

SUBCOMMITTEE C – AGENDA

Via Zoom
October 5, 2023
1:30 p.m.

PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the requirements for the **Master of Arts** degree in **Communication** in the Department of Communication. The University Committee on Graduate Studies (UCGS) will consider this request at its October 16, 2023 meeting.

The concentrations in the Master of Arts degree in Communication are noted on the student's academic record when the requirements for the degree have been completed.

- a. Under the heading **Requirements for the Master of Arts Degree in Communication** replace the entire entry with the following:

The student must complete the requirements for Plan A (with thesis) or Plan B (without thesis) as specified below:

	CREDITS
Predoctoral (Plan A)	30
Only Plan A (with thesis) is available to students in the master's degree program in communication who elect the predoctoral concentration.	

The student must complete at least 30 credits for the degree including:

1. All of the following courses (13 credits):

COM 803	Introduction to Quantitative Research Methods	3
COM 820	Communication Theory and Process	3
COM 830	Applied Communication Research II	3
COM 899	Master's Thesis Research	4
2. Nine to eleven additional credits in Communication courses approved by the student's academic advisor.
3. Six to eight credits in courses outside the Department of Communication approved by the student's academic advisor.
4. Completion of a master's thesis.

One of the following concentrations (Plan B):

Knowledge Utilization

Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the knowledge utilization concentration. The student must complete at least 30 credits for the degree including:

1. Both of the following courses (6 credits):

COM 803	Introduction to Quantitative Research Methods	3
COM 820	Communication Theory and Process	3
2. Nine to 17 additional credits in Communication courses approved by the student's academic advisor.
3. Seven to 15 credits in courses outside the Department of Communication approved by the student's academic advisor.

The final certifying examination is a written and oral examination that focuses on the student's course work.

Communication Science Research and Analytics

Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the communication science research and analytics concentration.

The student must complete at least 30 credits for the degree including:

1. All of the following courses (12 credits):

COM 803	Introduction to Quantitative Research Methods	3
COM 820	Communication Theory and Process	3
COM 830	Applied Communication Research II	3
COM 893	Practicum	3

The practicum is arranged with approval from the student's advisor and the MA Director and can include a semester-long project conducted with an outside group or substantial work conducted with a Communication faculty-led research team.

2. Complete 9 credits from the following. It is strongly recommended that students take at least one course from each group. Students who opt to substitute a different course for each of the Groups listed should receive approval from their advisor and the MA Director prior to enrollment.

<i>Communication Survey Design and Implementation</i>			
COM	804	Survey Design for Communication Research	3
<i>Biobehavioral Communication Research Methods</i>			
CAS	892	Special Topics	
		Section: Media Neuroscience and Behavioral Communication Research	3
<i>Computational Communication Research</i>			
CAS	892	Special Topics	
		Section: Computational Social Science: Principles and Applications	3
CSE	842	Natural Language Processing	3
CSE	881	Data Mining	3

3. Nine to 17 additional credits in Communication courses approved by the student's academic advisor.

The final certifying examination is a written and oral examination that focuses on the student's course work to be completed in the final semester in program.

Effective Fall 2024.

COLLEGE OF MUSIC

1. Request to change the requirements for the **Master of Music in Music Theory** in the College of Music. The University Committee on Graduate Studies (UCGS) will consider this request at its October 16, 2023 meeting.

- a. Under the heading **Requirements for the Master of Music Degree in Music Theory** replace the entire entry with the following:

The program is available only under Plan B (without thesis). A total of 30 credits are required for the degree. The student's program of study must be approved by the student's academic advisor, who must be a member of the music theory faculty. The student must meet the requirements specified below:

1. All of the following courses (15 credits):

MUS	874	Schenkerian Analysis	2
MUS	876	Keyboard Skills and Practical Musicianship	3
MUS	970	Pedagogy of Theory I	3
MUS	971	Pedagogy of Theory II	3
MUS	974	Proseminar in Post-Tonal Theory and Analysis	2
MUS	979	Proseminar in Music Theory	2
2. One of the following courses (3 credits):

MUS	870	Advanced Modal Counterpoint	3
MUS	871	Advanced Tonal Counterpoint	3

Students who take both MUS 870 and 871 may count one of the courses toward requirement 3., below.
3. A minimum of 5 credits from the following courses:

MUS	875	Analysis of Musical Scores	3
MUS	976	Performance and Analysis	3
MUS	977	Schenkerian Analysis II	3
MUS	978	Analysis of Contemporary Music	2
4. Complete two semesters of MUS 973 Readings in Music Theory totaling 4 credits. If a student completes a third semester of MUS 973, it may be counted towards requirement 3. above.
5. Complete 3 credits in musicology at the 400-level or above. MUS 830 may not be used to fulfill this requirement.

6. Participate in music activities during two semesters of enrollment in the program. The activities must be approved in advance by the student's academic advisor and selected from band, chamber ensemble, chorus, jazz band, new-music ensemble, or orchestra.
7. Complete a Teaching Demonstration. The demonstration must take place after the student has completed MUS 970 Pedagogy of Theory I. The demonstration will occupy a class period of an undergraduate course in music theory to be determined by the area chairperson. It will be graded by a three-person committee selected by the area chairperson and comprised of the course supervisor, another member of the music theory faculty, and one faculty member from outside the area. The grade will be pass/fail, based upon a majority vote of the three committee members.
8. Complete a capstone research project publicly at a music theory colloquium, to be advised and approved by a member of the music theory faculty. The project may be on either a research-related or a pedagogical topic, and must be similar in scope and format to a conference presentation. Students may choose a project begun or completed as part of a graduate seminar in music theory (such as MUS 971, MUS 973, MUS 974, MUS 977, MUS 978, or MUS 979) and revise or expand it as determined by the faculty advisor, or they may work on a new project or an expansion of a research paper from a different course.

Effective Fall 2024.

2. Request to change the requirements for the **Master of Arts** degree in **Musicology** in the College of Music. The University Committee on Graduate Studies (UCGS) will consider this request at its October 16, 2023 meeting.
 - a. Under the heading **Requirements for the Master of Arts Degree in Musicology** make the following changes:
 - (1) Under the heading **Requirements for Both Plan A and Plan B**, replace the entire entry with the following:
 1. Complete the following course (3 credits):
MUS 830 Research Methods and Materials in Music 3
 2. Complete 15 credits of musicology courses in addition to MUS 830. At least three courses must be at the 800-level or above. If a 400-level course is to be used to satisfy this requirement, the student must enroll concurrently in 1 credit of MUS 892A. Students may count up to 3 credits of MUS 890 (Independent Study) toward this requirement. Students interested in ethnomusicology are encouraged to take MUS 833.
 3. Complete 2 or 3 credits in music theory.
 4. Complete 3 credits in a cognate outside the College of Music. Both the cognate area and the related courses must be approved by musicology area faculty.
 5. Demonstrate a reading knowledge of a language other than English. Credits in courses in a foreign language may not be counted toward the requirements for the Master of Arts degree in musicology.
 6. Complete 4 or 5 additional credits in music excluding musicology and MUS 898 and MUS 899.
 7. Attend all area colloquia and guest lectures.
 - (2) Under the heading **Academic Standards** replace the paragraph with the following:

A grade of 3.0 or higher is required for Music 898 and 899.

Effective Fall 2024.

PART II - NEW COURSES AND CHANGES

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

- PR 300 Public Relations Theory and Ethics
Fall of every year. Spring of every year. 3(3-0) ~~P: ADV 260 or concurrently~~ P: PR 260 or concurrently
Theories of public relations, persuasion, social media interaction and mass communication as they apply to public relations, audience analysis and application of social media strategies. Theories of ethics, ethical codes in public relations and the ethical challenges in this field.
Effective Summer Semester 2023
- PR 305 Methods of Public Relations Inquiry
Fall of every year. Spring of every year. 3(3-0) ~~P: (ADV 260 or concurrently) and (MTH 101 or MTH 102 or STT 200)~~ P: (PR 260 or concurrently) and (MTH 101 or MTH 102 or STT 200)
Nature and conduct of public relations inquiry. Formative research methods, data analytics and evaluative measures used for public relations campaign planning. Drawing samples, collecting and analyzing data, interpreting and reporting results.
Effective Summer Semester 2023
- PR 310 Diversity, Equity, and Inclusion in Public Relations and Advertising
Fall of every year. Spring of every year. 3(3-0) ~~P: ADV 260 or concurrently~~ P: PR 260 or concurrently
Exploration of issues pertaining to diversity, equity and inclusion (DEI) as they impact the practice of public relations and advertising within the United States and globally. Effective cross-cultural communication practices.
Effective Summer Semester 2023
- COM 804 Survey Design for Communication Research
Spring of every year. 3(3-0) R: Open to graduate students in the College of Communication Arts and Sciences.
- NEW Surveys are a powerful tool used by government, industry, media, and academic researchers. We will explore the role of surveys in research, including interpreting, critically evaluating, and designing surveys. We will also explore recent developments and challenges such as declines in response rates, the rise of convenience samples such as Amazon's MTurk platform, concerns about respondent trolling, and critiques of recent election polling. The course will explore sources of error in survey research using the classic Total Survey Error framework to address traditional and novel questions about
Effective Fall Semester 2024

COLLEGE OF EDUCATION

- TE 970 Curriculum and Pedagogy in Teacher Education
Spring of even years. 3(3-0)
- REINSTATEMENT Teacher learning opportunities at the preservice, induction, and inservice levels. Intended and enacted curriculum, sources of pedagogy, and their impact on teachers' knowledge, skills, and attitudes.
Effective Spring Semester 2024

ELI BROAD COLLEGE OF BUSINESS

HB 203

Hospitality Communication

Fall of every year. Spring of every year. 3(3-0) P: WRA 101 R: Open to students in the Hospitality Business Major. Not open to students with credit in COM 100 or COM 225 or MKT 250.

~~Effective hospitality business communication. Selecting appropriate formats for the audience. Developing and delivering effective presentations. Analyzing, writing and revising hospitality business documents. Spotting, correcting and avoiding common writing pitfalls.~~ Effective hospitality business communication. Selecting appropriate formats for the audience. Developing and delivering effective oral and written presentations designed to inform or persuade. Analyzing, writing, and revising hospitality business documents. Spotting, correcting, and avoiding common writing pitfalls.
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024

HB 265

~~Hospitality Foodservice Systems~~

Hospitality Foodservice Systems I

Fall of every year. Spring of every year. 3(3-0) ~~R: Not open to seniors.~~ R: Open to students in the Hospitality Business Major.

~~Food and Beverage systems that enhance food safety and quality management. Standards of microbiology, sanitation, and other quality control issues in foodservice operations. Chemical, health, and workplace safety standards. Introduction of fundamental principles of cost control concepts and techniques at different control points. Food allergen management practices and food safety technology highlighted. Emerging trends that affect different segments of food and beverage operations.~~ An overview of the food and beverage service industry and various food and beverage concepts and systems, applicable to different food and beverage business models, including quick service restaurants, multi-unit, casual theme restaurants, fine dining restaurant, hotel food service operations, workplace hospitality, country club food and beverage operations, and specialty food services such as sports venues and theme parks. Familiarization with the opportunities and challenges facing managers in maintaining a safe food production and service environment. This course also provides up-to-date
~~Effective Summer Semester 2024~~ Effective Fall Semester 2024