

MICHIGAN STATE UNIVERSITY
University Committee on Curriculum

SUBCOMMITTEE C – AGENDA

Via Zoom
November 4, 2021
1:30 p.m.

PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

ELI BROAD COLLEGE BUSINESS

1. Request to change the requirements for the **Minor in Retail Management** in the Department of Management.
 - a. Under the heading **Requirements for the Minor in Retail Management** make the following changes:
 - (1) In item 3., delete the following course:

MKT	351	Retail Management	3
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 - (2) In item 4., delete the following courses:

FIM	460	Retail Information Systems	3
MGT	416	Labor Management Relations	3
MKT	355	Entrepreneurship: Strategic Marketing Planning and Launch	3
MKT	439	Strategic Management for Food and Agribusiness Firms (W)	3

Add the following courses:

AFRE	340	Food Marketing Research and Analytics	3
AFRE	445	Strategic Management for Food and Agribusiness Firms (W)	3

Effective Spring 2022.

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the requirements for the **Master of Arts** degree in **Health and Risk Communication** in the College of Communication Arts and Sciences. The University Committee on Graduate Studies (UCGS) will consider this request at its November 15, 2021 meeting.
 - a. Under the heading **Requirements for the Master of Arts Degree in Health and Risk Communication** in item 3., delete the following course:

ADV	860	Media Relations	3
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Add the following course:

ADV	845	Advertising and Public Relations for Health, Science, and the Environment	3
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Effective Summer 2022.

2. Request to change the requirements for the **Graduate Specialization in Nonprofit Fundraising** in the Department of Communication. The University Committee on Graduate Studies (UCGS) will consider this request at its November 15, 2021 meeting.
 - a. Under the heading **Requirements for the Graduate Specialization in Nonprofit Fundraising**, in item 2., delete the following course:

ADV	823	Consumer Behavior Theories	3
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Add the following course:

ADV	800	Advertising and Public Relations Theory	3
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Effective Summer 2022.

3. Request to delete the curriculum and degree requirements for the **Disciplinary Teaching Minor in Journalism**, available for secondary certification, in the School of Journalism. The University Committee on Undergraduate Education (UCUE) will provide consultative commentary to the Provost after considering this request. The Provost will make a determination after considering the consultative commentary from the University Committee on Undergraduate Education.

No new students are to be admitted to the program effective Fall 2021. No students are to be readmitted to the program effective Fall 2021. Effective Fall 2021, coding for the program will be discontinued and the program will no longer be available in the School of Journalism. Students who have not met the requirements for the Disciplinary Teaching Minor in Journalism through the School of Journalism prior to Fall 2021 will have to change their minor.

PART II - NEW COURSES AND CHANGES

COLLEGE OF ARTS AND LETTERS

LIN 463

Introduction to Cognitive Science

Fall of every year. 3(3-0) ~~Interdepartmental with Philosophy and Psychology.~~ Interdepartmental with Communication Arts and Sciences and Philosophy and Psychology

Cognitive processing of information by animals, humans, and computers. Relevant issues in philosophy, linguistics, psychology, neurophysiology, and artificial intelligence.

~~Effective Fall 2015~~ Effective Summer 2022