

Maag Library

TO: FULL-SERVICE FACULTY, ADMINISTRATORS, AND STUDENT GOVERNMENT  
FROM: Susan Mason, Secretary of the Senate  
RE: SENATE MEETING  
December 5, 1979, Schwebel Auditorium  
4:00 p.m.

November 20, 1979

AGENDA

1. Call to Order
2. Approval of Minutes of Nov. 7, 1979.
3. Report of Charter and ByLaws Committee
4. Report of the Executive Committee
5. Report of the Elections and Balloting Committee
6. Reports of Other Senate Committees
  - Curriculum Committee  
7980-2 Course Proposals (no action necessary)
  - Individual Curriculum Program  
7980-3 Report (no action necessary)
7. Unfinished Business
8. New Business
9. Adjournment

COVER SHEET TO BE ATTACHED TO ALL REPORTS SUBMITTED TO THE ACADEMIC SENATE .

Date Nov. 19, 1979

Report Number (For Senate Use Only) 7980-2

Name of Committee Submitting Report University Curriculum Committee

Committee Status: (elected chartered, appointed chartered, ad hoc, etc.) Appointed charter

Names of Committee members: Bakos, Dastoli, Jenkins, Mayhall, Owens Snozek, Viehmeyer, Zupanic, Yiannaki, Rand and student representatives Karla Snyder and Naomi Michael

Please write a brief summary of the report which the Committee is submitting to the Senate: (attach complete report) The University Curriculum Committee meets weekly on Thursdays at 2 p.m. in the Buckeye Room of Kilcawley Center. The attached course proposals have been considered by the Committee, and have been circulated in the prescribed manner and have been incorporated into the University inventory of courses.

Do you anticipate making a formal motion relative to the report? No

If so, state the motion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If there are substantive changes made from the floor in your committee recommendation, would the committee prefer that the matter be sent back to committee for further consideration? Yes

Other relevant data: \_\_\_\_\_  
\_\_\_\_\_

*Recd. 11/19  
A. S. Mann*

\_\_\_\_\_  
Chairman (please initial)

Advertising and Public Relations 631 (Change)

Advertising Fundamentals. A comprehensive study of advertising in the framework of modern business and selling activities, including the various forms of advertising. This course includes the economics, methods, and psychology of advertising with an introduction to copywriting, visualization, layouts, print production, and typography. This course also deals with media planning and selection, and the proper use of newspapers, radio and television in the overall advertising campaign. Prereq.: English 551. 4 q.h.

Advertising and Public Relations 850 (Addition)

Advertising and/or Public Relations Internship. Practical business experience available to students in advertising and/or public relations under the direction of University faculty members and advertising agency personnel, advertising department personnel in organizations, and public relations practitioners. This program will be offered all four quarters based on the availability of internships. The candidates will be employed a minimum of 20 hours per week during the quarter. Attendance at weekly campus conferences is mandatory. The student and participating organization must submit a written evaluation of the job experience. Prereq.: Advertising and Public Relations major, Advertising 727 and/or Public Relations 756, 2.75 advertising and public relations average and 2.50 overall average, and approval of internship committee. 3 q.h.

Marketing 720 (Addition)

Industrial Marketing. Characteristics of manufacturers' goods, channels of distribution, functions of middlemen, distribution costs, marketing research, government control, and legal limitations. Product policies, service policies, packaging policies, price policies. Industrial advertising organization, planning and budgeting, use of advertising agencies and national advertising media, sales manuals, dealer helps. Prereq.: Marketing 703. 4 q.h.

Marketing 840 (Addition)

Blueprint Reading. A study of the basic skills for reading and interpreting blue-prints as an aid in industrial purchasing and industrial management. Prereq.: Marketing 703. 2 q.h.

Management 789 (Change)

Operations Management I. A study of current operations management theories and practices with emphasis on direction, planning and control of production systems. Includes detailed analysis in such areas as materials management, work measurement, quality control, scheduling, maintenance and forecasting. Prereq.: Management 725 and Economics 624. 4 q.h.

Management 820 (Change)

Operations Management II. Study of areas pertaining to the production control function such as inventory control, forecasting, aggregate planning, and scheduling. Prereq.: Management 789. 4 q.h.



## French 601A (Deletion)

Beginning Conversation. Oral French aimed at developing good pronunciation and useful, practical vocabulary. Prereq.: French 503 or equivalent. 2 q.h.

## French 601B (Deletion)

Structural French. Oral and written exercises designed to reinforce the mastery of basic language structures. Prereq.: French 503 or equivalent. 2 q.h.

## French 601C (Deletion)

Literary Readings I. Representative works and/or excerpts by contemporary authors read for their artistic and ideological value. Prereq.: French 503 or equivalent. 2 q.h.

## French 601D (Deletion)

Elements of Writing. Use of basic French in practical situations. Prereq.: French 503 or equivalent. 2 q.h.

## French 602A (Deletion)

Practical French. Development of oral and written ability specifically designed to be applied in such areas as business, travel, etc. Prereq.: French 601 or any two different French 601 two q.h. courses, or equivalent. 2 q.h.

## French 602B (Deletion)

French Culture. Selected readings and discussions to introduce the student to the culture of France and French-speaking countries. Prereq.: French 601 or any two different French 601 two q.h. courses, or equivalent. 2 q.h.

## French 602C (Deletion)

Literary Readings II. Recent representative works and/or excerpts by French and French-speaking authors. A continuation of French 601C. Prereq.: French 601 or French 601C plus one other French 601 two q.h. courses, or equivalent. 2 q.h.

## French 602D (Deletion)

Non-Fictional Readings. Selected readings in the social, biological or physical sciences, or in other areas, as suited to the interests of the class. Prereq.: French 601 or any two different French 601 two q.h. courses or equivalent. 2 qh.

## German 601A (Deletion)

German for Travelers. Practice in German conversation for improving pronunciation and expanding vocabulary. Vocabulary and phrases for traveling in German-speaking countries are stressed. Prereq.: German 503 or equivalent. 2 q.h.

## German 601B (Deletion)

German Grammar in Review. Review of basic principles of the structure of the language. Intended for those students whose command of grammar is weak. Prereq.: German 503 or equivalent. 2 q.h.

## German 601C (Deletion)

German Readings. Practice in reading German for pleasure. Reading materials will vary and include cultural, literary, and topical items. Prereq.: German 503 or equivalent. 2 q.h.

## German 601D (Deletion)

Personal Writing in German. Practice in the basic elements of writing German, especially letters. Prereq.: German 503 or equivalent. 2 q.h.

## German 602A (Deletion)

Practical German. Development of oral and written ability specifically designed to be applied in such areas as business. Prereq.: German 601 or any two different German 601 two q.h. courses, or equivalent. 2 q.h.

## German 602B (Deletion)

German Culture. Selected readings and discussions to introduce the student to the cultural heritage of German-speaking countries. Prereq.: German 601 or any two different German 601 two q.h. courses, or equivalent. 2 q.h.

## German 602C (Deletion)

German Literary Readings. Readings in recent German literature. Prereq.: German 601 or German 601C plus any other German 601 two q.h. course. 2 q.h.

## German 602D (Deletion)

Non-Fictional Readings. Readings in the social, biological, or physical sciences, or other areas as suited to the interests of the class. Prereq.: German 601 or German 601C plus any other German 601 two q.h. course. 2 q.h.

## Spanish 601A (Deletion)

Grammar. Practice of Spanish construction through oral and written exercises. Prereq.: Spanish 503 or equivalent. 2 q.h.

## Spanish 601B (Deletion)

Beginning Conversation. Oral practice to develop vocabulary and frequently used idiomatic expressions. Prereq.: Spanish 503 or equivalent. 2 q.h.

## Spanish 601C (Deletion)

Reading for Comprehension. Selected readings in a variety of topics to develop the skill of comprehension and to increase passive vocabulary. Prereq.: Spanish 503 or equivalent. 2 q.h.

## Spanish 601D (Deletion)

Elements of Writing. Spanish vocabulary building and development of individual expression. Prereq.: Spanish 503 or equivalent. 2 q.h.

## Spanish 602A (Deletion)

Business Spanish. An introduction to the specific field of commercial Spanish (recommended for business and secretarial



students). Prereq.: Spanish 601 or any two different Spanish 601 two q.h. courses, or equivalent. 2 q.h.

Spanish 602B (Deletion)

Introduction to Hispanic Culture. Selected readings to acquaint the student with the basic characteristics of Spanish-speaking peoples. Prereq.: Spanish 601 or any two different Spanish 601 two q.h. courses, or equivalent. 2 q.h.

Spanish 602C (Deletion)

Readings in Hispanic Literature. Selections from Spanish and/or Spanish-American authors read for content. Prereq.: Spanish 601 or any two different Spanish 601 two q.h. courses, or equivalent. 2 q.h.

Spanish 602D (Deletion)

Practical Spanish. Development of comprehension and expression in Spanish pertinent to professional practice and work (recommended for students interested in nursing, social work, teaching, and other community service). Prereq.: Spanish 601 or any two different Spanish 601 two q.h. courses, or equivalent. 2 q.h.

~~Political Science 709 (Change)~~

~~American Constitutional Law. An inquiry into constitutional interpretation by the Supreme Court based on examination of leading cases, with particular attention to questions of federalism, executive power, civil liberties, and economic regulation. Prereq.: Political Science 702. Identical with American Constitutional Law 777. 4 q.h.~~

Political Science 717 (Change)

Health Care Policy. Seminar on the politics of health-policy formation and alternative proposals for the organization of health care delivery, manpower, and finance systems; to include interviews with administrative and planning personnel. Prereq.: Political Science 601 or admission to NOUCOM YSU or junior standing in a health field. 4 q.h.

COVER SHEET TO BE ATTACHED TO ALL REPORTS SUBMITTED TO THE ACADEMIC SENATE

Date November 20, 1979

Report Number (For Senate Use Only)

7980-3

Name of Committee Submitting Report Individual Curriculum Program

Committee Status: (elected chartered, appointed chartered, ad hoc, etc.) \_\_\_\_\_

Appointed chartered \_\_\_\_\_

Names of Committee members: Mary J. Beaubien, Don Brady, Daniel Fantauzzi, Ahalya Krishman, Jagdesh Mehra, Raymond Shuster, Matthew Seman, Sara Throop.

Administrative members: Pat Bleidt, William Livosky.

Please write a brief summary of the report which the Committee is submitting to the Senate: (attach complete report)

Committee met October 9 and elected the chairman. The committee met October 16 with Ass't Dean Smith of Arts and Sciences who is director of I.C.P. He explained some of the programs in progress. The subject of credit for life experience was introduced and suggested as a topic for later discussion.

Do you anticipate making a formal motion relative to the report? No

If so, state the motion: \_\_\_\_\_

If there are substantive changes made from the floor in your committee recommendation, would the committee prefer that the matter be sent back to committee for further consideration? \_\_\_\_\_

Other relevant data: \_\_\_\_\_

*Recd. 11/20  
SM*

*myb*  
Chairman (please initial)