



11-17-1998

## Academic Policy Advisory Committee meeting minutes, November 17, 1998

Moorhead State University

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APAC Minutes  
November 17, 1998

Members present: Reed, chair; Ahles, Conteh, Dobitz, Dunkirk, Grineski, Jeppson, Klenk, Klindworth, Roberts, Ruth, Sanderson, Schmidt, Scholl, Shimabukuro, Smedman.

### **1. Department of Elementary & Early Childhood Education**

a. Lower Course Level of:

EECE 442: Curriculum Foundations to 342

Smedman moved. Schmidt seconded to approve.

Motion carried unanimously.

b. Change student teaching requirement for students completing double majors in Early Childhood (ECE) and Early Childhood Special Education (ECSE) from 10 credits per major to 8 credits in ECE infant/toddler programs and 8 credits in ECSE preschool programs. EECE 479 will be required.

Smedman moved. Ahles seconded.

Motion carried unanimously.

### **2. Department of Multidisciplinary Studies**

Change course title, content and approve Liberal Studies Designation B1 for:

MDS 198: Intro to Future Energy Technologies (3 cr.) to, MDS 198: Science of Energy Technologies

(The Liberal Studies Committee approved this course for B1 at their 10/5/98 meeting.)

Sanderson moved. Ahles seconded to approve.

Dennis Jacobs was present to answer questions. Shimabukuro asked if a math course from the New Center should be added as a requirement as well as the high school prerequisites. Jacobs stated Math 095 could be added as a prerequisite. Dunkirk asked if students who are not enrolled in the New Center would receive a grade and credits if they took this course. Jacobs answered that those students would receive 3 credits for this course as an elective; it would be graded pass/no credit. He suggested revising the grading system for non-New Center students who take New Center courses. Tandberg stated that the system currently in place was designed so New Center students are given credit toward graduation for the courses they take in the New Center. Other students that take New Center courses do not receive general education credits but would receive pass/no credit.

Motion carried unanimously.

### **3. Department of Mass Communications**

a. Major Changes:

Increase credits for the following courses from 2 to 3 credits:

C.T. Hanson stated that the courses will include additional content involving new technology, such as the internet. These courses were changed to 2 credits during semester conversion but have been found to be too labor intensive at the 2 credit level; 3 credits is more appropriate.

MC 100: Intro to Mass Communications from 2 to 3 credits

Ruth moved. Roberts seconded to approve.

Schmidt asked how the increase of credits in the major would affect enrollments. Hanson responded that the increases should not effect enrollments; these are required courses. He stated that 85% of our

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majors are 40+ credits, with the majority being 45+ credits. Conteh asked if the changes will be retroactive for students currently in the program. Hanson replied that students would not have to retake courses. The earliest these courses would be offered is Summer, 1999 and the changes would be printed in the 1999-01 MSU Undergraduate Bulletin. The committee agreed that if these changes are approved before the printing of the summer schedule, the new structure would apply to students entering Summer of 1999.

Motion carried unanimously.

MC 220: Desktop Publishing from 2 to 3 credits

Ruth moved. Sanderson seconded to approve.

Motion carried unanimously.

MC 230: Photography from 2 to 3 credits

Scholl moved. Ruth seconded.

Motion carried unanimously.

MC 331: Photo Editing from 2 to 3 credits

Roberts moved. Ruth seconded to approve.

Motion carried unanimously.

MC 365: Advertising Media Strategy from 2 to 3 credits

Brown moved. Scholl seconded to approve.

Motion carried unanimously.

MC 459: Advertising Campaign Research from 2 to 3 credits

Shimabukuro moved. Conteh seconded to approve

Motion carried unanimously.

b. Crosslist the following courses:

Sanderson moved to approve crosslisting the four courses listed below. Conteh seconded.

MKTG 330: Personal Selling (3 cr.) as MC 366: Personal Selling (3 cr.)

MKTG 423: Marketing Communications (3 cr.) as MC 423: Marketing Communications (3 cr.)

TECH 257: Adv Desktop Publishing (3 cr.) as MC 257: Adv Desktop Publishing (3 cr.)

TECH 356: Multimedia Authoring and Development (3 cr.) as MC 356: Multimedia Authoring and Development (3 cr.)

Motion carried unanimously.

- c. Add additional course requirements to the following concentrations:

The committee changed the term "concentration" to "emphasis" each time it occurs, because the term "concentration" is no longer recognized by MnSCU as a valid program description.

Roberts moved. Ruth seconded to approve the additional course requirements for the following emphases:

Advertising, Public Relations and Integrated Ad/Public Relations

Motion carried unanimously.

- d. Modify the Mass Communications portion of the Mass Comm English Dual Major.

Smedman moved. Schmidt seconded to approve the following changes:

- Add MC 300: International Communications (3 cr) or MC 302: History of Mass Communications (3 cr.) to the core requirements
- Create a (3 credit) restricted elective from within the current electives category.
- Shift MC 309 Reporting (3 cr) from the core requirement to the restrictive elective category, where it becomes one alternative, along with MC 306: Ad Copywriting, MC 307: PR Processes and MC 308: Broadcast Journalism.

The committee requested to see documentation that the English department had been consulted and their response in regards to these changes. They also suggested that the Mass Comm English Dual Major be identically printed in both the Mass Communications and English sections of the undergraduate Bulletin.

Motion carried unanimously.

The chart below reflects the increase in required credits for the following emphases because of the approved changes in the Mass Communication curriculum:

<b>Concentration</b>	<b>Current Credits</b>	<b>Proposed Credits</b>
Advertising	37	45
Public Relations	38	44
Integrated Advertising & PR	37	51
Integrated Journalism	38	43
Broadcast Journalism	35	40
Photojournalism	37	42
Print Journalism	36	39
English & Mass Comm Dual Major	30 in Mass Comm 36 in English	33 in Mass Comm 36 in English
Minor in Mass Comm	24	27

- e. Change course title and course description:

MC 375: Case Studies in Public Relations (3 cr.) to, Case Studies in Organizational Communication  
Ruth moved. Dunkirk seconded to approve.

The Speech Communication department opposes the new title. Tim Borchers stated that of the seven universities they surveyed, they found no Mass Communication curriculum titled "organizational communication" although, that title was found in Speech/Communications. He stated that the Speech/Communications department is currently conducting a search to hire a faculty member to develop a course named "organizational communication." He felt the MC course was titled accurately as "Public Relations." C.T. Hanson distributed the syllabus for MC 375 and an excerpt from the book "An Overview of the Book" by Grunig which defined the terms public relations, communication management, and organizational communication. He stated the MC 375 syllabus deals with media relations, employee relations, corporate culture, community culture, government culture and team building. He also made the following arguments to defend the title change:

- Managing communications includes building relationships between companies.
- The course content has not been modified. It would be a more inclusive descriptor to change the title. Public Relations is usually thought of as publicity, which this course is not.
- The terms organization and communication can be used by various entities.
- There is room for two departments to use the same course name but with different applications. No one department has ownership over terminology. If the Speech/Communication department hires a faculty to develop a course, they may also use that title.
- The Mass Communication department already has this course in MSU's Bulletin.

Conteh recommended the committee ask the two departments to resolve their differences and then return to APAC. Roberts asked how this change would be detrimental to the Speech department. Borchers replied that there may not be a willingness to fund resources for their course if there are two courses with the same title. Klenk stated that Public Relations is more descriptive for the MC course and questioned the motivation for changing the title.

Conteh made his recommendation to ask the departments to resolve their differences and then return to APAC, a motion to table. Smedman seconded.

Motion to table the title change was approved with 2 opposed.

C.T. Hanson stated that the difference in opinion will not be resolved as neither department is willing to change their stance.

- f. Change the title of the Integrated Advertising and Public Relations Concentration to, Integrated Marketing Communications.

C.T. Hanson requested this change not be acted on. No action was taken.

**4. Proposal to Eliminate Instructor's Signature Requirement for Courses Added on Days 4 and 5 at the Start of each Term**

(George Sanderson and Molly Moore recommended this change to the Admissions and Advising Committee. The Admissions and Advising Committee approved the change at their 10/27/98 meeting.)

Conteh moved. Roberts seconded to approve the proposal to eliminate the need for the instructor's signature on the change of program slip for courses added on Days 4 and 5 at the beginning of each term. This will mean that the period necessary to add and drop classes without an instructor's signature will be extended to five days.

Motion carried unanimously.

**5. Proposal to Remove the Chairperson's Signature Line on the Incomplete Form**

Ruth moved. Roberts seconded to approve the proposal that the Chairperson will no longer need to sign off on the Incomplete form.

Motion carried unanimously.

**6. Other:**

Ruth asked if the title change for MC 375 could be discussed further. Reed stated that the item is not discussible after the motion to table has been made. Shimabukuro asked if the Mass Communication department consulted with the Speech Communications department regarding the title change. Klenk stated no consultation occurred and they learned of the request when they read the APAC agenda. C.T. Hanson explained that there is no needed to consult with other departments when requesting to change a course title. He stated that Speech Communications does not have a course with this title in the Bulletin. Ruth asked why the title change is an issue since Speech Communications hasn't designed their course yet. Conteh stated that one of APAC's goals is to help departments find peaceful resolution of conflicts. Smedman stated she was unaware of this controversy prior to the meeting.

Meeting adjourned at 5:10 p.m.

Gloria Riopelle