Print Options

2018-10-11 - UCC Meeting Agenda/Minutes

Z - 2018-19 UCC Meeting Agendas/Minutes

Undergraduate Curriculum Committee - Meeting Agenda/Minutes

Location* Rivers 205

Date* 2018-10-11

Agenda* ☑ Agenda

Select UCC Meeting Agenda/Minutes* UCC Meeting Agenda/Minutes

UCC Meeting Agenda/Minutes

Select East Carolina University* East Carolina University

East Carolina University

Notice

Complete and correct proposals/packages were placed on this agenda in the order in which they were received and availability of time.

The Committee devotes the necessary time to thoroughly review each package; therefore, presentation times are approximate and may vary. Your patience is appreciated.

Minutes Approval Date:

Section I - Meeting Agenda

Agenda Items*

I.	**Call to Order/Announcements (Jean-Luc Scemama)**	2:00
II.	**College of Engineering and Technology Department of Technology Systems (Kanchan Das)** 1. Memorandum of Request 2. Proposal of Accelerated Bachelors/Masters Degrees: BS in Design/MS in Technology Management, BS in Industrial Distribution and Logistics/MS in Technology Management, BS in Industrial Engineering Technology/MS in Technology Management, BS in	2:05

	Industrial Technology/MS in Technology Management ***(Level 2)***	
III.	**College of Fine Arts and Communication** **School of Communication** **(Keith Richards)** 1. Memorandum of Request 2. Proposal of an Accelerated Bachelors/Masters Degree: BS in Communication/MA in Communication ***(Level 2)***	**2:15**
IV.	**College of Health and Human Performance** **Department of Kinesiology** **(Rhonda Kenny)** 1. Memorandum of Request 2. Health Fitness Specialist, BS ***(Level 3)***	**2:25**
V.	**College of Business** **Department of Marketing and Supply Chain Management** **(Jason Rowe)** 1. Memorandum of Request 2. Revision of an Existing Certificate: Professional Selling ***(Level 1)***	**2:45**

Section II - Meeting Minutes

Date 10-11-2018

Minutes ☑ Minutes

Attendance
- ☐ Bellacero, Cynthia*
- ☑ Bowman, Josie*
- ☑ Dembo, Jonathan*
- ☐ Ferguson, Kenneth*
- ☐ Jordan, Debra*
- ☑ Kean, Linda*
- ☑ Kidd, Susan*
- ☑ Scemama, Jean-Luc*

Attendance
- ☑ Spalding, Nancy*
- ☑ Vail-Smith, Karen*
- ☑ Weiss, Stacy*
- ☑ SGA Rep*
- ☑ Baker, Rachel
- ☑ Coltraine, Diane
- ☐ Summey, Karen
- ☑ Traynor, Karen

Guests/ Comments

Meeting Adjourned 3:21pm

I. Call to Order/ Announcements

Call to Order/Announcements
(Jean-Luc Scemama)

II.

College of Engineering and Technology
Department of Technology Systems
(Kanchan Das)

1. Memorandum of Request
2. Proposal of Accelerated Bachelors/Masters Degrees: BS in Design/MS in Technology Management, BS in Industrial Distribution and Logistics/MS in Technology Management, BS in Industrial Engineering Technology/MS in Technology Management, BS in Industrial Technology/MS in Technology Management ***(Level 2)***

The program proposal presented is an accelerated Bachelors/Master's Degree. The proposal was already approved by the Graduate Curriculum Committee. Students can receive both a bachelor and master's degree within 5 years. Students will receive an undergraduate degree even if they do not finish the master's degree. Some edits were made in the meeting. Edits in the memo were to be made by the presenters.

Motion to approve as amended by Karen Vail Smith and seconded by Linda Kean. Motion passed unanimously.

III.

College of Fine Arts and Communication
School of Communication
(Debra Thompson, Laura Prividera)

1. Memorandum of Request
2. Proposal of an Accelerated Bachelors/Masters Degree: BS in Communication/MA in Communication ***(Level 2)***

The college is proposing an accelerated program. Students in their senior year could take 12 hours of graduate courses. To be eligible the seniors would need to have completed 75 hours and have a GPA of 3.5 and receive a "B" or higher in a required undergraduate research methods course. Already approved by Graduate Curriculum Committee.

Motion made to approve by Nancy Spalding and seconded by Susan Kidd. One abstention from Linda Kean (in Department)

Approved unanimously.

IV.

College of Health and Human Performance
Department of Kinesiology
(Susannah Berry)

1. Memorandum of Request

The College is requesting to decrease the total number of the hours from 125 hours to 120 s.h., removing communication and psychology from the general education requirements. The committee recommended removing the justification from the memo. The change in the program will alllow students more freedom in selecting an elective.

1. Health Fitness Specialist, BS ***(Level 3)***

Motion made to approve as amended by Nancy Spalding and seconded by Karen Vail Smith.

Motion passed unanimously.

V.

College of Business
Department of Marketing and Supply Chain Management
(Jason Rowe)

1. Memorandum of Request
2. Revision of an Existing Certificate: Professional Selling ***(Level 1)***

Presented an overview of the proposed request. Adjusting the certificate with the addition of a course that was unbanked.

Motion made to approve by Susan Kidd and seconded by Stacy Weiss.

Approved unanimously. .

New degree title (begins with Accelerated)*	Accelerated Bachelor of Science in Design/Master of Science in Technology Management

Existing Undergraduate (UG) Degree Information

Existing UG degree title*	Design, BS
Unit where existing UG degree is housed*	Department of Technology Systems

Existing Graduate (GR) Degree Information

Existing GR degree title*	Technology Management, MS
Unit where existing GR degree is housed*	Department of Technology Systems

Section IV - Catalog Information

I request assistance with the catalog information section of this proposal form.*	○ Yes (strongly recommended) ◉ No
Program description*	The Accelerated MSTM degree is intended for outstanding undergraduate students and initiated while these students are completing their BS-Design degree. Graduate student course work will begin in the students' senior year of undergraduate study and be completed in one academic year of study beyond the bachelor's degree. Up to 12 semester credit hours of graduate courses may be counted towards completion of both the undergraduate degree and the master's degree. Students will work with a faculty advisor in their junior year to prepare a plan of study for completing the accelerated program, which shall be included as part of the application package. The minimum GPA at the time of admission to the program is 3.5 in BS-Design courses and 3.0 overall. Students are formally admitted to the master's program after all requirements for the undergraduate degree are completed. Students interested in this program should contact Dr. Kanchan Das (dask@ecu.edu; 245 Slay Hall; Tel: 252-737-1905).

To set up admissions standards, click "View Curriculum Schema" (center icon) of the Proposed Curriculum Field, and then "Add Core." Name the core "Admission" in the "Title" field. Then add your admission standards in the "Description" field. Under "import courses," import graduate courses to be used in lieu of undergraduate courses for the accelerated program. Save your work.

Need help? [Instructions for setting up admission standards in the Proposed curriculum section.]

Proposed curriculum*

Admission

Students applying to the Accelerated MSTM will complete the regular graduate application process with the following exceptions: 1) On the online graduate application form students will indicate that they are applying to an “Accelerated program.” 2) Students will apply for the Accelerated MSTM degree in their junior year. 3) Students need to apply to the program after completion of a minimum of 80 eligible undergraduate credit hours. 4) Students can begin taking graduate courses after completion of a minimum of 90 eligible undergraduate credit hours and after being accepted to the Accelerated program. 5) Students enrolled in the Accelerated program may take maximum of four of the following courses for the relevant programs in place of their undergraduate courses: Bachelor of Science in Design/MS in Technology Management (MSTM): ITEC 6000 for ITEC 3200, ITEC 6406 for ITEC 3800, ITEC 6110 (P ITEC 6000) for ITEC 4300, ITEC 6011 for ITEC 4293 and ITEC 6200 for ITEC 3300. Interested students shall be recommended by a graduate faculty member, who has worked with the student to create a plan of study that includes a listing of the graduate courses from the above courses to be counted towards the accelerated program. The plan of study should include the projected date of completion of the undergraduate degree requirements and the semester of graduate assistantship eligibility, if applicable. The student shall also include a personal statement elaborating on their motivation to pursue a specific interest in technology management graduate education and the Accelerated program. Students admitted into the Accelerated degree program must earn a B or higher in all graduate coursework to remain in the program. Undergraduate Accelerated degree program students who earn a grade of C in any graduate course can still count that course toward their BS degrees, but will not be eligible to take additional graduate courses and will be dropped from the Accelerated degree program.

New degree title (begins with Accelerated)*	Accelerated Bachelor of Science in Industrial Distribution and Logistics/Master of Science in Technology Management

Existing Undergraduate (UG) Degree Information

Existing UG degree title*	Industrial Distribution and Logistics, BS
Unit where existing UG degree is housed*	Department of Technology Systems

Existing Graduate (GR) Degree Information

Existing GR degree title*	Technology Management, MS
Unit where existing GR degree is housed*	Department of Technology Systems

Section IV - Catalog Information

I request assistance with the catalog information section of this proposal form.*	○ Yes (strongly recommended) ◉ No
Program description*	**The Accelerated MSTM degree is intended for outstanding undergraduate students and initiated while these students are completing their BS-Industrial Distribution and Technology Management degree. Graduate student course work will begin in the students' senior year of undergraduate study and be completed in one academic year of study beyond the bachelor's degree. Up to 12 semester credit hours of graduate courses may be counted towards completion of both the undergraduate degree and the master's degree. Students will work with a faculty advisor in their junior year to prepare a plan of study for completing the accelerated program, which shall be included as part of the application package.** **The minimum GPA at the time of admission to the program is 3.5 in BS-Industrial Distribution and Technology Management degree courses and 3.0 overall. Students are formally admitted to the master's program after all requirements for the undergraduate degree are completed.** **Students interested in this program should contact Dr. Kanchan Das (dask@ecu.edu; 245 Slay Hall; Tel: 252-737-1905).**

To set up admissions standards, click "View Curriculum Schema" (center icon) of the Proposed Curriculum Field, and then "Add Core." Name the core "Admission" in the "Title" field. Then add your admission standards in the "Description" field. Under "import courses," import graduate courses to be used in lieu of undergraduate courses for the accelerated program. Save your work.

Need help? [Instructions for setting up admission standards in the Proposed curriculum section.]

Proposed curriculum *

Admission

Students applying to the Accelerated MSTM will complete the regular graduate application process with the following exceptions: 1) On the online graduate application form students will indicate that they are applying to an “Accelerated program.” 2) Students will apply for the Accelerated MSTM degree in their junior year. 3) Students need to apply to the program after completion of a minimum of 80 eligible undergraduate credit hours. 4) Students can begin taking graduate courses after completion of a minimum of 90 eligible undergraduate credit hours and after being accepted to the Accelerated program. 5) Students enrolled in the Accelerated program may take maximum of four of the following courses for the relevant programs in place of their undergraduate courses: Bachelor of Science in Industrial Distribution and Logistics /MSTM: ITEC 6000 for ITEC 3200, ITEC 6406 for ITEC 3800, ITEC 6110 (P ITEC 6000) for ITEC 4300, ITEC 6011 for ITEC 4293 and ITEC6200 for ITEC 3300 Interested students shall be recommended by a graduate faculty member, who has worked with the student to create a plan of study that includes a listing of the graduate courses from the above courses to be counted towards the accelerated program. The plan of study should include the projected date of completion of the undergraduate degree requirements and the semester of graduate assistantship eligibility, if applicable. The student shall also include a personal statement elaborating on their motivation to pursue a specific interest in technology management graduate education and the Accelerated program. Students admitted into the Accelerated degree program must earn a B or higher in all graduate coursework to remain in the program. Undergraduate Accelerated degree program students who earn a grade of C in any graduate course can still count that course toward their BS degrees, but will not be eligible to take additional graduate courses and will be dropped from the Accelerated degree program.

Section V - Additional Resources and Support

New degree title (begins with Accelerated)*	Accelerated Bachelor of Science in Industrial Engineering Technology/Master of Science in Technology Management

Existing Undergraduate (UG) Degree Information

Existing UG degree title*	Industrial Engineering Technology, BS
Unit where existing UG degree is housed*	Department of Technology Systems

Existing Graduate (GR) Degree Information

Existing GR degree title*	Technology Management, MS
Unit where existing GR degree is housed*	Department of Technology Systems

Section IV - Catalog Information

I request assistance with the catalog information section of this proposal form.*	○ Yes (strongly recommended) ◉ No

Program description*

The Accelerated MSTM degree is intended for outstanding undergraduate students and initiated while these students are completing their BS-Industrial Engineering Technology degree. Graduate student course work will begin in the students' senior year of undergraduate study and be completed in one academic year of study beyond the bachelor's degree. Up to 12 semester credit hours of graduate courses may be counted towards completion of both the undergraduate degree and the master's degree. Students will work with a faculty advisor in their junior year to prepare a plan of study for completing the accelerated program, which shall be included as part of the application package.

The minimum GPA at the time of admission to the program is 3.5 in BS-Industrial Engineering Technology degree courses and 3.0 overall. Students are formally admitted to the master's program after all requirements for the undergraduate degree are completed.

Students interested in this program should contact Dr. Kanchan Das (dask@ecu.edu; 245 Slay Hall; Tel: 252-737-1905).

To set up admissions standards, click "View Curriculum Schema" (center icon) of the Proposed Curriculum Field, and then "Add Core." Name the core "Admission" in the "Title" field. Then add your admission standards in the "Description" field. Under "import courses," import graduate courses to be used in lieu of undergraduate courses for the accelerated program. Save your work.

Need help? [Instructions for setting up admission standards in the Proposed curriculum section.]

Proposed curriculum*

Admission

Students applying to the Accelerated MSTM will complete the regular graduate application process with the following exceptions: 1) On the online graduate application form students will indicate that they are applying to an “Accelerated program.” 2) Students will apply for the Accelerated MSTM degree in their junior year. 3) Students need to apply to the program after completion of a minimum of 80 eligible undergraduate credit hours. 4) Students can begin taking graduate courses after completion of a minimum of 90 eligible undergraduate credit hours and after being accepted to the Accelerated program. 5) Students enrolled in the Accelerated program may take maximum of four of the following courses for the relevant programs in place of their undergraduate courses: Bachelor of Science in Industrial Engineering Technology /MSTM: ITEC 6000 for ITEC 3200, ITEC 6406 for ITEC 3800, ITEC 6110 (P ITEC 6000) for ITEC 4300, ITEC 6011 for ITEC 4293, ITEC6200 for ITEC 3300, and ITEC 6005 for IENG4023 Interested students shall be recommended by a graduate faculty member, who has worked with the student to create a plan of study that includes a listing of the graduate courses from the above courses to be counted towards the accelerated program. The plan of study should include the projected date of completion of the undergraduate degree requirements and the semester of graduate assistantship eligibility, if applicable. The student shall also include a personal statement elaborating on their motivation to pursue a specific interest in technology management graduate education and the Accelerated program. Students admitted into the Accelerated degree program must earn a B or higher in all graduate coursework to remain in the program. Undergraduate Accelerated degree program students who earn a grade of C in any graduate course can still count that course toward their BS degrees, but will not be eligible to take additional graduate courses and will be dropped from the Accelerated degree program.

New degree title (begins with Accelerated)*	Accelerated Bachelor of Science in Industrial Technology/Master of Science in Technology Management

Existing Undergraduate (UG) Degree Information

Existing UG degree title*	Industrial Technology, BS
Unit where existing UG degree is housed*	Department of Technology Systems

Existing Graduate (GR) Degree Information

Existing GR degree title*	Technology Management, MS
Unit where existing GR degree is housed*	Department of Technology Systems

Section IV - Catalog Information

I request assistance with the catalog information section of this proposal form.*	○ Yes (strongly recommended) ◉ No
Program description*	**The Accelerated MSTM degree is intended for outstanding undergraduate students and initiated while these students are completing their BS-Industrial Technology degree. Graduate student course work will begin in the students' senior year of undergraduate study and be completed in one academic year of study beyond the bachelor's degree. Up to 12 semester credit hours of graduate courses may be counted towards completion of both the undergraduate degree and the master's degree. Students will work with a faculty advisor in their junior year to prepare a plan of study for completing the accelerated program, which shall be included as part of the application package.** **The minimum GPA at the time of admission to the program is 3.5 in BS-Industrial Technology degree courses and 3.0 overall. Students are formally admitted to the master's program after all requirements for the undergraduate degree are completed.** **Students interested in this program should contact Dr. Kanchan Das (dask@ecu.edu; 245 Slay Hall; Tel: 252-737-1905)**

To set up admissions standards, click "View Curriculum Schema" (center icon) of the Proposed Curriculum Field, and then "Add Core." Name the core "Admission" in the "Title" field. Then add your admission standards in the "Description" field. Under "import courses," import graduate courses to be used in lieu of undergraduate courses for the accelerated program. Save your work.

Need help? [Instructions for setting up admission standards in the Proposed curriculum section.]

Proposed curriculum*

Admission

Students applying to the Accelerated MSTM will complete the regular graduate application process with the following exceptions: 1) On the online graduate application form students will indicate that they are applying to an “Accelerated program.” 2) Students will apply for the Accelerated MSTM degree in their junior year. 3) Students need to apply to the program after completion of a minimum of 80 eligible undergraduate credit hours. 4) Students can begin taking graduate courses after completion of a minimum of 90 eligible undergraduate credit hours and after being accepted to the Accelerated program. 5) Students enrolled in the Accelerated program may take maximum of four of the following courses for the relevant programs in place of their undergraduate courses: Bachelor of Science in Industrial Technology /MSTM: ITEC 6000 for ITEC 3200, ITEC 6406 for ITEC 3800, ITEC 6005 for IENG4023, ITEC 6110 (P ITEC 6000) for ITEC 4300, ITEC 6200 for ITEC 3300 and ITEC 6011 for ITEC 4293 Interested students shall be recommended by a graduate faculty member, who has worked with the student to create a plan of study that includes a listing of the graduate courses from the above courses to be counted towards the accelerated program. The plan of study should include the projected date of completion of the undergraduate degree requirements and the semester of graduate assistantship eligibility, if applicable. The student shall also include a personal statement elaborating on their motivation to pursue a specific interest in technology management graduate education and the Accelerated program. Students admitted into the Accelerated degree program must earn a B or higher in all graduate coursework to remain in the program. Undergraduate Accelerated degree program students who earn a grade of C in any graduate course can still count that course toward their BS degrees, but will not be eligible to take additional graduate courses and will be dropped from the Accelerated degree program.

New degree title (begins with Accelerated)*	Accelerated Bachelor of Science in Communication/Master of Arts in Communication

Existing Undergraduate (UG) Degree Information

Existing UG degree title*	Bachelor of Science in Communication
Unit where existing UG degree is housed*	School of Communication

Existing Graduate (GR) Degree Information

Existing GR degree title*	Master of Arts in Communication
Unit where existing GR degree is housed*	School of Communication

Section IV - Catalog Information

I request assistance with the catalog information section of this proposal form.*	○ Yes (strongly recommended) ◉ No
Program description*	The accelerated bachelor of science in communication/master of arts in communication is initiated while undergraduates are completing the BS degree in communication and is intended for outstanding communication undergraduates. For this program, graduate student course work will begin in the students' fourth year of undergraduate study. Eligible students who are accepted into the program may count up to 12 credit hours of graduate coursework towards completion of both the BS and MA degrees. Students are formally admitted to the master's program after all requirements for the undergraduate degree are completed. Undergraduate communication students may apply for the BS/MA in communication after completion of a minimum of 75 undergraduate s.h., at least 18 of which must be in communication. Eligible students must have a minimum undergraduate overall GPA of 3.5 at the time of application. Additionally, eligible students must have completed COMM 2030 Communication Research and COMM 2010 Communication Criticism or COMM 2500 Media Writing and Reporting with a grade of B or higher in each. Students earning a BS in Communication typically have between 33 and 34 s.h. of electives which are necessary to reach the university requirement of 120 s.h. Students in the accelerated program will use their graduate credits to fulfill these elective hours

and graduate courses will not replace required undergraduate courses. Before enrolling in graduate courses, eligible undergraduates seeking accelerated status must apply to and be accepted into the accelerated bachelor of science/master of arts in communication.

Students accepted into the accelerated BS/MA in communication can take the following courses: Comm 6000, Comm 6030, Comm 6031, Comm 6110, Comm 6120, Comm 6124, Comm 6131, Comm 6140, Comm 6210, Comm 6211, Comm 6220, Comm 6221, Comm 6222, Comm 6224, Comm 6226, Comm 6230, Comm 6240, but are prohibited from taking graduate courses outside of communication.

Students accepted into the accelerated program must earn a grade of B or above in all graduate coursework to continue in the accelerated program. Students who earn a C in any graduate course will still be able to count that course toward the BS degree, but will not be eligible to take additional graduate courses in the accelerated BS/MA. Students will be able to reapply to the MA program.

To set up admissions standards, click "View Curriculum Schema" (center icon) of the Proposed Curriculum Field, and then "Add Core." Name the core "Admission" in the "Title" field. Then add your admission standards in the "Description" field. Under "import courses," import graduate courses to be used in lieu of undergraduate courses for the accelerated program. Save your work.

Need help? [Instructions for setting up admission standards in the Proposed curriculum section.]

Proposed curriculum *

Accelerated Bachelor of Science in Communication / Master of Arts in Communication

The accelerated bachelor of science in communication/master of arts in communication is initiated while undergraduates are completing the BS degree in communication and is intended for outstanding communication undergraduates. For this program, graduate student course work will begin in the students' fourth year of undergraduate study. Eligible students who are accepted into the program may count up to 12 credit hours of graduate coursework towards completion of both the BS and MA degrees. Students are formally admitted to the master's program after all requirements for the undergraduate degree are completed. Undergraduate communication students may apply for the BS/MA in communication after completion of a minimum of 75 undergraduate s.h., at least 18 of which must be in communication. Eligible students must have a minimum undergraduate overall GPA of 3.5 at the time of application. Additionally, eligible students must have

completed COMM 2030 Communication Research and COMM 2010 Communication Criticism or COMM 2500 Media Writing and Reporting with a grade of B or higher in each. Students earning a BS in Communication typically have between 33 and 34 s.h. of electives which are necessary to reach the university requirement of 120 s.h. Students in the accelerated program will use their graduate credits to fulfill these elective hours and graduate courses will not replace required undergraduate courses. Before enrolling in graduate courses, eligible undergraduates seeking accelerated status must apply to and be accepted into the accelerated bachelor of science/master of arts in communication. Students accepted into the accelerated BS/MA in communication can take the following courses: Comm 6000, Comm 6030, Comm 6031, Comm 6110, Comm 6120, Comm 6124, Comm 6131, Comm 6140, Comm 6210, Comm 6211, Comm 6220, Comm 6221, Comm 6222, Comm 6224, Comm 6226, Comm 6230, Comm 6240, but are prohibited from taking graduate courses outside of communication. Students accepted into the accelerated program must earn a grade of B or above in all graduate coursework to continue in the accelerated program. Students who earn a C in any graduate course will still be able to count that course toward the BS degree, but will not be eligible to take additional graduate courses in the accelerated BS/MA. Students will be able to reapply to the MA program.

Admission

Students applying to the accelerated bachelor of science in communication/master of arts communication program will go through the regular graduate application process with the following exceptions: • On the online graduate application form students will indicate that they are applying to an “Accelerated program”. • A supplemental form will be completed with a faculty advisor listing the graduate courses to be counted towards both degrees, the intended date of completion of the undergraduate degree requirements, and the intended semester of assistantship eligibility. • Personal statement should address applicant’s specific interest in communication graduate education and the accelerated program.

Section V - Additional Resources and Support

Select a block if your proposal requires additional resources - be sure to mention them in the Memorandum of Request. If no new resources are required, select "none required."

Kinesiology - UG - Kenny - Traynor - Health Fitness Specialist, BS

D - Program Revision Form

Section II - Program Justification

Primary CIP Code* 310599

Section III - Catalog Information

Department* Department of Kinesiology

Program Title* Health Fitness Specialist, BS

Degree Type* Bachelor of Science

Program Type* Bachelors

Program Description*

Program Coordinator: Rhonda Kenny (169 Minges Coliseum; 252-328-0006; kennyr@ecu. edu)

The health fitness specialist program provides competencies and knowledge for students to develop and conduct health and fitness programs in commercial, corporate, clinical and community settings. This program is endorsed by the National Strength and Conditioning Association . A minimum cumulative 2. 0 GPA is required for admission as well as successful completion of the majors' fitness test. Students must have nine semester hours of writing intensive credit from general education. A minimum grade of C- (1. 7) in all KINE courses is required to complete the degree.

Minimum degree requirement is ~~125~~ **120 s. h.** of credit as follows:

Kinesiology - UG - Kenny - Traynor - Health Fitness Specialist, BS

1. General education requirements including those listed below - 40 s.h.

(For information about courses that carry general education credit see General Education Program.)

BIOL 1050 General Biology
BIOL 1051 General Biology Laboratory
or

BIOL 1100 Principles of Biology I
BIOL 1101 Principles of Biology Laboratory I
or

BIOL 1150 Principles of Biology: A Human Approach
BIOL 1151 Principles of Biology: A Human Approach Discussion

COMM 2020 Fundamentals of Speech Communication
~~**or**~~

COMM 2410 Public Speaking

MATH 1065 College Algebra
PHYS 1250 General Physics I
PSYC 1000 Introductory Psychology
PSYC 3206 Developmental Psychology

2. Core - 46 s.h.

KINE 1101 Physical Conditioning
KINE 1114 Group Fitness Activities
KINE 2000 Introductory Exercise and Sport Science
KINE 2202 Motor Learning and Performance
KINE 2850 Structural Kinesiology
KINE 3800 Measurement of Physical Activity and Fitness
KINE 3801 Measurement of Physical Activity and Fitness Laboratory
KINE 3805 Physiology of Exercise
KINE 3806 Physiology of Exercise Laboratory
KINE 3850 Introduction to Biomechanics
KINE 3880 Personal Fitness Training
KINE 3881 Personal Fitness Training Laboratory
KINE 4020 Exercise Adherence
KINE 4030 Physical Activity and Aging
KINE 4801 Pre-internship Seminar for Health Fitness Specialist
KINE 4805 Exercise Evaluation and Prescription Laboratory
KINE 4806 Exercise Evaluation and Prescription
KINE 4850 Exercise Leadership

Choose 4 s.h. of KINE electives

Choose 3 s.h. of approved KINE electives at or above the 3000 level

Choose 3 s.h. from the following:

ATEP 2800 Medical Nomenclature for Human Performance
ATEP 3350 Concepts in Pharmacology
HLTH 2125 Safety Education and First Aid
HLTH 2126 Safety Education and First Aid Laboratory
HLTH 3002 Women's Health Across the Lifespan
HLTH 3010 Health Problems
HLTH 3020 Health Disparities
HLTH 3050 Public Health Systems and Policy
HLTH 5900 Stress Management

3. Cognates - 21 s.h.

BIOL 2130 Survey of Human Physiology and Anatomy
or

BIOL 2150 Human Physiology and Anatomy II
and

BIOL 2151 Human Physiology and Anatomy II Laboratory

BITE 2112 Introduction to Information Processing Technology
or

MATH 2228 Elementary Statistical Methods I
or

MIS 2223 Introduction to Computers
or

KINE 2050 Computer Applications in Exercise and Sport Science

CHEM 1020 General Descriptive Chemistry
or

CHEM 1150 General Chemistry I
and

CHEM 1151 General Chemistry Laboratory I

HLTH 2220 Injury Prevention and Care Related to Physical Activity
HLTH 4200 Planning and Evaluation in Health Promotion

NUTR 1000 Contemporary Nutrition

or

NUTR 2105 Nutrition Science

PHYS 1251 General Physics Laboratory I

4. Internship - 12 s.h.

KINE 4800 Internship in Health Fitness

5. Electives to complete requirements for graduation.

Mktg & Supply Chain Mgmt - UG - Rowe - Traynor - Professional Selling Certificate

D - Program Revision Form

Section I - General Information

Need help? Please contact your liaison or consult the Curriculog User Manual.

Identify Program Level*
- (•) Undergraduate
- ( ) Graduate

Select Department and Level* Mktg & Supply Chain Mgmt - UG

Contact Last Name* Rowe - Traynor

Phone Number* 252-737-4342

Email Address* rowew@ecu.edu

Click Program*
- (•) Program
- ( ) Shared Core

Check all that apply ----- (Please disregard the numbers and symbols.)*
- [ ] I am consolidating degrees (3)%*^
- [ ] I am revising a degree or certificate hours or title (3)%*
- [ ] I am discontinuing a certificate (3)%*
- [ ] I am changing a degree designation (e.g., MA to MS) (3)%*
- [ ] I am proposing a new concentration (2)%*
- [ ] I am moving a degree, certificate, or minor to new academic home. (2)%*
- [x] I am doing none of the above

This a graduate level proposal AND an action item was checked above.* [ ] Yes [x] No

Check all that apply ---- (Numbers are for
- [ ] Add course(s) to a program (1)
- [ ] Remove course(s) from a program (1)

internal use only.) *

- [ ] Revise degree or certificate admission standards (1)
- [x] Revise degree, cert., conc., or minor core requirements (1)
- [ ] Revise degree, cert., conc., or minor electives (1)
- [ ] Revise degree, cert., conc., or minor descriptive text (1)
- [ ] Revise course list order (1)
- [ ] Revise concentration or minor title (1)
- [ ] Discontinue concentration or minor (1)
- [ ] Add/remove degree thesis/non-thesis options (1)
- [ ] I am doing none of the above.

Indicate the number of credit hours for course work within the program. (Total number of credit hours to earn the degree, certificate, or minor.

Current 15	**Proposed** 15

Section II - Program Justification

Justification *

Due to increased enrollment in the sales course, the faculty previously proposed unbanking MKTG 4332 Professional Selling and MKTG 4342 Sales Force Management (both proposals are through UCC approval). The faculty would like to (1) add both of these courses to the existing Professional Selling Certificate which will allow students a "pick from" list of sales-focused courses to complete the certificate and (2) remove MKTG 4352 Selling and Sales Management from the certificate.

This action impacts teacher education. *

- ( ) Yes
- (•) No

Will 50%+ of the course work for this degree or certificate program be delivered online or off-site? *

- ( ) Yes
- (•) No
- ( ) Not revising degree or certificate content

I request assistance with the catalog information section of this proposal form. *

- ( ) Yes
- (•) No

Need help? Use the ECU academic program inventory (API) to find your CIP code.

Primary CIP Code * 52 1804

Import your program and immediately launch your proposal.

Need help? Instructions for importing and launching your proposal.

Section III - Catalog Information

Department* Department of Marketing and Supply Chain Management

Program Title* Professional Selling Certificate

Degree Type* Certificate

Program Type* Certificate

Program Description*

Program Coordinator: Jason Rowe (3102 Bate Building; 252-737-4342; rowew@ecu.edu)

The professional selling certificate is open to students in all programs across campus. The certificate is ideal for anyone who seeks to build skills in the area of professional selling. Developing selling skills is important because new college graduates often find that early-career job offers involve taking on a selling role. As a result, graduates need exceptional professional selling skills to be successful in this initial career stage to allow them to transition into later career growth. The professional selling certificate prepares students to effectively use established sales processes, sales automation tools, and selling techniques. The certificate also prepares students to identify decision makers of prospective buying firms and engage in persuasive communication of the selling firm's value proposition. The certificate is suited for students with a focus on business, communication, and other areas where selling and persuasion skills are beneficial.

Mktg & Supply Chain Mgmt - UG - Rowe - Traynor - Professional Selling Certificate

Admission requirements:

Admission is limited to students matriculating at ECU in an undergraduate degree-seeking program. Applicants must have completed a minimum of 30 credit hours and attained a minimum 2.5 overall cumulative grade point average.

Certificate requirements:

The certificate requires 15 s.h. as follows:

MKTG 3832 Marketing Management
MKTG 3872 Persuading Decision Makers
MKTG 4352 Selling and Sales Management
MKTG 4332 Professional Selling
Choose 6 s. h.~~ of courses~~ from the following:
MKTG 4342 Sales Force Management
MKTG 4532 Business and Organizational Marketing
MKTG 4782 Customer Relationship Management