

GRADUATE MAJOR CHANGE BULLETIN NO. 7
Spring 2013

Faculty Senate Approved April 11, 2013

The courses listed below reflect the graduate major curricular changes approved by the Catalog Subcommittee and the Graduate Studies Committee since approval of the last Graduate Major Change Bulletin. All new and revised courses are printed in their entirety under the headings Proposed and Current, respectively. The column to the far right indicates the date each change becomes effective.

Subject	Course Number	New Revise Drop	Current	Proposed	Effective Date
B_A	514	New	--N/A--	Business Analytics: Transforming Data into Decisions 3 Course Prerequisite: Admission to MBA, Master of Accounting, or Business PhD programs. Advanced decision-making concepts utilizing relevant datasets for data-driven problem-solving and formulating decision analyses to evaluate and recommend management action.	8/2013
B_A	579	New	--N/A--	MBA Capstone 3 Course Prerequisite: Admission to MBA, Master of Accounting, or Business PhD programs. Analyze, evaluate, and recommend management actions for a specific strategic business project (for an existing organization or new venture).	8/2013
CE	507	New	--N/A--	Sustainability: Life Cycle Assessment 3 Principles of life cycle assessment (LCA), environmental impacts categories, LCA system models, and methods for life cycle inventory.	8/2013
COM	561	New	--N/A--	Multimedia Content Creation 3 Students will learn to communicate ideas clearly, concisely, and effectively through multimedia content.	8/2013
COM	562	New	--N/A--	Crisis Communication in Global Contexts 3 Through activities, students will prepare to plan for and execute crisis communication and management in way to protect the continuity of an organization's	8/2013

				image and mission.	
COM	563	New	--N/A--	Ethics for Professionals 3 The understanding, discussion, and application of key theories of individual and institutional ethics; the articulation and defense of ethical reasoning.	8/2013
COM	564	New	--N/A--	Research Methods for Professionals 3 Understanding the role of research in media and related organizations and its application to organizational decision making through quantitative and qualitative research methods including research design, questionnaire construction, sampling, data collection techniques, and variable measurement.	8/2013
COMSTRAT	561	New	--N/A--	Persuasion for Professional Communicators 3 Introduction to theories, concepts, strategies, and processes of persuasion and social influence.	8/2013
COMSTRAT	562	New	--N/A--	Creative Media Strategies and Techniques 3 The strategies, processes, procedures and steps involved in creating marketing communications materials for a variety of different media.	8/2013
COMSTRAT	563	New	--N/A--	Professional Digital Content Promotion 3 The application of writing, critical thinking and persuasion skills to the practice and promotion of PR and advertising in both digital and social media outlets.	8/2013
COMSTRAT	564	New	--N/A--	Consumer Behavior and Brand Development 3 Tactics and strategies for consumer analysis and brand development; skills necessary for uncovering consumer insights to link client objectives, account management, creative development, and media planning	8/2013
COMSTRAT	565	New	--N/A--	Professional Marketing Communication Management and Campaigns 3 An overview of behavior change theories with a focus on strategic marketing	8/2013

				campaign design and evaluation; learning to use theory and research to more effectively plan, design, execute and evaluate strategic communication campaigns.	
COMSTRAT	566	New	--N/A--	Capstone Project/Portfolio Preparation and Presentation: DDP 3 Tying together key learning objectives that faculty expect the student to have learned during the program.	8/2013
HPA	570	Revise	Marketing for Health Care Organizations 4 Basic marketing concepts, principles, and issues related to marketing public and private health care.	Marketing for Health Care Organizations 3 Basic marketing concepts, principles, and issues related to marketing public and private health care.	8/2013
MBIOS	579	Revise	Molecular Biosciences Seminar V 1-2 May be repeated for credit; cumulative maximum 10 hours. Required of all graduate students in molecular biosciences. May be repeated for credit; cumulative maximum 10 hours.	Molecular Biosciences Seminar V 1-2 May be repeated for credit; cumulative maximum 10 hours. Required of all graduate students in molecular biosciences. <u>S, F grading.</u>	8/2013
MIS	557	New	--N/A--	Designing Business Intelligence Systems 3 Course Prerequisite: Admission to MBA, Master of Accounting, or Business PhD programs. Design and use of business intelligence systems, and business performance analytics.	8/2013
MUS	520	Restore	--N/A--	Commercial Guitar V 2 (6-0) to 4 (6-12) May be repeated for credit. Broad study of American guitar styles, including jazz, rock, finger style, blues, funk, Brazilian, R&B, folk, bluegrass, country, old-time, and even some European art music.	8/2013
NURS	573	New	--N/A--	Rational Prescribing 2 Course Prerequisite: Admission to FNP program, NURS 563. Pharmacology for clinical practice including decision-making, prescribing, drug monitoring, and patient education associated with prescriptive authority.	5/6/2013