

VALDOSTA STATE UNIVERSITY  
ACADEMIC COMMITTEE MINUTES  
April 11, 2022

The Academic Committee of the Valdosta State University Faculty Senate met virtually, Monday, April 11, 2022. Dr. Sharon Gravett, Associate Provost for Academic Affairs, presided.

Members Present: Dr. Candace Witherspoon, Dr. Kristy Litster, Dr. Anurag Dasgupta, Mr. Ken Smith, Dr. Lois Bellflowers, Dr. Ray Elson, Dr. George Wilson, Dr. Yunseon Choi, Dr. Colette Drouillard, Mr. Brian Williams, Ms. Mallory Lane, and Ms. Tera Ray.

Members Absent: Ms. Gabrielle Stellmacher, Ms. Chalise Ludlow, Dr. Brian Sowa, Mr. Tommy Crane, Dr. Deborah Briihl, Dr. Fleming Bell, Dr. R. Paul Mihail, Dr. Jane Drake, and Ms. Catherine Bowers.

Catalog Editor: Dr. Jane Kinney.

Visitors Present: Dr. Cynthia Tori, Dr. Fred Knowles, Dr. Christine James, Dr. Steven Downey, and Dr. Patricia Miller.

The Minutes of the March 7, 2022 meeting were approved by email on March 22, 2022. (pages 1-8).

**A. College of Humanities and Social Sciences**

1. New course AFAM 4552 – was removed was previously approved. (pages 9-19).
2. Revised degree requirements for the BA in English and renaming of the concentrations tracks was approved effective Fall Semester 2022. (pages 20-26).
3. Revised prerequisites, Women and Gender Studies (WGST) 3330, “Studies in Women and Literature”, (STUDIES IN WOMEN & LITERATURE – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 27-29).
4. Revised course description, Women and Gender Studies (WGST) 4450, “Internship in Women and Gender Studies”, (INTERNSHIP WGST – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 30-32).

**C. College of the Arts**

1. Revised course prerequisites, Art Education (ARED) 3000, “Elementary Art Methods”, (ELEMENTARY ART METHODS – 3 credit hours, 1 lecture hour, 4 lab hours, and 5 contact hours), was approved effective Fall Semester 2022. (pages 33-34).
2. Revised course description, Master of Arts Communication (MAIC) 6150, “Media Entrepreneurship”, (MEDIA ENTREPRENEURSHIP – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 35-36).
3. Revised course description, Master of Arts Communication (MAIC) 6250, “Theory and Design of Emerging Communication”, (THEORY DESIGN EMERGING COMM – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022 with the description changed to read – An examination...evaluation. The course includes practical... (pages 37-38).
4. Revised course description and title, Master of Arts Communication (MAIC) 6300, “Communication in the Social Processes of Risk and Crisis”, (COMM SOCIAL PROC RISK CRISIS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022 with the description changed to - An examination of the role of risk and crisis communication in managing times of crisis and the resulting psychological, sociological, and cultural effects. (pages 39-40).
5. Revised course description, Master of Arts Communication (MAIC) 7300, “International Media”, (INTERNATIONAL MEDIA P – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 41-42).

**D. College of Education and Human Services**

1. Revised college narrative – accreditation was approved effective Fall Semester 2022. (pages 43-45).

2. Revised degree narrative and degree requirements for the EDS in Instructional Technology was approved effective Fall Semester 2022. (pages 46-57).
3. Revised degree requirements for the MED in Counselor Education and the EDS in School Counseling was approved effective Fall Semester 2022. (pages 58-61).
4. Revised Admission Deadlines, Program Admission Assessments for the MED in Counselor Education was approved effective Fall Semester 2022. (pages 62-67).
5. New course, Counseling (COUN) 3800, "Orientation to Counseling as a Profession", (ORIENTATION TO COUNSELING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 68-88).
6. New course, Counseling (COUN) 8892, "Special Topics Seminar, (SPECIAL TOPICS SEMINAR – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022 with the description changed to read – A study of... (pages 89-101).
7. Revised course title, prerequisite, and description, Counseling (COUN) 7020, "Principles of Learning and Classroom Management", (PRINC LRNNG CLASRM MNGT – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 102-103). The COUN 7020 Expressive Arts in Counseling was changed to COUN 7050 see page 103A. Deactivation of PSYC 7020.
8. Revised course prefix, prerequisite, and description, Counseling (COUN) 7030, "Measurement and Evaluation", (MEASUREMENT AND EVALUATION – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 104-105). Deactivation of PSYC 7030.
9. Revised course prefix, Counseling (COUN) 7200, "Psychopathology and Diagnosis", (PSYCHOPATHOLOGY AND DIAGNOSIS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 106-107). Deactivation of PSYC 7200.
10. Revised course prefix, Counseling (COUN) 8200, "Child Psychopathology", (CHILD PSYCHOPATHOLOGY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 108-109). Deactivation of PSYC 8200.
11. Revised course prefix, and prerequisite, Counseling (COUN) 8250, "Developmental Psychology", (CHILD PSYCHOPATHOLOGY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022 with the description changed to read - Prerequisites: RSCH 7100. A study of...lifespan... (pages 110-111). Deactivation of PSYC 8250.
12. Revised course prefix, Counseling (COUN) 8610, "Behavior Modification", (BEHAVIOR MODIFICATION – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 112-113). Deactivation of PSYC 8610.

**E. College of Business Administration**

1. Revised college narrative – BBA learning Goals and Objectives was approved effective Fall Semester 2022. (pages 114-116).
2. Revised college narrative – General Business Administration was approved effective Fall Semester 2022. (pages 117-118).
3. Revised Learning Goals and Objectives for the Accounting major was approved effective Fall Semester 2022. (pages 119-121).
4. Revised degree requirements for the BBA in Accounting was approved effective Fall Semester 2022. (pages 122-124).
5. Revised course title, Accounting (ACCT) 3400, "Cost Accounting", (COST ACCOUNTING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2022. (pages 125-126).
6. Revised course prerequisites, Accounting (ACCT) 3201, "Intermediate Accounting I", (INTERMEDIATE ACCOUNTING I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester. (pages 127-128).
7. Revised course prerequisites, Accounting (ACCT) 4500, "Individual Income Tax", (INDIVIDUAL INCOME TAX – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester. (pages 129-130).

8. Revised department narrative for the Department of Economics, Finance, and Healthcare Administration was approved effective Fall Semester 2022. (pages 131-132).
9. Revised Learning Goals and Objectives for the Applied Economics major was approved effective Fall Semester 2022. (pages 133-135).
10. Revised degree requirements for the BBA in Applied Economics was approved effective Fall Semester 2022. (pages 136-138).
11. Revised Learning Goals and Objectives for the Finance major was approved effective Fall Semester 2022. (pages 139-141).
12. Revised degree requirements for the BBA in Finance was approved effective Fall Semester 2022. (pages 142-144).
13. Revised Learning Goals and Objectives for the Healthcare Administration major was approved effective Fall Semester 2022. (pages 145-147).
14. Revised degree requirements for the BBA in Healthcare Administration was approved effective Fall Semester 2022. (pages 148-150).
15. Revised Learning Goals and Objectives for the International Business major was approved effective Fall Semester 2022. (pages 151-153).
16. Revised degree requirements for the BBA in International Business was approved effective Fall Semester 2022. (pages 154-156).
17. Revised course description, Business Administration (BUSA) 2999, "Career Development", (CAREER DEVELOPMENT – 0 credit hours, 0 lecture hours, 0 lab hours, and 0 contact hours), was approved effective Fall Semester with the description changed to read ..."Unsatisfactory". The first of a 3-course, zero-credit... (pages 157-159).
18. Revised course description, Business Administration (BUSA) 3999, "Experiential Learning", (EXPERIENTIAL LEARNING – 0 credit hours, 0 lecture hours, 0 lab hours, and 0 contact hours), was approved effective Fall Semester with the description changed to read ..."Unsatisfactory". The second of a 3-course, zero-credit... (pages 160-162).
19. New course, Business Administration (BUSA) 4999, "Career Path", (CAREER PATH – 0 credit hours, 0 lecture hours, 0 lab hours, and 0 contact hours), was approved effective Fall Semester with the description changed to read ..."Unsatisfactory". The third course of a 3-course zero-credit... (pages 163-168).
20. New certificate in Entrepreneurship was approved effective Fall Semester 2022. (pages 169-171). BOR notification
21. Revised degree requirements for the BBA in General Business was approved effective Fall Semester 2022. (pages 172-174).
22. Revised degree requirements for the BBA in Management was approved effective Fall Semester 2022. (pages 175-177).
23. Revised degree requirements for the BBA in Marketing was approved effective Fall Semester 2022. (pages 177-180).
24. Revised course prefix and description, Business Administration (BUSA) 3450, "Management Information Systems", (MANAGEMENT INFORMATION SYSTEMS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester with the description changed to read – The study of... (pages 181-182). Deactivation MGNT 3450.
25. Revised course title and description, Marketing (MKTG) 3080, "Content Marketing", (CONTENT MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester with the description changed to read – A study of marketing and...audience. The course will include imagery... (pages 183-184).
26. Revised course prerequisites, and description, Marketing (MKTG) 4010, "Digital Marketing", (DIGITAL MARKETING – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester with the description changed to read – The development, production,...including, email marketing... (pages 185-186).
27. Revised course prerequisites, Marketing (MKTG) 4160, "Advanced Professional Sales", (ADV PROFESSIONAL SALES – 3 credit hours, 3 lecture hours, 3 lab hours, and 0 contact hours), was approved effective Fall Semester. (pages 187-188).
28. Revised course prerequisites, Marketing (MKTG) 4170, "Sales Management", (SALES MANAGEMENT – 3 credit hours, 3 lecture hours, 3 lab hours, and 0 contact hours), was approved effective Fall Semester. (pages 189-190).

29. Revised course title, prerequisites, and description, Marketing (MKTG) 4000, “Advertising and Integrated Brand Promotion”, (ADVERTSNG & INTEGRT BRAND PROM – 3 credit hours, 3 lecture hours, 3 lab hours, and 0 contact hours), was approved effective Fall Semester with the description changed to read – The basic principles... . (pages 191-192).
30. Revised course title, prerequisites, and description, Marketing (MKTG) 4050, “Creative Branding Strategy”, (CREATIVE BRANDING STRATEGY – 3 credit hours, 3 lecture hours, 3 lab hours, and 0 contact hours), was approved effective Fall Semester with the description changed to read – A study of issues and... . (pages 193-194).
31. Revised requirements for the minor in Advertising and Promotions was approved effective Fall Semester 2022. (pages 195-197).
32. Revised requirements for the minor in Business Analytics was approved effective Fall Semester 2022. (pages 198-199).
33. Revised requirements for the minor in Human Resource Management was approved effective Fall Semester 2022. (pages 200-201).
34. Revised requirements for the minor in Operations Management was approved effective Fall Semester 2022. (pages 202-203).
35. Revised requirements for the minor in Professional Sales was approved effective Fall Semester 2022. (pages 204-206).
36. Deactivation of the minor in Chain Management was approved effective Fall Semester 2022. (pages 207-208).
37. Deactivation of MGNT 4010 was approved effective Fall Semester 2022. (pages 209-210).

Respectfully submitted,

Stanley Jones  
Registrar