

## Graduate Programs Committee Agenda

Wednesday, October 30, 2019, 1:00 p.m., HUM 235

Link to Addenda: [https://drive.google.com/open?id=1Kcd0PVv3P\\_vTze\\_8FnIVeqxIzY3Wtcaf](https://drive.google.com/open?id=1Kcd0PVv3P_vTze_8FnIVeqxIzY3Wtcaf)

### Announcements

- Thank you to Connie Barbour for agreeing to fill in for Ben Geyer at the Nov. 8 Senate meeting.

### I. Approval of September 30 Meeting Minutes

#### I. Course/Program Additions, Modifications, Deletions:

##### Action Items:

##### A) College of Education

##### 1) Department of Communication Sciences and Professional Counseling

##### a) College Student Affairs

Originator: Dena Kniess

Request: Add Program

Rationale: There are various masters programs in higher education administration, student affairs, leadership, etc. The current structure within the Department of Communication Sciences and Professional Counseling includes a Masters of Education with three areas of concentration: Clinical Mental Health Counseling, School Counseling, and College Student Affairs. The Master's of Education in Professional Counseling with a concentration in College Student Affairs was approved in 2010 and in the past seven years has graduated 176 students. This proposal seeks to establish the College Student Affairs program as a standalone Masters of Education as opposed to a concentration within Professional Counseling. The current content area is minimally focused on counseling and as a result, the current degree name does not adequately describe the academic nature of the program. Additionally, to indicate that the College Student Affairs Master's program is a Professional Counseling degree, it creates confusion regarding licensure, which a student cannot obtain.

##### b) Professional Counseling and Supervision, Ed.D.

Originator: Julia Whisenhunt

Request: Modify Program

Rationale: To achieve consistency with other doctoral programs in the College of Education, and to establish parameters for high academic rigor among program applicants, we would like to add a minimum graduate GPA of 3.5 and a minimum

GRE writing scale score of 3.5 to the admissions requirements for this program. Further, we would like to make some minor revisions to the language associated with master's degrees in related fields. These revisions do not expand the scope of related degree fields. Rather, these minor revisions are based on the current professional terminology used in mental health and help to provide additional clarification regarding the related fields that are appropriate for consideration for admission.

- c) Sport Management, M.S. Concentrations in Intercollegiate Athletics Administration, Sport Analytics

Originator: Young Ik Suh

Request: Modify Program

Rationale: Adding GMAT as option for admission to the program. Most other sport management graduate programs accept GRE or GMAT scores due to the nature of the field.

- 2) Richards College of Business

- a) MKTG - 5823 - Logistics and Supply Chain Management

Originator: Salil Talpade

Request: Add Course

Rationale: Logistics and Supply Chain Management functions are integral to all organizations. This course addresses the planning and control aspects of these activities and the interface among them. Thus, the inclusion of this course within the MBA curriculum will better prepare students for a business career.

- b) MKTG - 5828 - Green Marketing

Originator: Salil Talpade

Request: Add Course

Rationale: Green Marketing practices have evolved into an essential component of an organization's viability in the marketplace. Firms recognize that embracing sustainable practices, and innovative green marketing initiatives helps them gain competitive advantages. Consequently there is more demand for marketing professionals with knowledge of green marketing practices. Thus, inclusion of this course within the MBA curriculum will better prepare students for a business career.