 10: Media Archaeology Week 11: Communication Historiography Week 12: Media Political Economy Week 13: Communication & Knowledge: Discourse Analyses Week 14: Multiple Methods & Triangulation Week 15: Project Presentations Final Week: Final Exam

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

Reading Quizzes: 15% Research Methods Portfolio Project: 25% Project Presentation: 10% Midterm Exam: 25% Final Exam: 25% Total: 100%

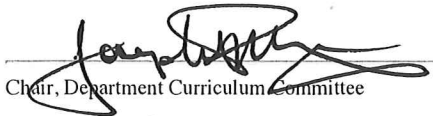
Syllabus

Upload File: COMM 3060 Syllabus-20151006163418.doc

Form

User ID: jmazer Name: Joseph Mazer

Date: 11/11/2015 Number: 11988


Chair, Department Curriculum Committee

Date


Department Chair

Date


Chair, College Curriculum Committee

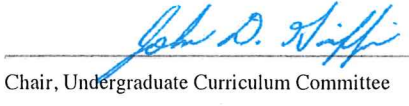
Date


College Dean

Date

Director, Calhoun Honors College

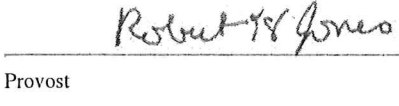
Date


Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date


Provost

Date

President

Date

12/4/2015

4/8/16

Change Undergraduate Course

Change a Course

Subject: COMM-Communication Studies

Number: 3150

Effective Term: Spring 2016

Title: Discourse Theory

Honors Course:

Add Honors Course:

Last Term Course was taught: 201208

Brief Statement of Change Based on Assessment Results:

Changing title and description to reflect current faculty expertise and department emphases

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change Catalog Title

From Critical Discourse Theory

To Critical-Cultural Communication Theory

Change Transcript Title

From Discourse Theory

To Crit-Cult Communication Theory

Change Catalog Description

From Introduction to a variety of theoretical concepts associated with the critical study of public discourse. Students analyze theories related to the strategic use of language and its epistemological characteristics. Theoretical topics may include critical/cultural studies, visual communication, ideology, persona, social change, and identity studies.

To A survey of the breadth and history of critical-cultural theories of society, communication, media, and power mass media from the 19th century to the present. Emphasizes contemporary schools of thought, theoretical debates, and the continuing controversies in the field.

Learning Objectives

By the end of this course, students will be able to: • Identity and summarize key theoretical concepts in the field of critical-cultural communication studies. • Develop theoretical arguments and research designs incorporating critical-cultural theoretical concepts and perspectives. • Explain the strengths and weaknesses of critical-cultural research. • Demonstrate proficiency in oral and written communication.

Topical Outline

Week 1: Introduction: The Enlightenment and Liberal Humanism Week 2: The Scientific Method Week 3: Communication Studies: Its History and The Cultural Turn Week 4: Communication and Society Week 5: Communication and Globalization Week 6: Communication and Democracy Week 7: Mass Media & Culture Theory Week 8: Media Theory Week 9: Communication and Semiotics Week 10: Communication and Postmodernism Week 11: Communication and Post-structuralism Week 12: Theories on Communication Sex, Gender & Sexuality Week 13: Theories on Communicating Race Week 14: Theories of Communication Technologies Week 15: Project Presentations Final Week: Final Exam

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

Reading Quizzes: 15% Theory Debate Project: 25% Project Presentation: 10% Midterm Exam: 25% Final Exam: 25% Total: 100%

Syllabus

Upload File: COMM 3150 Syllabus-20151006164139.doc

Form

User ID: jmazer **Name:** Joseph Mazer

Date: 11/11/2015 **Number:** 11992

11/11/15 000355

Joseph [Signature]
Chair, Department Curriculum Committee

Date

BP
Department Chair

11.11.15

Date

Joseph [Signature]
Chair, College Curriculum Committee

11/23/15

Date

Abkhuma [Signature]
College Dean

11/23/15

Date

Director, Calhoun Honors College

Date

John D. Wilfong
Chair, Undergraduate Curriculum Committee

12/4/2015

Date

Chair, Graduate Curriculum Committee

Date

Robert [Signature]
Provost

4/8/16

Date

President

Date

Change a Course

Subject: COMM-Communication Studies
Number: 3560
Effective Term: Fall 2016
Title: Stakeholder Comm

Honors Course:

Add Honors Course:

Last Term Course was taught: 201501

Brief Statement of Change Based on Assessment Results:

We are proposing a change to the course's title and description to bring it in line with disciplinary trends. The proposed revisions also clarify the course's focus for students. The pre-requisite is changed to prepare Communication Studies majors and minors for advanced courses in this area (pre-requisite COMM 3550) and permit students from other majors to complete the course as part of the Brand Communications minor (pre-requisite COMM 3700).

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change Catalog Title

From Stakeholder Communication
To Crisis Communication

Change Transcript Title

From Stakeholder Comm
To Crisis Communication

Change Catalog Description

From Focuses on external stakeholders such as the media, the community, and the government. Students learn theory- and research-based communication tactics to manage various stakeholder relationships.
To Examines communication processes that harm or help people's experiences of risks and crises. Students will be exposed to dominant crisis communication theories and models.

Change Prerequisite(s) / Corequisite(s)

From COMM 3550
To COMM 3550 or COMM 3700

Change In Student Learning Objectives

By the end of this course, students will be able to: 1. Describe a variety of approaches to crisis communication 2. Explain the discourse of renewal approach to managing crises 3. Explain the CAUSE model for effective risk communication 4. Apply crisis communication concepts in the analysis and evaluation of case studies, relevant media sources, and current events

Learning Objectives

By the end of this course, students will be able to: 1. Describe a variety of approaches to crisis communication 2. Explain the discourse of renewal approach to managing crises 3. Explain the CAUSE model for effective risk communication 4. Apply crisis communication concepts in the analysis and evaluation of case studies, relevant media sources, and current events

Topical Outline

Week 1: Introduction: What is Crisis Communication? Week 2: Communicating to Manage Uncertainty in Crisis Week 3: Crisis Communication Best Practices Week 4: Communication & Leadership during Crises Week 5: The CAUSE Model of Risk Communication; How Risk & Crisis Relate Week 6: Approaches to Risk Perception & Risk Communication Week 7: Cases in Crisis Communication: Successes & Failure in Industry Week 8: Midterm Exam Week 9: Communication, Hazard, & Outrage: Examining Three Mile Island Week 10: Cases in Crisis Communication: Financial Crises Week 11: Communication, Earning & Re-Earning Confidence Week 12: Communication, Creating Awareness of Harm Week 13: Communication, Deepening Understanding of Hazards & Solutions Week 14: Communication, Encouraging Enactment Week 15: Final Paper Presentations Final Week: Final Exam

Evaluation

Undergraduate

A 90 - 100**B** 80 - 89**C** 70 - 79**D** 60 - 69**F** < 60

Discussion Questions: 10% In-Class Scenarios: 20% Article Review/Case Brief: 10% Mid-Term Exam: 10% Final Paper: 20% Presentation of Final Paper: 10% Final Exam: 20% Total: 100%

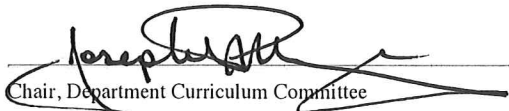
Syllabus

Upload File: COMM 3560 Crisis Communication-20150910085519.doc

Form

User ID: jmazer Name: Joseph Mazer

Date: 11/11/2015 Number: 9978


Chair, Department Curriculum Committee

11/11/15 000358
Date


Department Chair

11.11.15
Date


Chair, College Curriculum Committee

11/23/15
Date


College Dean

11/23/15
Date

Director, Calhoun Honors College

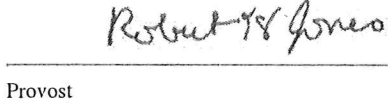
Date


Chair, Undergraduate Curriculum Committee

12/4/2018
Date

Chair, Graduate Curriculum Committee

Date


Provost

4/8/16
Date

President

Date

Add Undergraduate Course

000359

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Survey of Brand Communications **Additional Fee?**
Course Number: 3700 **Transcript Title:** Survey of Brand Communications Justification
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12837

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 19
Year 2: 19
Year 3: 19
Year 4: 19

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Participation & Discussion: 5% Weekly Reading & Observation Summaries: 10% Project: 50% History Test and Final Exam: 30% Group Feedback: 5%

Catalog Description

A historical perspective on the brand communications industry, introduces the concepts of the industry ecosystem and the players therein, and provides an overview of disciplines and the roles they play in the development of brand communications.

Prerequisite(s) Corequisite(s)

Sophomore standing

Required course for students in

Brand Communications minor

Statement of need and justification based on assessment of student learning outcomes

This course is the gateway course to a proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management,

and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

000360

Textbook(s)

Drewiany and Jewler (2014). *Creative Strategy in Advertising*, 11th Edition. Cengage. Additional required readings will be emailed to students one week prior to class meeting assigned.

Learning Objectives

By the end of this course, students will be able to: 1. Understand the historical and contemporary perspective of the brand communications industry. 2. Understand the steps involved in the development of brand communications and the roles of the various players in the process. 3. Critically evaluate brand communications efforts in-market. 4. Professionally communicate and interact with contracted clients. 5. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to Brand Communications Week 2: History and Context Week 3: Origins of Advertising Week 4: The Advertising Ecosystem and the Role of the Agency Week 5: Creative Renaissance and the Modern Era of Advertising Week 6: The Creative Process I Week 7: The Creative Process II Week 8: How Agencies Function Week 9: Objectives and Strategies are Not the Same Thing Week 10: The Creative Brief Week 11: The Industry Today Week 12: Integrated Communications Week 13: Agency Specialization and Modern Views on Content Week 14: Ad Effectiveness Week 15: Current Great Work and Agencies

Syllabus

Upload File: COMM 3700 - Survey of Brand Communications-20151020151710.docx

[Signature]
Chair, Department Curriculum Committee

11/11/15 000361
Date

[Signature]
Department Chair

11.11.15
Date

[Signature]
Chair, College Curriculum Committee

11/23/15
Date

[Signature]
College Dean

11/23/15
Date

Director, Calhoun Honors College

Date

[Signature]
Chair, Undergraduate Curriculum Committee

12/4/2015
Date

Chair, Graduate Curriculum Committee

Date

[Signature]
Provost

4/8/16
Date

President

Date

Add Undergraduate Course

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Brand Creation and Communication **Additional Fee?**
Course Number: 3710 **Transcript Title:** Brand Creation and Comm **Justification**
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12839

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

 3 3

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
 Alignment of Student Learning Outcomes
 Alternative Delivery of Content
 Improve Time to Degree
 Evolution of the Discipline
 Changing Prerequisites
 Address DWF Rates
 General Education Modifications
 Other (Please specify.)

Schedule Types

- Field Course
 Independent Study
 Internship
 Lab No Fee
 Lab With Fee
 Lecture
 Other
 Seminar
 Studio
 Tutorial

Projected Enrollment

Year 1: 19
 Year 2: 19
 Year 3: 19
 Year 4: 19

Evaluation

Undergraduate

| | | | |
|---|----|---|-----|
| A | 90 | - | 100 |
| B | 80 | - | 89 |
| C | 70 | - | 79 |
| D | 60 | - | 69 |
| F | < | | 60 |

Participation & Discussion: 10% Personal Brand Presentation: 30% Content Video Presentation: 30% The Pitch: 30%

Catalog Description

The role of communication in brand creation and the processes involved in the development of a brand. Students evaluate popular brands and understand their influence on consumers and the industry.

Prerequisite(s) Corequisite(s)

COMM 3700

Statement of need and justification based on assessment of student learning outcomes

This course is proposed as part of the proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

Textbook(s)

Likeconomics by Rohit Bhargava Brand Warfare by David F. D'Alessandro

000363

Learning Objectives

By the end of this course, students will be able to: 1. Understand the role of communication in brand creation. 2. Understand the steps involved in the development of a brand. 3. Critically evaluate popular brands and their influence on consumers and the industry. 4. Professionally communicate and interact with contracted clients. 5. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Defining a Brand Week 2: The Big Idea Week 3: Irrational Attachment Week 4: Content Class Week 5: The Art of Presenting Week 6: Personal Brand Presentation Week 7: Social Media and Brand Creation Week 8: Creating a Point of Difference Week 9: TV and Brand Creation I Week 10: TV and Brand Creation II Week 11: Content Video and Brand Creation I Week 12: Content Video and Brand Creation II Week 13: Content Video and Brand Creation III Week 14: Life at an Advertising Agency Week 15: The Pitch

Syllabus

Upload File: COMM 3710 - Brand Creation and Communication-20151020152604.doc

Joseph M. [Signature]
Chair, Department Curriculum Committee

Date

R. [Signature]
Department Chair

11.11.15

Date

Joseph M. [Signature]
Chair, College Curriculum Committee

11/23/15

Date

Adakuma [Signature]
College Dean

11/23/15

Date

Director, Calhoun Honors College

Date

John D. Stiff [Signature]
Chair, Undergraduate Curriculum Committee

12/4/2015

Date

Chair, Graduate Curriculum Committee

Date

Robert S. Jones [Signature]

4/8/16

Provost

Date

President

Date

Add Undergraduate Course

000365

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Digital Analytics in Brand Communications **Additional Fee?**
Course Number: 3720 **Transcript Title:** Digital Analytics in Brand Com **Justification**
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12842

Hours

Fixed Credit Course
Credit Hrs **Contact Hrs**

3 3

Variable Credit Course
Credit Hrs **Contact Hrs**
Min **Max** **Min** **Max**

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 19
Year 2: 19
Year 3: 19
Year 4: 19

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Participation & Discussion: 8% Weekly Reading & Observation Summaries: 10% Social & Digital Strategy Project: 45% Emerging Platform Presentation: 30% Group Feedback: 7%

Catalog Description

Explores interactive technology, digital content, social media strategy, digital project management, digital outlets, and website technology in relation to brand communications and digital analytics.

Prerequisite(s) **Corequisite(s)**

COMM 3700

Statement of need and justification based on assessment of student learning outcomes

This course is proposed as part of the proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

Textbook(s)

Book: A Book Apart – Responsive Web Design, 2nd Edition Author: Ethan Marcotte Book: A Book Apart – Mobile First Author: Luke Wroblewski Book: A Book Apart – The Elements of Content Strategy Author: Erin Kissane

Learning Objectives

By the end of this course, students will be able to: 1. Understand the digital space and how it relates to brand communications efforts. 2. Utilize techniques for building digital and social media strategies. 3. Utilize techniques for measuring digital efforts. 4. Utilize website technology and the role it plays in the brand and consumer relationship. 5. Professionally communicate and interact with contracted clients. 6. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to Digital Analytics Week 2: History and Context Week 3: Social Media, Content & Website Strategies I Week 4: Social Media, Content & Website Strategies II Week 5: Positioning Week 6: Content Planning Week 7: Digital Strategy Presentations Week 8: Mobile Ads & the Future of Mobile Week 9: Multi-Screen Viewership Week 10: Responsive Design Week 11: Gamification Week 12: eCommerce, Digital Communications & Internal Brand Platforms I Week 13: eCommerce, Digital Communications & Internal Brand Platforms II Week 14: eCommerce, Digital Communications & Internal Brand Platforms III Week 15: Emerging Platform Presentations

Syllabus

Upload File: COMM 3720 - Digital Analytics in Brand Communications-20151020152915.docx

[Signature]
Chair, Department Curriculum Committee

Date

[Signature]
Department Chair

11.11.15

Date

[Signature]
Chair, College Curriculum Committee

11/23/15

Date

[Signature]
College Dean

11/23/15

Date

Director, Calhoun Honors College
[Signature]

Date

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee
[Signature]

Date

4/8/16

Provost

Date

President

Date

Add Undergraduate Course

000368

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Media Management in Brand Communications **Additional Fee?**
Course Number: 3730 **Transcript Title:** Media Management in Brand Comm **Justification**
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12845

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Projected Enrollment

Year 1: 19
Year 2: 19
Year 3: 19
Year 4: 19

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Participation & Discussion: 30% Individual Assignments: 30% Final Group Project: 40%

Catalog Description

Explores theory, strategy, and practice of media management in all channels of paid media, as well as the integration of paid media with other components of brand communications.

Prerequisite(s) **Corequisite(s)**

COMM 3700

Statement of need and justification based on assessment of student learning outcomes

This course is proposed as part of the proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

Textbook(s)

No textbook is required for this course. Reading assignments will be distributed via email prior to relevant weekly classes. A schedule of weekly topics will be distributed during the first class, and students are encouraged to do additional reading around each weekly topic to add to the discussion each week.

Learning Objectives

By the end of this course, students will be able to: 1. Understand the fundamental principles and techniques for media management in paid media channels. 2. Critically evaluate communications theory and how it relates to brands and advertising. 3. Understand the essential characteristics of the major media channels (broadcast, print, digital, out-of-home media, etc.). 4. Utilize paid media planning strategies and integrate paid media in an overall brand communications plan. 5. Professionally communicate and interact with contracted clients. 6. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

000369
Week 1: Introduction to Media Management in Brand Communications Week 2: The evolving media/marketing ecosystem; Basics of media strategy Week 3: Setting objectives; target audience research Week 4: Out-of-home media Week 5: Print media Week 6: Radio Week 7: Television Week 8: Digital advertising, Part 1 Week 9: Digital advertising, Part 2 Week 10: Promotional media; Earned and Owned media Week 11: Communications Strategy, Part 1 Week 12: Communications Strategy, Part 2 Week 13: Team/Project Work: Steps 1-2 Week 14: Team/Project Work: Steps 3-4 Week 15: Project presentations

Syllabus

Upload File: COMM 3730 - Media Management in Brand Communications-20151020153212.doc

000370
11/11/15

Joseph Little
Chair, Department Curriculum Committee

Date

R. D.
Department Chair

11.11.15

Date

Joseph Little
Chair, College Curriculum Committee
Akuma

11/23/15

Date

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

John D. Whiffi
Chair, Undergraduate Curriculum Committee

12/4/2015

Date

Chair, Graduate Curriculum Committee

Date

Robert Y. Jones
Provost

4/8/14

Date

President

Date

Add Undergraduate Course

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Brand Communications and Media Strategy **Additional Fee?**
Course Number: 3740 **Transcript Title:** Brand Comm and Media Strategy **Justification**
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12846

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

 3 3

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
 Alignment of Student Learning Outcomes
 Alternative Delivery of Content
 Improve Time to Degree
 Evolution of the Discipline
 Changing Prerequisites
 Address DWF Rates
 General Education Modifications
 Other (Please specify.)

Schedule Types

- Field Course
 Independent Study
 Internship
 Lab No Fee
 Lab With Fee
 Lecture
 Other
 Seminar
 Studio
 Tutorial

Projected Enrollment

Year 1: 19
Year 2: 19
Year 3: 19
Year 4: 19

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Class participation: 10% In-class collaboration projects: 15% Quizzes to assess progress: 15% Homework assignments: 20% Final Group Project and presentation: 40%

Catalog Description

The creation of creating strategies that guide the development of content and communication plans intended to support the promotion of products and services.

Prerequisite(s) Corequisite(s)

COMM 3700

Statement of need and justification based on assessment of student learning outcomes

This course is proposed as part of the proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

Textbook(s)

Required readings will be available on Blackboard

000372

Learning Objectives

By the end of this course, students will be able to: 1. Understand the strategy creation process and how it relates to brands communications efforts. 2. Create media strategies for building brands. 3. Develop content and communication plans to support the promotion of brands. 4. Professionally communicate and interact with contracted clients. 5. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to Brand Communications and Media Strategy Week 2: Commerce and the Modern Consumer Week 3: Unique Value Propositions Week 4: Problem solving through frameworks Week 5: Putting a problem in context Week 6: Applying primary research Week 7: Facts vs. Insights Week 8: Target identification and positioning Week 9: Elements of The Strategic Brief I Week 10: Elements of The Strategic Brief II Week 11: Writing & Presenting The Strategic Brief Week 12: Establishing Success Metrics I Week 13: Establishing Success Metrics II Week 14: Establishing Success Metrics III Week 15: Group Project Presentations

Syllabus

Upload File: COMM 3740 - Brand Communications and Media Strategy-20151020153632.docx

Joseph [Signature]
Chair, Department Curriculum Committee

11/11/15
Date

[Signature]
Department Chair

11.11.15
Date

Joseph [Signature]
Chair, College Curriculum Committee

11/23/15
Date

[Signature]
College Dean

11/23/15
Date

Director, Calhoun Honors College
John D. Hoff

12/4/2015
Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert [Signature]
Provost

4/8/16
Date

President

Date

Add Undergraduate Course

000374

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Presentation Skills in Brand Communications **Additional Fee?**
Course Number: 3750 **Transcript Title:** Present Skills in Brand Comm **Justification**
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12847

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

1 1

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Course Modifier

- Variable Title
 - Creative Inquiry
 - Repeatable
- Max Credits: 3

Projected Enrollment

Year 1: 19
Year 2: 19
Year 3: 19
Year 4: 19

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

20% in-class attendance and participation (self and peer critiques) 40% in-class individual and group presentations 40% final pitch presentation

Catalog Description

Focus on the importance of presentation, body language, voice modulation, content, and the theater involved in presenting ideas unique to brand communications contexts and professions.

Prerequisite(s) Corequisite(s)

COMM 3700

Statement of need and justification based on assessment of student learning outcomes

This course is proposed as part of the proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

Textbook(s)

Coughter (2012). The Art of the Pitch: Persuasion and Presentation Skills that Win Business. ISBN-10: 0230120512

000375

Learning Objectives

By the end of this course, students will be able to: 1. Explain and model the various forms of presentations required for success in advertising and related professions. 2. Critique their own and others' presentations based on performance criteria specific to brand communications and related professions. Develop content and communication plans to support the promotion of brands. 3. Professionally communicate and interact with contracted clients. 4. Demonstrate advanced proficiency in oral communication related to brand communications

Topical Outline

WEEK 1: Introduction to the art of presenting WEEK 2: What makes a great presentation and what doesn't: Discussion of strengths and weaknesses of great speakers and convincing presentations. WEEK 3: Storytelling and Presentation WEEK 4: Subjectivity and Objectivity WEEK 5: Subjective Idea and Persuasion I WEEK 6: Subjective Idea and Persuasion II WEEK 7: Theater: Props, show biz, video, music, many sensory things can add life and effectiveness to presentations WEEK 8: Presentations with Theater WEEK 9: The choreography of a presentation WEEK 10: Group/team presentations WEEK 11: Group/team presentations WEEK 12: Preparing for the final pitch WEEK 13: Individual meetings to discuss and prepare for final "pitch" presentations WEEK 14: Individual meetings to discuss and prepare for final "pitch" presentations WEEK 15: Final Pitch Presentations

Syllabus

Upload File: COMM 3750 - Presentation Skills in Brand Communications-20151020154113.docx

Chair, Department Curriculum Committee

12/11/15 000376 Date

Department Chair

11.11.15 Date

Chair, College Curriculum Committee

11/23/15 Date

College Dean

11/23/15 Date

Director, Calhoun Honors College

Date

Chair, Undergraduate Curriculum Committee

12/4/2015 Date

Chair, Graduate Curriculum Committee

Date

Provost

4/8/16 Date

President

Date

Add Undergraduate Course

000377

Course Attributes

Subject Abbreviation: COMM-Communication Studies **Catalog Title:** Brand Communications Capstone Seminar **Additional Fee?**
Course Number: 3760 **Transcript Title:** Brand Comm Capstone Seminar **Justification**
Effective Term: Spring 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Communications Studies

Form

User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 12848

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 19
Year 2: 19
Year 3: 19
Year 4: 19

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Innovation Exercises 20% Supervised Business Analytics 20% Leadership & Team Building 20% Draft Portfolio 20% Final Portfolio 20%

Catalog Description

In-depth exploration and analysis of special topics in brand communications, culminating in a final client-based project documented in written, oral, visual and/or multimedia presentations. Students will utilize the tenets of effective brand communications strategies while building upon communication fundamentals to build a final portfolio of work that reflects their interests.

Prerequisite(s) **Corequisite(s)**

COMM 3700 and three of the following courses with a C or better: COMM 3560, COMM 3710, COMM 3720, COMM 3730, or COMM 3740

Required course for students in

Brand Communications minor

Statement of need and justification based on assessment of student learning outcomes

This course is proposed as part of the proposed minor in Brand Communications. Housed in the Erwin Center for Brand Communications and offered by the

Department of Communication Studies, students explore avenues in brand creation, crisis communication, advertising, digital analytics, media management, and strategy. The practitioner-focused minor is multidimensional and collaborative, culminating in a creative capstone seminar. The creation of the minor is based on student interest and demand and in line with the Erwin Center's strategic plan.

000378

Textbook(s)

Course readings will be available through the course Blackboard site (including document files and weblinks).

Learning Objectives

By the end of this course, students will be able to: 1. Apply brand communications principles to large-scale client-based project. 2. Develop content, communication plans, and media strategies to support a client-based project. 3. Professionally communicate and interact with contracted clients. 4. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to the Course Week 2: Introduction to the Client Week 3: Brand Communications Departments Week 4: Meeting with Client Week 5: Team Meetings Week 6: Team Meetings Week 7: Team Meetings Week 8: Team Meetings Week 9: Team Meetings Week 10: Team Meetings Week 11: Team Meetings Week 12: Team Meetings Week 13: Team Meetings Week 14: Final Presentations Week 15: Individual Portfolio Meetings

Syllabus

Upload File: COMM 3760 - Brand Communications Capstone Seminar-20151020154546.docx


Chair, Department Curriculum Committee

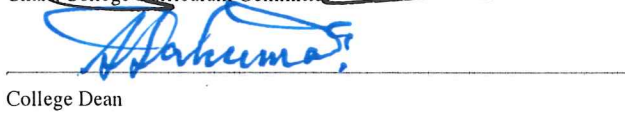
11/11/15
000379
Date


Department Chair

11.11.15
Date


Chair, College Curriculum Committee

11/23/15
Date


College Dean

4/23/15
Date

Director, Calhoun Honors College

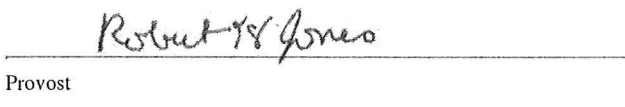
Date


Chair, Undergraduate Curriculum Committee

12/4/2015
Date

Chair, Graduate Curriculum Committee

Date


Provost

4/8/16
Date

President

Date

Change Undergraduate Course

Change a Course

Subject: COMM-Communication Studies

Number: 4560

Effective Term: Fall 2016

Title: Strat Comm Soc Chng

Honors Course:

Add Honors Course:

Last Term Course was taught: 201308

Brief Statement of Change Based on Assessment Results:

We are proposing a change to the course's title and description to bring it in line with disciplinary trends. The proposed revisions also clarify the course's focus for students. The pre-requisites are changed to better prepare Communication Studies majors and minors for advanced courses in this area.

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change Catalog Title

From Strategic Communication for Social Change
To Public Relations for Associations & Nonprofits

Change Transcript Title

From Strat Comm Soc Chng
To PR for Assoc & Nonprofits

Change Catalog Description

From In-depth examination and application of the strategic use of communication for creating social change
To Explores principles of communication, editing, and journalism applied to publications, public relations, and advertising needs within associations and nonprofit organizations. Students will learn the expectations of editorial positions in public relations and publications, as defined by trade associations, nonprofit organizations, and large corporations

Change Prerequisite(s) / Corequisite(s)

From COMM 3100 or 3110; and 3560
To COMM 3550

Change In Student Learning Objectives

By the end of this course, students will be able to: • Research an association or nonprofit organization and understand its challenges • Work collaboratively in teams on strategic communication • Compose press releases about scientific research • Develop short grant proposals • Brief an appropriate public organization staff member on an important issue • Master the basics of Associated Press style and the usage rules most commonly employed in strategic communication

Learning Objectives

By the end of this course, students will be able to: • Research an association or nonprofit organization and understand its challenges • Work collaboratively in teams on strategic communication • Compose press releases about scientific research • Develop short grant proposals • Brief an appropriate public organization staff member on an important issue • Master the basics of Associated Press style and the usage rules most commonly employed in strategic communication

Topical Outline

Week 1: Introduction: What is Public Relations? Define Organizational Context Week 2: Communication in Associations and Nonprofits Week 3: How Organizations Communicate Week 4: PR Writing: Fact Sheets, News Releases, Quotes Week 5: Communicating with Nonprofits: Guest Expert Week 6: PR Practice: Backgrounder on Guest Expert Week 7: Communicating in the Field: Writing Research Proposals Week 8: Midterm Exam Week 9: Communication and Governmental Affairs Week 10: Communication and Challenges in Grant Writing Week 11: Communication, Client Needs, and

Evaluation

Undergraduate

| | | | |
|---|----|---|-----|
| A | 90 | - | 100 |
| B | 80 | - | 89 |
| C | 70 | - | 79 |
| D | 60 | - | 69 |
| F | < | | 60 |

Client Research: 10% Client Pitch/Proposal: 10% Organization Audit: 20% Mid-Term Exam: 15% Analysis of Communication Challenge: 20%
Presentation of Analysis: 5% Final Exam: 20% Total: 100%

Syllabus

Upload File: COMM 4560 PR for Assoc and NP-20150910090452.doc

Form

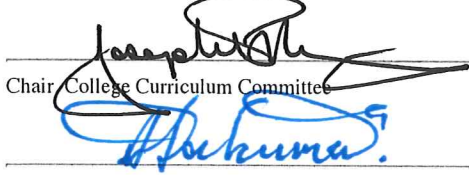
User ID: jmazer **Name:** Joseph Mazer
Date: 11/11/2015 **Number:** 9987


Chair, Department Curriculum Committee

11/20/15 0382
Date


Department Chair

11.11.15
Date

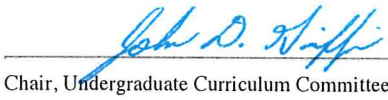

Chair, College Curriculum Committee

11/22/15
Date


College Dean

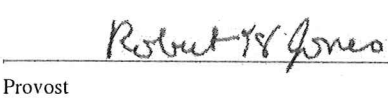
11/23/15
Date

Director, Calhoun Honors College


Chair, Undergraduate Curriculum Committee

12/4/2015
Date

Chair, Graduate Curriculum Committee


Provost

4/8/16
Date

President

Date
/

Change Undergraduate Course

Change a Course

Subject: CSM-Construction Sci and Mgt
Number: 3030
Effective Term: Fall 2016
Title: Soils & Foundations

Honors Course:

Add Honors Course:

Last Term Course was taught: 201408

Brief Statement of Change Based on Assessment Results:

The lab section is being removed because it is no longer a requirement. Since the lab was a shared space with Civil Engineering the students were only exposed to the lab 3 times a semester. It is felt that the material covered in the lab can be more appropriately covered in the classroom. The change is with the credits and contact hours reflect the removal of the associated lab.

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change of Credit

From
 Fixed Credit Course
Credit Hrs Contact Hrs
 3 2
 Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

 To
 Fixed Credit Course
Credit Hrs Contact Hrs
 3 3
 Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Change Prerequisite(s) / Corequisite(s)

From Preq: CSM 2020, and Construction Science and Management Major.
 Coreq: CSM 3031
To Preq: CSM 2020, and Construction Science and Management Major.

Learning Objectives

1. Recall designated soil definitions
2. Describe construction related geological information and data
3. Correctly identify the major soil categories
4. Explain the behavior of the major types of soils under load
5. Explain the behavior of the major soil categories with different moisture contents
6. Describe the Unified Soil Classification System and place a soil in the system through visual inspection
7. Explain how a soil report is developed
8. Read and interpret a soil report
9. Explain the importance of subsurface investigation; relating it to the structural integrity of the substructure
10. Explain the behavior of the various types of soil under load
11. Describe the potential danger of soils encountered during the construction process
12. Explain methods of soil compaction
13. Explain how the following types of foundations are designed and constructed: shallow, wood, steel, and concrete piles, caissons and retaining structures
14. Explain the various environmental considerations related to the soils including remediation, wetlands identification, erosion control and others

000384

Topical Outline

Week 1: Physical characteristics of soils and natural soil deposits Week 2: Soil Index Properties Week 3: Soil Index Properties Week 4: Soil Classifications Week 5: Soil Classifications Week 6: Engineering Properties Week 7: Interpreting Soil Reports Week 8: Interpreting Spoil Reports Week 9: Embankment Construction Week 10: Dewatering Week 11: Excavation and Excavation Support Week 12: Foundation Construction Week 13: Foundation Construction Week 14: Retaining Walls Week 15: Retaining Walls

Evaluation

Undergraduate

A 90 - 100**B** 80 - 89**C** 70 - 79**D** 60 - 69**F** < 60

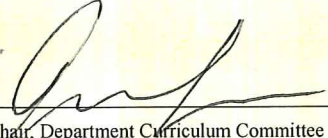
Tests 60% Class Attendance/Participation 5% Reports/Homework 15% Comprehensive Final Exam 20%

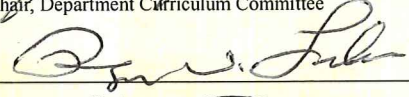
Syllabus

Upload File: CSM3030 Syllabus-20151021110233.pdf

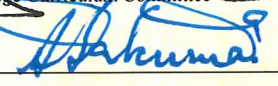
Description: Syllabus CSM 3030**Form****User ID:** jlucas2 **Name:** Jason Lucas**Date:** 10/21/2015 **Number:** 12889

000385


 Chair, Department Curriculum Committee 10/21/15
 Date


 Department Chair 10/21/2015
 Date


 Chair, College Curriculum Committee 11/23/15
 Date


 College Dean 11/23/15
 Date

Director, Calhoun Honors College 12/4/2015
 Date


 Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date


 Robert W. Jones 4/8/16
 Date

Provost Date

President Date

000386

Delete Undergraduate Course

Delete a Course

Subject: CSM-Construction Sci and Mgt
Number: 3031
Effective Term: Fall 2016
Title: Soils & Found Lab

Delete Honors Course:

Last Term Course was taught: 999999

Brief Statement of Change Based on Assessment Results:

A formal lab component is no longer required for accreditation of the degree and the material would be better covered as part of the CSM 3030 Course.


Rationale for Delete Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: jlucas2 **Name:** Jason Lucas
Date: 10/21/2015 **Number:** 12893

000387



 Chair, Department Curriculum Committee Date
10/21/15



 Department Chair Date
10/21/2015



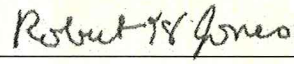
 Chair, College Curriculum Committee Date
11/23/15



 College Dean Date
11/23/15

 Director, Calhoun Honors College Date


 Chair, Undergraduate Curriculum Committee Date
12/4/2015

 Chair, Graduate Curriculum Committee Date


 Provost Date
4/8/16

 President Date

New Minor: Race, Ethnicity, Migration—The Department of English and the Department of Sociology & Anthropology propose a new interdisciplinary minor, administered by English, with the participation of Sociology and Anthropology, Political Science, Geography, Pan African Studies, and History.

Justification—This new minor studies the literary, societal, cultural, spatial, and historical concerns of racialized groups, ethnic minorities, and diasporic populations. It is designed to help students discuss issues of race, ethnicity, and migration by increasing the vocabularies they have available to talk about these issues thoughtfully, critically, and across disciplinary boundaries.

The Proposed Minor (18 credits, as follows):

Literary Group: Six credits from ENGL 3530 American Literatures of Race, Ethnicity, and Migration, ENGL 3540 Literature of the Middle East and North Africa, ENGL 4560 Literature and Arts of the Holocaust, ENGL 4820 African American Literature to 1920, ENGL 4830 African American Literature 1920 to the Present, ENGL 4190 Postcolonial & World Literatures, ENGL 4430 Theories of World Literature, ENGL 4030 Classics in Translation.

Social Group: Six credits from ANTH 3200 North American Indian Cultures, POSC 3810 African American Politics, RS 3010 Rural Sociology, SOC 4330 Globalization and Social Change, SOC 4600 Race and Ethnicity, SOC 4710 Population Issues and Methods.

Historical Group: Three credits from HIST 3000 History of Colonial America, HIST 3110 African American History to 1877, HIST 3120 African American History from 1877 to the Present, HIST 3950 Civil Rights History, PAS 3010 Introduction to Pan African Studies.

Spatial Group: Three credits from: GEOG 3050 Cultural Geography, GEOG 4100 Geography of the American South, POSC 4230 Urban Politics.

Minor

Name: Race, Ethnicity, Migration **Lead Dept:** English

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

A minor in Race, Ethnicity, Migration requires 18 credits, distributed as follows: six credits from Literary Group, six credits from Social Group, three credits from Historical Group, three credits from Spatial Group: Literary Group: Six credits from ENGL 3530, ENGL 3540, ENGL 4560, ENGL 4820, ENGL 4830, ENGL 4190, ENGL 4430, ENGL 4030. Social Group: Six credits from ANTH 3200, POSC 3810, RS 3010, SOC 4330, SOC 4600, SOC 4710. Historical Group: Three credits from HIST 3000, HIST 3110, HIST 3120, HIST 3950, PAS 3010. Spatial Group: Three credits from: GEOG 3050, GEOG 4100, POSC 4230.

Summary / Explanation

The Department of English and the Department of Sociology & Anthropology propose a new interdisciplinary minor, administered by English, with the participation of Sociology and Anthropology, Political Science, Geography, Pan African Studies, and History. This new minor studies the literary, societal, cultural, historical, and spatial concerns of racialized groups, ethnic minorities, and diasporic populations. It is designed to help students discuss issues of race, ethnicity, and migration by increasing the vocabularies they have available to talk about these issues thoughtfully, critically, and across disciplinary boundaries.

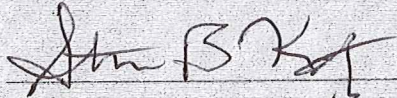
Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

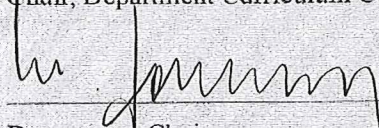
This new minor studies the literary, societal, cultural, historical, and spatial concerns of racialized groups, ethnic minorities, and diasporic populations. It is designed to help students discuss issues of race, ethnicity, and migration by increasing the vocabularies they have available to talk about these issues thoughtfully, critically, and across disciplinary boundaries.

Form

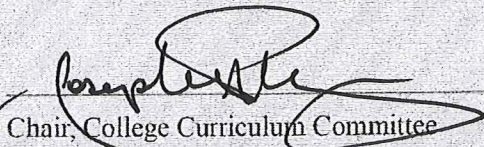
User ID: rivlin Name: Elizabeth Rivlin
 Date: 10/26/2015 Number:


 Chair, Department Curriculum Committee

11/5/15
 Date


 Department Chair

11/5/15
 Date


 Chair, College Curriculum Committee

11/23/15
 Date



11/23/15

000391

| | |
|---|------------------|
| College Dean | Date |
| Director, Calhoun Honors College | Date |
| <i>John D. Hoff</i> | <i>12/4/2015</i> |
| Chair, Undergraduate Curriculum Committee | Date |
| Chair, Graduate Curriculum Committee | Date |
| <i>Robert W. Jones</i> | <i>4/8/16</i> |
| Provost | Date |
| President | Date |
| test | |

000395

Minor

Name: Modern Languages Lead Dept: Languages

Delete Minor

Effective Term: Fall 2016

Summary / Explanation

The minor in Modern Languages is being replaced by minors in Chinese Studies, French Studies, German Studies, Italian Studies, Japanese Studies, and Spanish Studies.

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number:

000396

11/16/15

Kelly Peebles

Chair, Department Curriculum Committee

Date

Salvador Agos-

Department Chair

11/16/15

Date

Joseph [Signature]

Chair, College Curriculum Committee

11/23/15

Date

[Signature]

College Dean

11/23/15

Date

Director, Calhoun Honors College

Date

John D. Hippi

Chair, Undergraduate Curriculum Committee

12/4/2015

Date

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

Provost

4/8/16

Date

President

Date

000397

Minor

Name: Chinese Studies Lead Dept: Languages

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

A minor in Chinese Studies requires 15 credits in CHIN at the 3000 and 4000 levels, including CHIN 3050 and 3060 and at least one literature course at the 4000 level.

Summary / Explanation

The addition of the Chinese Studies minor would allow students majoring in Modern Languages to minor in Chinese as long as their concentration is not Chinese.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number:

000398
11/16/15

Kelly Pugh

Chair, Department Curriculum Committee

Date

Salvador Duggan

11/16/15

Department Chair

Date

Joseph [Signature]
Dakuma

11/23/15

Chair, College Curriculum Committee

Date

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

John D. Hiff

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

4/8/14

Provost

Date

President

Date

000399

Minor

Name: French Studies Lead Dept: Languages

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

A minor in French Studies requires 15 credits in FR at the 3000 and 4000 levels, including FR 3050 and at least one literature course at the 4000 level. FR 4380 and 4390 may not be used to satisfy requirements for the French minor.

Summary / Explanation

The addition of the French Studies minor would allow students majoring in Modern Languages to minor in French as long as their concentration is not French.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number:

000400

11/16/15

Kelly Pugh

Chair, Department Curriculum Committee

Date

Salvador Aguiar

11/16/15

Department Chair

Date

Joseph St...

11/23/15

Chair, College Curriculum Committee

Date

Hakuma

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

John D. Stiff

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert Jones

4/8/16

Provost

Date

President

Date

Minor
Name: German Studies Lead Dept: Languages

Add Minor
Effective Catalog Year: 2016-2017
Catalog Description
A minor in German Studies requires 15 credit hours in GER at the 3000 and 4000 levels, including at least one GER literature course and GER 3400 or 4550.
Summary / Explanation
The addition of the German minor would allow students majoring in Modern Languages to minor in German as long as their concentration is not German.

- Rationale for Add New Minor**
- Strengthen Program Requirement(s)
 - Alignment of Student Learning Outcomes
 - Alternative Delivery of Content
 - Improve Time to Degree
 - Evolution of the Discipline
 - Changing Prerequisites
 - Address DWF Rates
 - General Education Modifications
 - Other (Please specify.)

Form
User ID: schmidj **Name:** Johannes Schmidt
Date: 12/05/2015 **Number:**

Nelly Feebles 12/2/15
Chair, Department Curriculum Committee Date

Selwala Ojeda 12/17/15
Department Chair Date

Joseph [Signature] 12/7/15
Chair, College Curriculum Committee Date

[Signature] 12/2/15
College Dean Date

Director, Calhoun Honors College Date

John D. Wiffi 12/4/2015
Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date

Robert S. Jones 4/8/16
Provost Date

President Date

000403

Minor

Name: Italian Studies Lead Dept: Languages

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

A minor in Italian Studies requires 15 credits in ITAL at the 3000 and 4000 levels, including at least one literature course at the 4000 level.

Summary / Explanation

The addition of the Italian Studies minor would allow students majoring in Modern Languages to minor in Italian as long as their concentration is not Italian.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number:

000404

Kelly Peebles

Chair, Department Curriculum Committee

11/16/15

Date

Salvador Ojeda

Department Chair

11/16/15

Date

Joseph [Signature]

Chair, College Curriculum Committee

11/23/15

Date

[Signature]

College Dean

11/23/15

Date

Director, Calhoun Honors College

John D. Stiff

12/4/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

4/8/16

Provost

Date

President

Date

000405

Minor

Name: Japanese Studies Lead Dept: Languages

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

A minor in Japanese Studies requires 15 credits in JAPN at the 3000 and 4000 levels, including at least one literature course at the 4000 level. JAPN 4010, (ANTH) 4170, and 4990 may not be used to satisfy requirements for the Japanese Studies minor.

Summary / Explanation

The addition of the Japanese Studies minor would allow students majoring in Modern Languages to minor in Japanese as long as their concentration is not Japanese.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number:

000406

11/16/15

Kelly Pickett

Chair, Department Curriculum Committee

Date

Salvador Oregan

Department Chair

Date

11/16/15

Joseph [Signature]

Chair, College Curriculum Committee

Date

11/22/15

Mahmud [Signature]

College Dean

Date

11/23/15

Director, Calhoun Honors College

Date

John D. Hiff

Chair, Undergraduate Curriculum Committee

Date

12/4/2015

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

Provost

Date

4/8/16

President

Date

Minor

Name: Spanish Studies Lead Dept: Languages

Add Minor

Effective Catalog Year: 2016-2017

Catalog Description

A minor in Spanish Studies requires 15 credits in SPAN at the 3000 and 4000 levels, including at least one literature course at the 4000 level. SPAN 4380 and 4390 may not be used to satisfy requirements for the Spanish Studies minor.

Summary / Explanation

The addition of the Spanish Studies minor would allow students majoring in Modern Languages to minor in Spanish as long as their concentration is not in Spanish.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number:

000408

Kelly Jubbs

Chair, Department Curriculum Committee

11/16/15

Date

Solomon Ogo

Department Chair

11/16/15

Date

Joseph [unclear]

Chair, College Curriculum Committee

11/23/15

Date

[unclear]

College Dean

11/23/15

Date

Director, Calhoun Honors College

John D. Wiffi

12/4/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Robert S. Jones

4/8/16

Date

Provost

Date

President

Date

000409

Change Undergraduate Course

Change a Course

Subject: SPAN-Spanish
 Number: 3040
 Effective Term: Spring 2016
 Title: Intro Hisp Lit Forms
 Honors Course:
 Add Honors Course:
 Last Term Course was taught: 201501

Brief Statement of Change Based on Assessment Results:

Requesting that this course fulfill the General Education Arts & Humanities Literature requirement

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change General Education Designation

| From | To |
|--|--|
| <input type="checkbox"/> English Composition | <input type="checkbox"/> English Composition |
| <input type="checkbox"/> Oral Communication | <input type="checkbox"/> Oral Communication |
| <input type="checkbox"/> Mathematics | <input type="checkbox"/> Mathematics |
| <input type="checkbox"/> Natural Sci w/Lab | <input type="checkbox"/> Natural Sci w/Lab |
| <input type="checkbox"/> Math or Science | <input type="checkbox"/> Math or Science |
| <input checked="" type="checkbox"/> A&H (Literature) | <input checked="" type="checkbox"/> A&H (Literature) |
| <input type="checkbox"/> A&H (Non-Lit) | <input type="checkbox"/> A&H (Non-Lit) |
| <input type="checkbox"/> Social Science | <input type="checkbox"/> Social Science |
| <input type="checkbox"/> CCA | <input type="checkbox"/> CCA |
| <input type="checkbox"/> STS | <input type="checkbox"/> STS |

Learning Objectives

By the end of this course, students will be able to: 1) demonstrate an understanding of the main critical and theoretical terms to discuss literature, 2) identify key traits of the most important literary movements and authors in Hispanic literature, 3) critically analyze Hispanic literature, 4) read, discuss, and write about Hispanic literature with improved accuracy and nuance.

Topical Outline

Week 1: Introduction Week 2: El cuento, the short story Week 3: Ricardo Palma, stories from colonial times Week 4: Juan Rulfo, Mexican short stories Week 5: Garcia Marquez, Latin American literary boom Week 6: Introduction to poetry Week 7: Golden Age poetry Week 8: Garcilaso de la Vega, "Soneto XXIII" Week 9: Federico Garcia Lorca Week 10: Nicolas Guillen, Caribbean poetry Week 11: Introduction to drama Week 12: Jacinto Benevente, "El nietecito" Week 13: Federico Garcia Lorca, "La casa de Bernarda Alba" Week 14: Introduction to the Spanish and Latin American essay Week 15: Usrlar Pietri, "Notas sobre el vasallaje"

Learning Activities associated with General Education competencies (if applicable)

Students write reaction papers, give presentations on authors and literary works with cultural contextualization, engage in research activities

Evaluation

| | |
|--|----------|
| Undergraduate | |
| A | 90 - 100 |
| B | 80 - 89 |
| C | 70 - 79 |
| D | 60 - 69 |
| F | < 60 |
| Preparation and participation 20%, quizzes 15%, essays 20%, exams 25%, final essay 20% | |

000410

Syllabus

Upload File: SPAN 3040 template syllabus-20151112145947.pdf

Description: SPAN 3040

Form

User ID: kpeeble Name: Kelly Peebles

Date: 11/16/2015 Number: 14441

Kelly Peibles
Chair, Department Curriculum Committee

11/14/15

Date

Salvador Ojeda

11/16/15

Department Chair

Date

[Signature]
Chair, College Curriculum Committee

11/22/15

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

John D. Hippi

12/4/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert G. Jones

4/8/14

Provost

Date

President

Date

Change Major

Major Name: Landscape Architecture
 Degree: Bachelor of Landscape Arch
 Effective Catalog Year: 2016-2017

- Change Major Name to: LARC
 Change Degree to: Bachelor of Landscape Arch
 Change Curriculum Requirements
 Change General Education Requirements
 Add, Change, or Delete Concentration(s)
 Add, Change, or Delete Emphasis Area(s)

Curriculum Map: Four Year BLA
 (Existing)-20151008103135.pdf

Existing Curriculum Roadmap

Description:

Additional Information: Four Year BLA (Proposed) Revised
 Per CAAH Comments-
 20151119112830.docx

Proposed Curriculum Roadmap

Description:**Summary/Explanation**

Required modifications that were remaining from the shift of a 5 year curriculum to a 4 year curriculum.

Rationale for Change Major

- Strengthen Program Requirement(s)
 Alignment of Student Learning Outcomes
 Alternative Delivery of Content
 Improve Time to Degree
 Evolution of the Discipline
 Changing Prerequisites
 Address DWF Rates
 General Education Modifications
 Other (Please specify.)

Form

User ID: marches Name: Michelle Marchesse

Date: 11/19/2015 Number:

Martin Holland

NOV 6/15

Chair, Department Curriculum Committee

Date

Martin

11-6-15

Department Chair

Date

Joseph

11/23/15

Chair, College Curriculum Committee

Date

Dakuma

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

John D. Hipf

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

4/8/16

Provost

Date

President

Date

Bachelor's of Landscape Architecture: 4 Year Curriculum: (EXISTING)**FRESHMAN YEAR****First Semester / Fall**

- 3 - AAH 2100 Introduction to Art and Architecture
 - 3 - ENGL 1030 Accelerated Composition
 - 3 - LARC 1150 Introduction to Landscape Architecture
 - 3 - LARC 1280 Technical Graphics
 - 3 - LARC 1510 Basic Design I
- 15

Second Semester / Spring

- 3 - LARC 1160 History of Landscape Architecture
 - 6 - LARC 1520 Basic Design II
 - 3 - LARC 4280 Landscape Architecture Computer- Aided Design
 - 3 - MATH 1020 Introduction to Mathematical Analysis
- 15

SOPHOMORE YEAR**First Semester / Fall**

- 3 - COMM 1500 Introduction to Human Communication. Or 3 - COMM 2500 Public Speaking
 - 6 - LARC 2510 Landscape Architecture Design Fundamentals.
 - 3 - LARC 2620 Design Implementation I
 - 3 - LARC 4380 Advanced Computer-Aided Design
- 15

Second Semester / Spring

- 3 - BIOL 1030 General Biology I
 - 1 - BIOL 1050 General Biology I Laboratory
 - 6 - LARC 3520 Urban Design Studio
 - 3 - LARC 3620 Design Implementation II
 - 3 - Social Science Requirement
- 16

JUNIOR YEAR**First Semester**

- 6 - LARC 4510 Community Design Studio
 - 3 - LARC 4530 Key Issues in Landscape Architecture
 - 3 - LARC 4620 Landscape Architecture Technology III
 - 3 - Mathematics or Natural Science Requirement
 - 3 - Social Science Requirement
- 18

JUNIOR YEAR**Second Semester**

- 3 - LARC 4190 Off Campus Field Studies
- 3 - LARC 4210 Landscape Architectural Seminar
- 6 - LARC 4520 Off Campus Studio
- 3 - Elective

15**SENIOR YEAR****First Semester**

- 3 - FOR (HORT) 4270 Urban Tree Care
- 6 - LARC 3510 Regional Design and Ecology
- 3 - Arts and Humanities (Literature) Requirement
- 3 - Elective

15**Second Semester**

- 6 - LARC 5520 Landscape Architecture Exit Project
- 3 - LARC 5910 Professional Practice
- 3 - Cross-Cultural Awareness Requirement
- 3 - Elective

15**124 Total Semester Hours**

Bachelor's of Landscape Architecture: 4 Year Curriculum: (PROPOSED)**FRESHMAN YEAR****First Semester / Fall**

- 3 - AAH 2100 Intro. To Art and Architecture
- 3 - ENGL 1030 Accelerated Composition
- 3 - LARC 1150 Intro. To Landscape Architecture
- 3 - LARC 1280 Technical Graphics
- 3 - LARC 1510 Basic Design I

15

Second Semester / Spring

- 3 - LARC 1160 History of Landscape Architecture
- 6 - LARC 1520 Basic Design II
- 3 - LARC 4280 Landscape Architecture Computer- Aided Design
- 3 - MATH 1020 Intro. to Mathematical Analysis

15

SOPHOMORE YEAR**First Semester / Fall**

- 3 - COMM 1500 Intro. to Human Comm. Or (3) - COMM 2500 Public Speaking
- 3 - HORT 3030 Landscape Plants
- 0 - HORT 3031 Landscape Plants Laboratory
- 6 - LARC 2510 Landscape Architecture Design Fundamentals
- 3 - LARC 2620 Design Implementation I

15

Second Semester / Spring

- 3 - BIOL 1030 General Biology I or Natural Sciences with Laboratory
- 1 - BIOL 1050 General Biology Laboratory I or Natural Science Laboratory
- 3 - FOR (HORT) 4270 Urban Tree Care
- 6 - LARC 2550 Community Design
- 3 - LARC 3620 Design Implementation II

16

JUNIOR YEAR**First Semester / Fall**

- 6 - LARC 3510 Regional Design and Ecology Studio
- 3 - LARC 4620 Design Implementation III
- 3 - Mathematics or Natural Science Requirement
- 3 - Elective
- 3 - Social Science Requirement

18

JUNIOR YEAR**Second Semester / Spring**

- 3 - LARC 3190 Off Campus Field Studies
- 3 - LARC 3210 Landscape Architectural Seminar
- 6 - LARC 3550 Off Campus Studio
- 3 - Elective

15

SENIOR YEAR

First Semester / Fall

6 - LARC 4540 Urban Design Studio

3 - LARC 4530 Key Issues in Landscape Architecture

3 - Arts and Humanities (Literature) Requirement

3 - Elective

15

Second Semester / Spring

6 - LARC 4550 Landscape Architecture Exit Project

3 - LARC 4810 Landscape Architecture Professional Practice

3 - Cross-Cultural Awareness Requirement

3 - Elective

15

124 Total Semester Hours

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture
Number: 3520
Effective Term: Fall 2016
Title: Urban Design

Honors Course:

Add Honors Course:

Last Term Course was taught: 201401

Brief Statement of Change Based on Assessment Results:

Changing course number to reflect our 4 year curriculum. This class appears after students are required to study abroad in order to allow them to use that experience to inform their design work.

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Changing course number to reflect our 4 year curriculum. This class appears after students are required to study abroad in order to allow them to use that experience to inform their design work.

Change Number

To 4540

Change in Additional Fee

Add Delete

These fees support equipment students use during the course. The school purchases, maintains and replaces all of this
Justification with the fees.

Change Prerequisite(s)/Corequisite(s)

From LARC 2510 (pre-req) LARC 3521 (co-req)
To Senior Standing

Learning Objectives

Students who have successfully completed this course will have: 1.Demonstrated an understanding of contemporary design authors regarding general and specific urban design issues, and the significance of those works to the built form. 2.Connected urban form and structural issues covering the establishment of the first cities over 10,000 years ago to the development of the megacities of today. 3.Demonstrated competency regarding the significant ideological movements and theorists of the last two millennia. 4.Understood the essential components of urban design - both programmatic and formal - so that they are familiar. 5.Explained specific urban design issues related to urban conservation and historic tourism, international practice, interdisciplinary design, and sustainability.

Topical Outline

Week 1 Course Introduction: Course overview, Assign Seminar I Urban Design Form and Structure Readings, Assign Urban Factors Poster Phase I Urban Context Analysis Studies Seminar I: first reading discussion of Urban Design Form and Structure Pin-up Review of Urban Factors Poster
 Week 2 Martin Luther King Day Pin-up Review of Urban Factors Poster, Assign Seminar II Urban Design Theory Seminar II discussion: Urban Design Theory, Assign Precedent Studies: Urban Design History and Typology Week 3 Review Progress on Precedent Studies research: Urban Design History and Typology Precedent Studies presentations: Urban Design History and Typology Assign Cultural Studies: Charleston and Hurghada: time lines Research on Charleston and Hurghada Week 4 Cultural Studies research: Charleston and Hurghada Studio review of research to date Cultural Studies presentations: Charleston and Hurghada Assign Seminar IV: Urban design methodologies Assign Urban Design Methods Studies Week 5 Phase II Formal Analysis and Conceptual Development Seminar IV discussion: Urban Design Methodologies Charleston and

Studies Week 5 Phase II Formal Analysis and Conceptual Development Seminar IV discussion: Urban Design Methodologies Charleston and Hurghada Urban Design Methods studio work Week 6 Charleston and Hurghada Urban Design Methods presentation Final Analysis Preparation and Begin Conceptual Development Charleston/Ain Shams Field Studies Final Analysis Preparation and Conceptual Development Week 7 Charleston/Ain Shams Field Studies Final Analysis Preparation and Conceptual Development Week 8 Charleston/Ain Shams Field Studies Final Analysis Preparation and Conceptual Development Debriefing and Finish Conceptual Development Final Analysis Preparation and Finish Conceptual Development Week 9 Analysis and Conceptual Development Reviews Phase III Design Development: Intro to design development Week 10 Master plan development and component plan development Week 11 Spring Break Week 12 Master plan development and component plan development Master plan reviews and component plan development Week 13 Component plan development Week 14 Component plan reviews Week 15 production for final reviews

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

You will get considerable feedback on how you stand in the course throughout the semester. Grades will be given for various parts of the project and also for your work in the seminars and research and observation. Grades will be figured based on the following percentages: Seminars (including exercises and quizzes) 10% Precedent Study and other Research 10% Project 70% Participation, Interest, Contributions 10%

Syllabus

Upload File: LARC 4540-20151118103441.docx

Form

User ID: marches **Name:** Michelle Marchesse
Date: 11/19/2015 **Number:** 14007

Mark Holland
Chair, Department Curriculum Committee

NOV. 6 / 15
Date

Mark
Department Chair

11-6-15
Date

Joseph
Chair, College Curriculum Committee

11/22/15
Date

Alkumari
College Dean

11/23/15
Date

Director, Calhoun Honors College
John D. Stiff

12/4/2015
Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee
Robert G. Jones

4/8/16
Date

Provost

Date

President

Date

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture

Number: 3521

Effective Term: Fall 2016

Title: Urban Design Lab

Honors Course:

Add Honors Course:

Last Term Course was taught: 999999

Brief Statement of Change Based on Assessment Results:

This course has been moved later on within the curriculum road map to allow our students to utilize their experiences abroad to augment their urban design work.

Rationale for Changing a Course

Strengthen Program Requirement(s)

Alignment of Student Learning Outcomes

Alternative Delivery of Content

Improve Time to Degree

Evolution of the Discipline

Changing Prerequisites

Address DWF Rates

General Education Modifications

Other (Please specify.)

Changing course number to reflect our 4 year curriculum. This class appears after students are required to study abroad in order to allow them to use that experience to inform their design work.

Change Number

To 4541

Change Prerequisite(s) / Corequisite(s)

From LARC 3520 (co-req)

To LARC 4540 (co-req)

Learning Objectives

• Contemporary authors addressing general and specific urban design issues • Urban form and structure issues covering the establishment of the first cities over 10,000 years ago to the development of the megacities of today, • Significant ideological movements and theorists of the last two millennia, • The essential components of urban design - both programmatic and formal – so that you become familiar with development strategies, urban analysis, zoning, uses, design guidelines, sustainable management, etc. • Specific urban design issues related to urban conservation and historic tourism, international practice, interdisciplinary design, and sustainability

Topical Outline

Week 1 Course Introduction: Course overview, Assign Seminar I Urban Design Form and Structure Readings, Assign Urban Factors Poster Phase I Urban Context Analysis Studies Seminar I: first reading discussion of Urban Design Form and Structure Pin-up Review of Urban Factors Poster
Week 2 Martin Luther King Day Pin-up Review of Urban Factors Poster, Assign Seminar II Urban Design Theory Seminar II discussion: Urban Design Theory, Assign Precedent Studies: Urban Design History and Typology Week 3 Review Progress on Precedent Studies research: Urban Design History and Typology Precedent Studies presentations: Urban Design History and Typology Assign Cultural Studies: Charleston and Hurghada: time lines Research on Charleston and Hurghada Week 4 Cultural Studies research: Charleston and Hurghada Studio review of research to date Cultural Studies presentations: Charleston and Hurghada Assign Seminar IV: Urban design methodologies Assign Urban Design Methods Studies Week 5 Phase II Formal Analysis and Conceptual Development Seminar IV discussion: Urban Design Methodologies Charleston and Hurghada Urban Design Methods studio work Week 6 Charleston and Hurghada Urban Design Methods presentation Final Analysis Preparation and Begin Conceptual Development Charleston/Ain Shams Field Studies Final Analysis Preparation and Conceptual Development Week 7 Charleston/Ain Shams Field Studies Final Analysis Preparation and Conceptual Development Week 8 Charleston/Ain Shams Field Studies Final Analysis Preparation and Conceptual Development Debriefing and Finish Conceptual Development Final Analysis Preparation and Finish Conceptual Development Week 9 Analysis and Conceptual Development Reviews Phase III Design Development: Intro to design development
Week 10 Master plan development and component plan development Week 11 Spring Break Week 12 Master plan development and component plan development Master plan reviews and component plan development Week 13 Component plan development Week 14 Component plan reviews Week 15 production for final reviews

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

You will get considerable feedback on how you stand in the course throughout the semester. Grades will be given for various parts of the project and also for your work in the seminars and research and observation. Grades will be figured based on the following percentages: Seminars (including exercises and quizzes) 10% Precedent Study and other Research 10% Project 70% Participation, Interest, Contributions 10%

Syllabus

Upload File: LARC 4540-20151105125526.docx

Form

User ID: marches **Name:** Michelle Marchesse

Date: 11/05/2015 **Number:** 14008

Martha Holland

Chair, Department Curriculum Committee

Date

[Signature]

11-6-15

Department Chair

Date

[Signature]

11/23/15

Chair, College Curriculum Committee

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/16

Provost

Date

President

Date

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture
Number: 4190
Effective Term: Fall 2016
Title: Field Study
 Honors Course:
 Add Honors Course:
Last Term Course was taught: 201501
Brief Statement of Change Based on Assessment Results:
 Changing a course number only

Rationale for Changing a Course

- Strengthen Program Requirement(s)**
- Alignment of Student Learning Outcomes**
- Alternative Delivery of Content**
- Improve Time to Degree**
- Evolution of the Discipline**
- Changing Prerequisites**
- Address DWF Rates**
- General Education Modifications**
- Other (Please specify.)**

Change Number

To 3190

Learning Objectives

Students who have successfully completed this course will: 1.Explain and connect how a theoretical approach and historical culture are essential to informing every design process. 2.Understand the role that cultural plays in the interpretation regarding the expression of place. 3.Develop critical thinking and design skills based on the study of theory and history 4.Create and design a final project that involves comparison with past experiences but develops a unique identity as a designer

Topical Outline

Week 1 Exercise One including Problem Identification and Regional Analysis Week 2 Exercise One continue including urban analysis and concepts Week 3 Present exercise one and begin project one; create teams and set goals Week 4 Identify areas of interest and scope of study Week 5 Present team concepts and identify individual focus areas Week 6 Begin individual design phase including analysis and alternatives Week 7 Present alternatives and set new goals and objectives for design development Week 8 Returns to teams and ensure individual concepts fit with team goals Week 9 Present preliminary team master plan with individual focus projects Week 10 Continue design development for individual projects Week 11 Present individual presentation of progress Week 12 Continue design development including determination of final product Week 13 Present individual projects Week 14 Revisit team master plan and revise to reflect individual project outcomes Week 15 Present final master plan with emphasis on individual design aspects

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

30% Active Participation and Engagement 20% Drawings 20% Blog Posts 20% Digital Journal 10% Hard Copy Submission

Syllabus

Upload File: LARC 3190_Field Studies Syllabus SP 2015-20151106095132.docx

Form

User ID: marches **Name:** Michelle Marchesse
Date: 11/19/2015 **Number:** 14103

Mark Holland

Nov 6/15

Chair, Department Curriculum Committee

Date

[Signature]

11-6-15

Department Chair

Date

[Signature]

11/23/15

Chair, College Curriculum Committee

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/16

Provost

Date

President

Date

000426

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture
Number: 4210
Effective Term: Fall 2016
Title: Land Arch Seminar

Honors Course:

Add Honors Course:

Last Term Course was taught: 201501

Brief Statement of Change Based on Assessment Results:
 Changing course number to reflect our 4 year curriculum

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Changing course number to reflect our 4 year curriculum

Change Number

To 3210

Learning Objectives

Students who have successfully completed this course will: 1.Explain and connect how a theoretical approach and historical culture are essential to informing every design process. 2.Develop critical thinking and design skills based on the study of theory and history 3.Create and design a final project that involves comparison with past experiences but develops a unique identity as a designer 4.Understand the role that cultural plays in the interpretation regarding the expression of place.

Topical Outline

Week 1 Introduction to the course (Syllabus and Reading Assignments) Week 2 Lecture 1: Palladio's Country Houses Week 3 Lecture 2: The Ancient Roman House Revisited by Modern Architects Week 4 Lecture 3: The Reconstruction of Carlo Felice Theater in Genoa Week 5 Lecture 4: The Pantheon-like Museum as Symbolic Space Week 6 Lecture 5: The Roman Agrarian Landscape Week 7 Mid-Semester Test Week 8 Lecture 6: Memorials and Commemorative Monuments Week 9 Lecture 7: Carlo Scarpa and Brion Cemetery Week 10 Lecture 8: Louis Kahn and His European Cultural Heirs Week 11 Lecture 9: Urban Conditions Week 12 Lecture 10: An Evocative Design Process Week 13 Lecture 11 : Terragni's Danteum Week 14 Final exam Week 15 A talk with the students on their Design studio project.

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

40% Mid-term 60% Final Exam

Syllabus

Upload File: LARC 3210_Syllabus-spring 2015-20151119095312.docx

Form

User ID: marches **Name:** Michelle Marchesse

Date: 11/19/2015 **Number:** 13992

NOV 6 15 000427

Marvin Holland
Chair, Department Curriculum Committee

Date

[Signature]
Department Chair

11-6-15

Date

[Signature]
Chair, College Curriculum Committee

11/23/15

Date

[Signature]
College Dean

11/23/15

Date

Director, Calloun Honors College
[Signature]

Date

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee
[Signature]

Date

4/8/16

Provost

Date

President

Date

Change 4000/6000 Course

Change a Course

Subject: LARC-Landscape Architecture

Number: 4280/6280

Effective Term: Fall 2016

Title:

Honors Course:

Add Honors Course:

Last Term Course was taught: 999999

Brief Statement of Change Based on Assessment Results:

Change to a 4000\6000 level course to allow graduate students to receive credit.

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Learning Objectives

Students who have successfully completed this course will have: 1. Engaged in a range of digital based design programs 2. Developed a proficiency in developing and manipulating 2D drawings, mapping/diagramming, site plan and rendering, sections and perspective and construction details. 3. Developed basic 3D modeling skills and using Google Sketch Up 4. Understood the application of computer-aided design in the practicing field of Landscape Architecture 5. Researched and experimented with emerging digital technologies

Topical Outline

Week 1- Introduction to basic principles of computer-aided design Week 2- Introduction of Site Modeling Exercise Week 3- Site Modeling Exercise Continues Week 4- Drafting Exercise and Site Layout Plan Week 5- Planting Plan and Construction Details Week 6- Creation of a Construction Document Set Week 7 – Submission of Construction Document set Week 8- Perspective Rendering Exercise (Sketchup) Week 9 - Perspective Rendering Exercise (Photoshop) Week 10 - Perspective Rendering Exercise (AutoCad) Week 11- Sections and Analysis (AutoCAD + Sketchup + Photoshop) Week 12 - Site Plan Diagramming Exercise Week 13- Site Plan Diagramming Exercise Submission Week 14 -Final Project Introduced Week 15 - Final Project Submission

Evaluation

4000

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

Attendance = 5%; Homework Assignments = 60%; Final Project = 25%; Portfolio = 10%

6000

A 90 - 100

B 80 - 89

C 70 - 79

F < 70

Homework Assignments = 40%; Final Project = 40%; Portfolio = 20%

Syllabus

Upload File: LARC 4280_6280_Fall2015 syllabus-20151119121201.docx

Form

User ID: marches **Name:** Michelle Marchesse

Date: 11/19/2015 **Number:** 12051

Martin Hillard

11/6/15

Chair, Department Curriculum Committee

Date

[Signature]

11-6-15

Department Chair

Date

[Signature]

11/23/15

Chair, College Curriculum Committee

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/14

Provost

Date

President

Date

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture

Number: 4510

Effective Term: Fall 2016

Title: Community Design

Honors Course:

Add Honors Course:

Last Term Course was taught: 201408

Brief Statement of Change Based on Assessment Results:

Providing this class earlier within the curriculum allows students greater opportunities to work with community groups.

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change Number

To 2550

Change in Additional Fee

Add Delete

These fees support equipment students use during the course. The school purchases, maintains, and replaces all of this Justification with the fees.

Change Prerequisite(s) / Corequisite(s)

From LARC 3520 (pre-req) LARC 4511 (co-req)

To Sophomore standing

Learning Objectives

Students who have successfully completed this course will: 1. Attain knowledge of key written works of community design and be able to describe pertinent information as to the basis for them being key works, including authorship. 2. Attain knowledge of key applied works of community design and be able to describe pertinent information as to the basis for them being key works, including design origin. 3. Comprehend the meaning of "communal landscape" within landscape architecture. 4. Analyze and comprehend the need for well-conceived community design and to be able to describe what constitutes such design. 5. Apply a planning and design process that results in effective community design. 6. Synthesize key data significant to a particular community design and to integrate it into the planning and design process. 7. Perform post-occupancy evaluation in areas of community design outcomes.

Topical Outline

Week 1 Course introduction and orientation; Project I introduced: "reading: "What is community?" <http://infed.org/mobi/community/> Week 2 Project development: begin resource data base; complete base sheets; site analysis; field visit: ; reading: various parks related Week 3 Resource data base development – natural/human cultural; visual character Week 4 Resource data base finalized; project program and design development; reading: Lynch – "The Program;" Presentation : site analysis/project program Week 5 Conceptual design development; precedents; reading: Berry on community TBD Week 6 Presentation: conceptual designs; final design development; reading: selections from C. Alexander's A Pattern Language: TBA Week 7 Final design development continued Week 8 Final presentation: Project I; Project II introduced Week 9 Field visit: TBA; project development: begin resource data base; complete base sheets; site analysis; reading: TBA; Week 10 Resource data base development – natural/human cultural; visual character Week 11 Resources data base finalized; project program and design development; reading: TBA Presentation: site analysis/project program Week 12 Conceptual design development; Week 13 Presentation: Conceptual designs; final design development; reading: selections from C. Alexander's A Pattern Language: TBA Week 14 Final design development continued; Week 15

Presentation: diagrammatic concepts; design development continued- preliminary design; preliminary design pin-up. Final design production; final presentations TBA

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

Project I 40% Project II 40% Participation 20%

Syllabus

Upload File: LARC 2550-20151119092331.docx

Description: None**Form****User ID:** marches **Name:** Michelle Marchesse**Date:** 11/19/2015 **Number:** 11877

Marvin Hillard

Nov. 19/15

Chair, Department Curriculum Committee

Date

Matthew Brown

Nov. 19, 2015

Department Chair

Date

Joseph [unclear]

11/23/15

Chair, College Curriculum Committee

Date

[unclear]

11/23/15

College Dean

Date

Director, Calhoun Honors College

John D. Wiff

12/4/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Robert [unclear]

4/8/16

Date

Provost

Date

President

Date

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture

Number: 4520

Effective Term: Fall 2016

Title: Off-Campus Studio

Honors Course:

Add Honors Course:

Last Term Course was taught: 201501

Brief Statement of Change Based on Assessment Results:

Changing course number to reflect our 4 year curriculum

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Changing course number to reflect our 4 year curriculum

Change Number

To 3550

Change in Additional Fee

Add Delete

These fees support equipment students use during the course. The school purchases, maintains, and replaces all of this **Justification** with the fees.

Change Prerequisite(s) / Corequisite(s)

From LARC 4510 LARC 4521(Co-req)

To Junior Standing

Learning Objectives

Students successfully completing this course will be able to: 1.Explain and analyze the cultural categories of landscape by exploring particular sites and using appropriate texts that communicate traditional horizons and values of place. 2.Identify and understand a range of historic and cultural important landscapes that will influence and guide their context for design work. 3.Understand the significance of site with regards to the cultural expression of place.

Topical Outline

Week 1 Exercise One including Problem Identification and Regional Analysis Week 2 Exercise One continue including urban analysis and concepts Week 3 Present exercise one and begin project one; create teams and set goals Week 4 Identify areas of interest and scope of study Week 5 Present team concepts and identify individual focus areas Week 6 Begin individual design phase including analysis and alternatives Week 7 Present alternatives and set new goals and objectives for design development Week 8 Returns to teams and ensure individual concepts fit with team goals Week 9 Present preliminary team master plan with individual focus projects Week 10 Continue design development for individual projects Week 11 Present individual presentation of progress Week 12 Continue design development including determination of final product Week 13 Present individual projects Week 14 Revisit team master plan and revise to reflect individual project outcomes Week 15 Present final master plan with emphasis on individual design aspects

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

10% Active Participation and Engagement 20% Goals and Questions 20% Blog Posts 10% Exercises 20% Mid-Semester Review 20% Final Review

Syllabus

Upload File: LARC 3550 Syllabus Studio Genoa SP 2015-20151106101601.docx

Form

| | |
|-------------------------|---------------------------------|
| User ID: marches | Name: Michelle Marchesse |
| Date: 11/19/2015 | Number: 13993 |

000431

Martin Hillard

Nov 6/15

Chair, Department Curriculum Committee

Date

[Signature]

11-6-15

Department Chair

Date

[Signature]

11/23/15

Chair, College Curriculum Committee

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/16

Provost

Date

President

Date

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture
Number: 4521
Effective Term: Fall 2016
Title: Offcampus Studio Lab
 Honors Course:
 Add Honors Course:
Last Term Course was taught: 999999
Brief Statement of Change Based on Assessment Results:
 Changing course number to reflect our 4 year curriculum

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)
 Changing course number to reflect our 4 year curriculum

Change Number

To 3551

Change Prerequisite(s) / Corequisite(s)

From LARC 4520
 To LARC 3550

Learning Objectives

The primary objective of this course is to introduce students to the cultural categories of landscape by exploring particular sites and using the appropriate texts that communicate traditional horizons and values of place. A range of scholarly sources will be used to interpret these landscapes. The intention is to foreground differences in focus, perception, priority and horizons between the US and Europe. The second objective is to introduce students to a range of historic and cultural important landscape to influence and guide their context for design work.

Topical Outline

Tentative Schedule Week 1 Exercise One including Problem Identification and Regional Analysis Week 2 Exercise One continue including urban analysis and concepts Week 3 Present exercise one and begin project one; create teams and set goals Week 4 Identify areas of interest and scope of study Week 5 Present team concepts and identify individual focus areas Week 6 Begin individual design phase including analysis and alternatives Week 7 Present alternatives and set new goals and objectives for design development Week 8 Returns to teams and ensure individual concepts fit with team goals Week 9 Present preliminary team master plan with individual focus projects Week 10 Continue design development for individual projects Week 11 Present individual presentation of progress Week 12 Continue design development including determination of final product Week 13 Present individual projects Week 14 Revisit team master plan and revise to reflect individual project outcomes Week 15 Present final master plan with emphasis on individual design aspects

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

10% Active Participation and Engagement 20%Goals and Questions 20% Blog Posts 10% Exercises 20% Mid-Semester Review 20% Final Review

Syllabus

Upload File: LARC 3550 Syllabus Studio Genoa SP 2015-20151106101939.docx

Form

User ID: marches **Name:** Michelle Marchesse
Date: 11/06/2015 **Number:** 13994

00047
NOV 6/15

Martin H. Had

Chair, Department Curriculum Committee

Date

[Signature]

11-6-15

Department Chair

Date

[Signature]

11/23/15

Chair, College Curriculum Committee

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/16

Provost

Date

President

Date

438

Add Undergraduate Course

Course Attributes

Subject Abbreviation: LARC-Landscape Architecture **Catalog Title:** Landscape Architecture Exit Project
Course Number: 4550 **Transcript Title:** Exit Project
Effective Term: Fall 2016 **Cross-reference(s):**
College: Arch, Arts and Humanities **Grade Mode:** Standard Letter
Department: Landscape Architecture

Additional Fee?

Justification

These fees support equipment students use during the course. The school purchases, maintains, and replaces all of this with the fees.

Form

User ID: marches **Name:** Michelle Marchesse
Date: 12/07/2015 **Number:** 13986

Hours

Fixed Credit Course

| Credit Hrs | Contact Hrs |
|------------|-------------|
| 6 | 12 |

Variable Credit Course

| Credit Hrs | Contact Hrs | | |
|------------|-------------|-----|-----|
| Min | Max | Min | Max |
| | | | |

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Course currently exists as LARC 5520; the modification of course number is to bring the class into compliance with our 4 year curriculum.

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 20
 Year 2: 20
 Year 3: 20
 Year 4: 20

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C -

439

| | | |
|----------|----|------|
| | 70 | 79 |
| D | 60 | - 69 |
| F | < | 60 |

70% Presentations and Deliverables, 15% Semester Performance (individual student), 15% Studio Service Committee (team project and contribution)

Catalog Description

Studio work performed by students is self-selected and at a professional level of quality. The capstone project can include a design-build project or substantive research project. Exit studio synthesizes and builds on skills developed throughout the landscape architecture program.

Prerequisite(s) Corequisite(s)

Preq: Senior standing

Required course for students in

Landscape Architecture

Statement of need and justification based on assessment of student learning outcomes

Changing course number to allow alignment with 4 year curriculum road map.

Textbook(s)

No required textbook

Learning Objectives

Students who have successfully completed this course will: 1. Have participated in a studio culture that fostered enthusiasm, intellectual inquiry, critical skill development, and mutual respect. 2. Developed critical thinking, provided collective collaboration and cooperated among peers as a design resource. 3. Engaged in an environment that encouraged individual exploration, research and initiative. 4. Produced a capstone design project of the highest quality. 5. Have submitted a substantial and comprehensive individual design project.

Topical Outline

This design studio is the last required design course of the students undergraduate career. As such, the course centers on individual students projects that they have developed and researched over the course of an academic year. In turn, as an exit studio the content will be determined by the individual student. Tentative Schedule Week 1 Problem Identification and establishment of scope of work Week 2 Initial analysis and working concepts Week 3 Conclude analysis and continue design development Week 4 Initial pin-up and review Week 5 Continue and refine design development Week 6 Continue design development, begin model construction of concept Week 7 Finish concept models and prepare visual materials for mid-term review Week 8 Mid-term review Week 9 Revise design concepts based on feedback. Continue design development. Week 10 Continue design development, meet with any necessary stakeholders. Week 11 Present individual presentations of initial final designs Week 12 Continue design development including determination of final product Week 13 Present individual projects through group pin-up. Week 14 Prepare for production of final materials. Week 15 Final review of materials.

Syllabus

Upload File: LARC 4550_Fall 2015-20151118112817.docx

Madhu H. Hand

12/7/15

Chair, Department Curriculum Committee

Date

Matthew Roman

12-7-15

Department Chair

Date

Joseph [unclear]

12/7/15

Chair, College Curriculum Committee

Date

Ahmed [unclear]

12/7/15

College Dean

Date

Director, Calhoun Honors College

Date

John D. Stiff

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

1/8/16

Provost

Date

President

Date

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture
Number: 4620
Effective Term: Fall 2016
Title: Land Arch Tech III
 Honors Course:
 Add Honors Course:
Last Term Course was taught: 200808

Brief Statement of Change Based on Assessment Results:
 Change the name of the course only

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change Catalog Title

From Land Arch Tech III
To Design Implementation III

Change Transcript Title

From Land Arch Tech III
To Design Implementation III

Change Prerequisite(s) / Corequisite(s)

From LARC 4620
To Junior Standing

Learning Objectives

Students who have successfully completed this course will have: 1.Established a framework for progressing schematic design concepts into developed landscape plans and construction documents. 2.Demonstrated understanding of graphic and written communication methods, which clearly communicate design intent. 3.Understood the concepts of site layout, road alignments, and material selection. 4.Developed a familiarity with construction documents, terminology, and graphic standards. 5.Developed strategies for designing and implementing ecologically sensitive and responsive designs. 6.Developed knowledge and skills toward a synthetic design process allowing for flexible and legible landscapes. 7.Developed awareness and appreciation for craft in construction detailing and implementation, through observation and research.

Topical Outline

Week 1: Introduction Design Implementation Week 2: Construction Review Evaluation Week 3: Construction Drawings Site Layout, Grading Plans Week 4: Construction Drawings Planting, Soils, Irrigation, Lighting Plans Week 5: FIELDWORK I Week 6: Road Layout / Parking Design Week 7: Horizontal Alignment Week 8: Vertical Alignment Week 9: FIELDWORK II Week 10: Watershed / Stormwater Runoff / Drainage Areas Week 11: Design Development / Construction Details Week 12: Materials_1 Week 13: Materials_2 Week 14: Site Details Week 15: Submission of construction drawings

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Attitude and Attendance 10% (attendance, preparedness for class and effort/improvement) Exercises / Field Work 20% Projects 70%

Syllabus

Upload File: LARC 4620_Syllabus-20151029104331.pdf

Description: LARC 4620 Syllabus

Form

User ID: marches **Name:** Michelle Marchesse
Date: 11/19/2015 **Number:** 13502

11/6/2015

Change Undergraduate Course - Curriculum & Course Change System

000442
Nov 6/15

Chair, Department Curriculum Committee

Date

Department Chair

Date

Chair, College Curriculum Committee

Date

College Dean

Date

Director, Calhoun Honors College

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Provost

Date

President

Date

Mark Holland

[Signature]

[Signature]

[Signature]

[Signature]

[Signature]

11-6-15

11/22/15

11/23/15

12/4/2015

4/8/16

Change Undergraduate Course

Change a Course

Subject: LARC-Landscape Architecture

Number: 4621

Effective Term: Fall 2016

Title: L A Tech III Lab

Honors Course:

Add Honors Course:

Last Term Course was taught: 999999

Brief Statement of Change Based on Assessment Results:
Changing the name only

Rationale for Changing a Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)
Changing the course name.

Change Catalog Title

From LA Tech III Lab
To Design Impl III Lab

Change Transcript Title

From L A Tech III Lab
To Design Impl III Lab

Learning Objectives

- Establish a framework for progressing schematic design concepts into developed landscape plans and construction documents. - Introduce graphic and written communication methods, which clearly communicate design intent. - Introduce the concepts of site layout, road alignments, and material selection. - Develop a familiarity with construction documents, terminology, and graphic standards. - Develop strategies for designing and implementing ecologically sensitive and responsive designs. - Further develop understanding and skills toward a synthesis design process allowing for flexible and legible landscapes. - Develop awareness and appreciation for craft in construction detailing and implementation, through observation and research.

Topical Outline

Week 1: Introduction Design Implementation Week 2: Construction Review Evaluation Week 3: Construction Drawings_Site Layout, Grading Plans Week 4: Construction Drawings_Planting, Soils, Irrigation, Lighting Plans Week 5: FIELDWORK I Week 6: Road Layout / Parking Design Week 7: Horizontal Alignment Week 8: Vertical Alignment Week 9: FIELDWORK II Week 10: Watershed / Stormwater Runoff / Drainage Areas Week 11: Design Development / Construction Details Week 12: Materials_1 Week 13: Materials_2 Week 14: Site Details Week 15: Submission of construction drawings

Evaluation

Undergraduate

A 90 - 100

B 80 - 89

C 70 - 79

D 60 - 69

F < 60

Attitude and Attendance 10% (attendance, preparedness for class and effort/improvement) Exercises / Field Work 20% Projects 70%

Syllabus

Upload File: LARC 4620_Syllabus-20151106110636.doc

Form

User ID: marches **Name:** Michelle Marchesse

Date: 11/06/2015 **Number:** 14117

11/6/2015

000444

NOV 6/15

Martin Hillard

Chair, Department Curriculum Committee

Date

Mayer

11-6-15

Department Chair

Date

Joseph [unclear]

11/23/15

Chair, College Curriculum Committee

Date

Abkuma

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

John D. Wiffi

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Robert W. Jones

4/8/16

Provost

Date

President

Date

Add 4000/6000 Course

Course Attributes

| | |
|--|--|
| Subject Abbreviation: LARC-Landscape Architecture | Catalog Title: Landscpae Architecture Professional Practice <input type="checkbox"/> Additional Fee? |
| Course Number: 4810 / 6810 | Transcript Title: Professional Practice Justification |
| Effective Term: Fall 2016 | Cross-reference(s): |
| College: Arch, Arts and Humanities | Grade Mode: Standard Letter |
| Department: Landscape Architecture | |

Form

| | |
|-------------------------|---------------------------------|
| User ID: marches | Name: Michelle Marchesse |
| Date: 11/19/2015 | Number: 13976 |

Hours

| Fixed Credit Course | | Credit Hrs | | Contact Hrs |
|------------------------|-----|------------|-----|-------------|
| 3 | | 3 | | |
| Variable Credit Course | | Credit Hrs | | Contact Hrs |
| Min | Max | Min | Max | |

Rationale for Add Course

| |
|--|
| <input type="checkbox"/> Strengthen Program Requirement(s) <input type="checkbox"/> Alignment of Student Learning Outcomes <input type="checkbox"/> Alternative Delivery of Content <input type="checkbox"/> Improve Time to Degree <input type="checkbox"/> Evolution of the Discipline <input type="checkbox"/> Changing Prerequisites <input type="checkbox"/> Address DWF Rates <input type="checkbox"/> General Education Modifications <input checked="" type="checkbox"/> Other (Please specify.) This course currently exists as a 5000 level class; the modification to a 4000/6000 class is to place it within our 4 year undergraduate curriculum and to ensure our graduate students are still eligible to take the course. |
|--|

Schedule Types

| |
|---|
| <input type="radio"/> Field Course <input type="radio"/> Independent Study <input type="radio"/> Internship <input type="radio"/> Lab No Fee <input type="radio"/> Lab With Fee <input checked="" type="radio"/> Lecture <input type="radio"/> Other <input type="radio"/> Seminar <input type="radio"/> Studio <input type="radio"/> Tutorial |
|---|

Projected Enrollment

| |
|------------|
| Year 1: 20 |
| Year 2: 20 |
| Year 3: 20 |
| Year 4: 20 |

Evaluation

| |
|------------|
| 4000 |
| A 90 - 100 |
| B 80 - 89 |
| C 70 - 79 |
| D 60 - 69 |

F < 60

Participation 10% Quizzes 10% Individual Writing 15% Team Writing 30% Mid-Term Exam 15% Final Exam 15% Ethical Situations 5% 100%
6000

A 90 - 100

B 80 - 89

C 70 - 79

F < 70

Individual Writing 15% Team Writing 30% Final Comprehensive Project 30% Final Exam 15% Ethical Situations 10% 100%

Catalog Description

Lectures dealing with the general considerations of landscape architectural office procedures. Study of the professional relationships of the landscape architect to client and contractor, including problems of ethics, law, business, and portfolio development.

Prerequisite(s) Corequisite(s)

Junior standing or higher

Required course for students in

Landscape Architecture

Statement of need and justification based on assessment of student learning outcomes

Course currently exists as a 5000 level class, in order for our graduate students to receive credit the course must be cross-listed at the 6000 level. Both the undergraduate and the graduate programs require this class for accreditation.

Textbook(s)

Rogers, Walter. (2010). Professional Practice of Landscape Architecture, The: A Complete Guide to Starting and Running Your Own Firm. Wiley. (Second Edition)

Learning Objectives

Students who have successfully completed this course will have: 1. Developed an understanding of management principles and procedures for organizing, administering, and implementing a project. 2. Developed an understanding of the organization, practices, and factors that permit responsible and cost effective administration of offices. 3. Developed an understanding of the significance, difficulty, and opportunities of the "team" effort ("office staff") in the administration of people and projects. 4. Developed an understanding of the types of public and private offices that employ landscape architects, and explore various professional career options. 5. Developed an understanding of the legal issues and elements related to the practice of landscape architecture. 6. Explored ethical, social, and political issues related to professional practice. 7. Understood the source and meaning of profit in running an office. 8. Understood the significance of professional associations, e.g. ASLA. 9. Explored the idea of professional citizenship and responsibility. 10. Demonstrated their intellectual curiosity, initiative, creativeness, and willingness to explore broader issues related to the subject.

Topical Outline

Week 1: Introduction to the Profession of Landscape Architecture and Standards of Professionalism Week 2: Clients and Projects Week 3: Case Study #1 Week 4: Professional Practice Relationships and Allied Disciplines Week 5: Basics of Accounting and Finance Week 6: Business Administration and Recordkeeping Week 7: Marketing Week 8: Contracts Week 9: Case Study #2 Week 10: Project Management Week 11: Professional Licensure Week 12: Business and Personnel Law Week 13: Professional Insurance Week 14: Legal Liability and Types of Incorporations Week 15: Comprehensive Projects Presentations

Add course requirements for 6000-level courses

Graduate students will be expected to supply both individual and team writing assignments, personal reflections on ethical problems, and subject to a final exams. In addition, they are expected to submit a comprehensive final project that directly relates to the course requirements.

Syllabus

Upload File: LARCH 4810_6810 Syllabus (Spring 2015)-20151119112055.docx

Martin Holland

Nov 6/15

Chair, Department Curriculum Committee

Date

[Signature]

11-6-15

Department Chair

Date

[Signature]

11/23/15

Chair, College Curriculum Committee

Date

[Signature]

11/23/15

College Dean

Date

Director, Calhoun Honors College

Date

[Signature]

12/4/2015

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

[Signature]

4/8/16

Provost

Date

President

Date