

CURRICULUM PROPOSAL FORM #4

University of Wisconsin-Whitewater

SUBSTANTIVE REVISION OF COURSE

NEW/EXISTING COURSE NUMBER: 164/166 - 360/560

EFFECTIVE TERM Fall 1997

OLD COURSE NUMBER: 164 - 360/560

NEW/EXISTING COURSE TITLE: Media Operations and Management

OLD COURSE TITLE: Newspaper Operations

15 CHARACTER ABBREVIATION: MEDIA OPER AND MGT

25 CHARACTER ABBREVIATION: MEDIA OPERATION & MANAGEMENT

SPONSOR(S): Rae Miller

DEPARTMENT(S): Communication

COLLEGE(S): Arts and Communication

CHECK IF THE COURSE IS TO MEET ANY OF THE FOLLOWING REQUIREMENTS:

- Writing Requirement
- Diversity
- General Studies, area: _____
- Computer Requirement

CONTACT HOURS/CREDITS

Total Lecture Hours 48
 Total Lab Hours _____
 Total Contact Hours 48
 Number of Credits 3

IS THE COURSE REQUIRED IN:

- major, specify _____
- minor, specify _____
- emphasis, specify _____

IS THE COURSE REPEATABLE: YES ___ NO X

No. of Times in Major _____ and No. of Credits _____
 No. of Times in Degree _____ and No. of Credits _____

ATTACH THE Following:

- I. COURSE JUSTIFICATION
- II. RELATIONSHIP TO PROGRAM OBJECTIVES
- III. BUDGETARY IMPACT
- IV. PROGRAMS AFFECTED IN OTHER ACADEMIC UNITS
- V. COURSE DESCRIPTION
- VI. REQUISITES
- VII. COURSE SYLLABUS
- VIII. BIBLIOGRAPHY

I. COURSE JUSTIFICATION

This revision is necessitated by the rapidly changing nature of mass media. The current course covers operational issues related only to newspapers. Today, conglomerates control varied media outlets, and professionals need an understanding of their diverse natures as well as the challenges and opportunities presented by their convergence. Professionals invited to address the class help assure currency of information. This revision will make the course more visible to students in public relations, advertising, broadcast journalism and electronic media, who also need training in contemporary media operations. The course is designed give students information necessary to cope with today's changing media environment and experience dealing with common tasks of media managers.

II. RELATIONSHIP TO PROGRAM OBJECTIVES

This course relates to program objectives in print and broadcast journalism, public relations, advertising, electronic media and applicable graduate programs by helping students gain an understanding of target audiences and their needs, develop a problem-solving mindset, develop a legal and ethical framework for decision-making, understand why and how to communicate as well as what to communicate, understand the role of the media as important social institutions, critically analyze the techniques used to communicate in a variety of media, critically assess the roles of media in society and develop an ability to use communication tools to accomplish media objectives.

III. BUDGETARY IMPACT

None. This course is already taught on a regular basis as an elective offering.

IV. PROGRAMS AFFECTED IN OTHER ACADEMIC UNITS

Public relations, advertising, electronic media, broadcast journalism, graduate program: offers an elective useful in these programs.

V. COURSE DESCRIPTION

TO:

164/166-360/560 Media Operations and Management - An overview and examination of the basic operations of newspaper, radio, television, magazine, advertising/public relations agency and new information technologies: organization and equipment, company and manager responsibilities, market analysis and product planning, distribution and pricing, social responsibilities, production and service, financial and legal questions, and public and employee relations.

FROM:

164 - 360/560 Newspaper Operations - An examination of the basic aspects of newspaper operations: organization and equipment, production and service, financial and legal questions, and public and employee relations.

VI. REQUISITES

FROM: None

TQ 166-131 - Introduction to Mass Communication; or 166-232 - Foundations of Electronic Media, or 166-202 - Principles of Public Relations, or 164 - 220 Foundations of Advertising and Junior standing.

VII. COURSE SYLLABUS

Course objectives: To give students information necessary to cope with today's changing media environment and experience in dealing with common tasks of media managers.

Class schedule:

Each week's topics represent chapters assigned from the Willis text listed below, as well as supplementary readings as appropriate:

WEEK ONE: Chapter 1: "Doing Business in a Media Whirlpool"
Chapter 2: "The Link Between Quality and Profit"

WEEK TWO: Chapter 3: "Newspapers: Facing the Dilemma of Change"

WEEK THREE: Chapter 4: Magazines and the Search for Specialization"

WEEK FOUR: Chapter 5: "Bringing Television and Cable Into Focus"

WEEK FIVE: Chapter 6: "Radio: from Broadcasting to Narrowcasting"
Chapter 7: "The Media Meet the Future"

WEEK SIX: Midterm Exam and group work on cases

WEEK SEVEN: Chapter 8: "The Professional Media Manager"
Chapter 9: "Leadership Styles and Quality"
"Planning and Decision Making"

WEEK EIGHT: Chapter 10: "Planning and Decision Making"

"The Media and the Bottom Line"

WEEK NINE: Chapter 11: "The Media and the Bottom Line"
"Marketing the Media"
"Using Audience Predictor Research"

WEEK TEN: Chapter 12: "Marketing the Media"
Chapter 13: "Using Audience Predictor Research"

WEEK ELEVEN: Chapter 14: "Ethical and Legal Pitfalls in the News Media"

WEEKS TWELVE - FIFTEEN: Case presentations and individual papers due

WEEK SIXTEEN: Review, critique of presentations and Final Examination

Suggested Texts: *New Directions in Media Management*, Willis, Jim, and Willis, Diane B. Boston: Allyn and Bacon, 1993, and *Media Economics: Understanding Markets, Industries and Concepts*, Albaran, Alan B. Ames: Iowa State University Press, 1996

Class activities : FROM: classes devoted to lectures by instructor and professionals primarily from newspapers; discussion of lectures and readings and student presentations of newspaper case studies TO: Classes devoted to lectures by management professionals from radio, television, newspapers, magazines and on-line media and instructor; discussion of lectures and readings and student presentations of management case studies involving all types of media.

Class requirements: For 164/166-360: In addition to quizzes and examinations, two 3,000- word papers are required of undergraduate students. For 164/166-560: Graduate students are required to submit 5,000-word papers of substantially more depth and research and are to make oral presentations of their work to the class. For all students, one paper is to be the result of a team effort, and the other paper is an individual project. The team project involves a case presentation to the class.

VIII. BIBLIOGRAPHY

* The following are UW-Whitewater Library holdings:

Alexander, James P., Internships in communications Ames : Iowa State University Press, 1995.

Arlen, Gary H. Tomorrow's TVs : a review of new TV set technology, related video equipment, and potential market impacts, 1987-1995 Washington, DC. : National Association of Broadcasters, c1987.

Aaker, David A. Advertising management . 2d ed. Englewood Cliffs, NJ. : Prentice-Hall, c1982.

Barton, Roger, editor. Handbook of advertising management. New York, McGraw-Hill <1970>

Christians, Clifford G. Media ethics : cases and moral reasoning, 2nd ed. New York : Longman, c1987.

Chruden, Herbert J., and Sherman, Arthur W. Jr. Personnel management , 4th ed. Cincinnati, South-western Pub. Co., 1972>

Day, Louis A. Ethics in media communications : cases and controversies Belmont, Calif. : Wadsworth Pub. Co., c1991.

Emmott, Stephen J. ed. Information superhighways : multimedia users and futures London ; New York : Academic Press, c1995.

Fink, Conrad C. Strategic newspaper management / 1st ed. New York : Random House, c1988.

Flippo, Edwin B. Personnel management , 5th ed. New York : McGraw-Hill, c1980.

Gates, Bill. The road ahead. New York : Viking, 1995.

Gilder, George F. Life after television. New York : W.W. Norton, 1992.

Giles, Robert H. Newsroom management : a guide to theory and practice. Indianapolis, Ind. : R.J. Berg, 1987.

Katz, Raul Luciano. The information society : an international perspective. New York : Praeger, 1988.

Khosrowpour, Mehdi, ed. Managing social and economic change with information technology. Information Resources Management Association. International Conference (1994 : San Antonio, Texas) Harrisburg, Pa., U.S.A. : Idea Group Pub., c1994.

Khosrowpour, Mehdi, ed. Emerging information technologies for competitive advantage and economic development : proceedings of 1992 Information Resources Management Association International Conference. Harrisburg ; London : Idea Group, c1992.

Lavine, John M. Managing media organizations : effective leadership of the media. New York : Longman, c1988.

Lavin, Michael R. Business information : how to find it, how to use it. 2nd ed., new and expanded ed. Phoenix, Ariz. : Oryx Press, 1992.

Marcus, Norman. Broadcast and cable management. Englewood Cliffs, NJ. : Prentice-Hall, c1986.

Marlow, Eugene. Electronic public relations. Belmont : Wadsworth Pub. Co., c1996.

Maslow, Abraham H. (Abraham Harold). Motivation and personality. <2ded. New York, Harper & Row <1970>

James L. McKenney with Duncan C. Copeland, Richard O. Mason. Waves of change : business evolution through information technology. Boston, Mass. : Harvard Business School Press, c1995.

Meyer, Philip. The newspaper survival book : an editor's guide to marketing research. Bloomington : Indiana University Press, c1985.

Moore, Dinty W. The emperor's virtual clothes : the naked truth about Internet culture. 1st ed. Chapel Hill, N.C. : Algonquin Books, 1995.

Negroponete, Nicholas. Being digital. 1st ed. New York : Knopf, 1995.

Patti, Charles H. Advertising management : cases and concepts. Columbus, Ohio: Grid, c1978.

Peters, Thomas J. Liberation management : necessary disorganization for the nanosecond nineties. New York : A. A. Knopf, 1992.

Prichard, Peter. The making of McPaper. The inside story of USA Today. Kansas City : Andrews, McMeel & Parker, c1987.

Rankin, William Parkman. The practice of newspaper management. New York : Praeger, 1986.

Robertson, Geoffrey. Media Law : the rights of journalists, publishers and broadcasters. London: Sage, 1985, c1984 (1987 printing)

Sohn, Ardyth Broadrick. Newspaper leadership. Englewood Cliffs, NJ. : Prentice-Hall, c1986.

Thorn, William J. Newspaper circulation : marketing the news . New York : Longman, c1987.

Sherman, Barry L. Telecommunications management : the broadcast & cable industries. New York : McGraw-Hill, c1987.

Standard and Poor's Corporation. Standard & Poor's industry surveys. New York, 1959-

Underwood, Doug. When MBAs rule the newsroom : how the marketers and managers are reshaping today's media. New York : Columbia University Press, c1993.

Willis, William James, Surviving in the newspaper business : newspaper management in turbulent times . New York : Praeger, 1988.

Recommended acquisitions (as available through department library allocation budget):

Barbrook, Richard. Media Freedom: The Contradictions of Communication in the Age of Modernity. London and Boulder, CO: Pluto Press, 1995

Black, Jay, and Bryant, Jennings. Introduction to Media Communication. 4th ed. Dubuque, IA: Brown & Benchmark, 1995.

Blanck, Peter David. Communications Technology for Everyone: Implications for the Classroom and Beyond. Annenberg Washington Program. Communications Policy Studies. Northwestern University, 1995. 1 CD-ROM.

Bollier, David. The Future of Community and Personal Identity in the Coming Electronic Culture: A Report of the Third Annual Aspen Institute Roundtable on Information Technology. Washington, DC: The Aspen Institute, Communications and Society Program, 1995.

Broadcast Media. Sunrise, FL: D.E. Visuals, 1994. (1 VHS videocassette (16 min.)

Carper, Alison. Paint-by-Numbers Journalism: How Reader Survey and Focus Groups Subvert a Democratic Press. Cambridge, MA: Joan Shrenstein Center,

Harvard University John F. Kennedy School of Government, 1995. (Discussion Paper D-19)

Dittingo, Vincent M. The Remaking of Radio. Boston: Focal Press, 1995.

Firestone, Charles M., and Schement, Jorge Reina, editors. Toward an Information Bill of Rights and Responsibilities. Washington, DC: The Aspen Institute, 1995.

Gelsanliter. Fresh Ink: Behind the Scenes at a Major Metropolitan Newspaper. Denton: University of North Texas Press, 1995.

Grant, August E., editor. Communication Technology Update, 3rd ed. Newton, MA: Focal Press, 1994.

Hilliard, Robert L., and Keith, Michael C. Global Broadcasting Systems. Boston: Focal Press, 1996.

Jaksa, James A., and Pritchard, Michael S. Communications Ethics: Methods of Analysis, 2nd ed. Belmont, CA: Wadsworth Publishing Co., 1994.

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Kaplar, Richard T., and Maines, Patrick D. The Government Factor: Undermining Journalistic Ethics in the Information Age. Washington, DC: Cato Institute, 1995

Lamberton, Donald M., editor. Beyond Competition: The Future of Telecommunications. Amsterdam:Elsevier, 1995.

Leonard, Thomas C. News for All: America's Coming-of-Age With the Press. New York: Oxford University Press, 1995.

Malone, Michael S. The Microprocessor: A Biography. Santa Clara, CA: Springer-Verlag New York, Inc., 1995.

Martin, Shannon E. Bits, Bytes, and Big Brother: Federal Information Control in the Technological Age. Westport CT: Praeger, 1995.

McLean, Decker. Privacy and Its Invasion. Westport, CT: Praeger, 1995.

Print Media. Sunrise, GA: D.E. Visuals, 1994. 1 VHS videocassette (20 min.)

Scheiderman. Wireless Personal Communications: The Future of Talk. Mill Valley, CA: Quantum Publications, 1995.

Schement, Jorge Reina, and Curtis, Terry. Tendencies and Tensions of the Information Age: The Production and Distribution of Information in the United States. New Brunswick, NJ: Transaction Publishers, 1995.

Turkel, Sherry. Life on the Screen: Identity in the Age of the Internet. New York: Simon & Schuster, 1995.

Verna, Tony. William T. Bode, ed. Global Television: How to Create Effective Television for the Future. Boston: Focal Press, 1995.

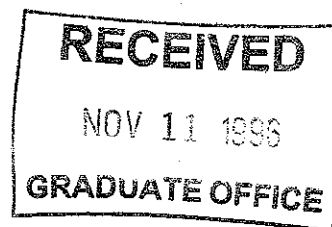
UW-Whitewater periodical holdings or available through database access (valuable resources for an area of study where the pace of technological change makes keeping current increasingly difficult):

Advertising Age
American Demographics
American Journalism Review
Broadcasting and Cable
Broadcasting
CD-ROM Professional
Columbia Journalism Review
Critical Studies in Mass Communication
Editor & Publisher
Folio: the Magazine for Magazine Management
Journal of Broadcasting and Electronic Media
Journal of Communication
Journalism and Mass Communication Quarterly
Journalism Educator
Maclean's
Media Report to Women
Media Studies Journal
Mediaweek
New Perspectives Quarterly
Online
Public Opinion Quarterly
Publisher's Weekly
Technology Review
The Bulletin of the American Society of Newspaper Editors
The Economist
The Quill

Plus major daily newspapers (New York Times, Washington Post, Wall Street Journal, LA Times, USA Today, etc.) and weekly, monthly magazines (Time, Newsweek, U.S. News & World Report, Business Week, Fortune, Forbes, The Nation, New Republic, etc.)

...and their web sites.

MEMORANDUM



DATE: October 31, 1996

TO: Frank Hanson, Chair
Faculty Senate

FROM: Larry Davis, Chair *Larry W. Davis*
University Curriculum Committee

RE: Transmittal of UCC Actions on October 25, 1996

At its October 25, 1996 meeting, the University Curriculum Committee approved or received and recorded the following curriculum proposals:

I. COLLEGE OF ARTS & COMMUNICATION

A. Change in Major

1. Individually Designed Major with Minor
from: A minimum of 40 credits required.
to: A minimum of 36 credits required.

II. DEPARTMENT OF COMMUNICATION

A. Substantive Revision of Course

1. from: 164-360/560 Newspaper Operations
to: 164/166-360/560 Media Operations and Management

*relates to Nov 14
Grad Council*

III. SPECIAL COURSES APPROVED 9/22/96 thru 10/17/96

<u>COURSE #</u>	<u>TITLE</u>	<u>OFFERED</u>	<u>APPROVED</u>
WORKSHOPS:			
400-490	Multiple Intelligences - Creating a K-12 Curriculum	9671	10/11/96
426-490	Mosaïque: Workshop on Diversity and Multiculturalism	9672	09/27/96
426-490	World of Business: Education for Employment	9672	10/11/96
436-490	Customizing Technologies for Teachers	9671	10/17/96
436-490	Reading Recovery II	9671	10/11/96
442-490	Country Western Dance	9672	10/01/96
442-490	Yoga/Stress Reduction for Teachers & Health Professionals	9672	09/27/96
444-490	K-12 Conflict Resolution Programming	9672	09/27/96
446-490	Adventure Education and Experiential Learning	9672	09/27/96
448-490	Basketball Scouting and Video Analysis	9672	09/27/96
448-490	Championship Drills for Offensive & Defensive Positions	9672	09/27/96
448-490	Defensive Football	9672	09/27/96
765-490	Practical Use of the Internet	9672	10/01/96
480-490	Inclusion in the Early Years	9672	10/11/96
490-490	Life/Work and Career Planning	9672	10/11/96

TRAVEL STUDIES:

614-491	The African and Latino Diaspora in the Caribbean	9672	10/17/96
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SEMINARS:

617-494	Seminar in International Studies	9672	09/24/96
840-494	Psychology and Law	9672	09/24/96

SPECIAL STUDIES:

100-496	Gallery Management	9672	09/27/96
110-496	The Art of the Book	9672	10/02/96
110-496	Ceramic Sculpture	9672	10/02/96
110-496	Special Studies in Photography: For Artists & Designers	9673	10/11/96
131-496	Beginning Tap for Musical Theatre	9672	09/27/96
400-496	Understanding Children & Adolescents with Exceptionalities	9672	10/11/96
630-496	Neurobiology	9673	10/07/96
614-496	Black Political & Social Thought	9672	09/24/96
630-496	Quantitative Methods in Biology	9672	09/24/96
681-496	Beginning Japanese II	9672	09/24/96
686-496	Spanish for Business	9672	09/24/96
688-496	The Spoken Language and Discourse Analysis	9672	09/24/96
840-496	School Violence: Understanding Causes and Developing Prevention Models	9672	10/11/96

In addition, the portion of the following revision of the Currency of Bulletin Offerings Policy that applies to undergraduate courses was approved: (The revision has also been forwarded to the Graduate Council for consideration.)

from: Undergraduate courses which have not been offered for the four calendar years immediately preceding the issuance of a new bulletin shall be dropped from the list of approved courses. The term offered is defined as: 1) a course wherein there has been actual enrollment and wherein instruction has occurred; or 2) a course which during that semester immediately preceding bulletin issuance has been scheduled for registration. Exceptions to this undergraduate policy must be approved by the University Curriculum Committee.

Graduate courses which have not been offered for the four calendar years immediately preceding the issuance of a new bulletin shall be dropped from the list of approved courses. The term offered is defined as: 1) a course wherein there has been actual enrollment and wherein instruction has occurred (in graduate/undergraduate courses, undergraduate enrollment will meet this criterion); or 2) a course which during that semester immediately preceding bulletin issuance has been scheduled for registration. Exceptions to this policy must be approved by the Graduate Council. Requests for exceptions must be accompanied by an updated course outline and bibliography.

to: Courses which have not been offered for the four calendar years immediately preceding the issuance of a new bulletin shall be dropped from the list of approved courses. The term offered is defined as: 1) a course wherein there has been actual enrollment and wherein instruction has occurred (in undergraduate/graduate courses, undergraduate or graduate enrollment will meet this criterion; in cross-listed courses, enrollment in any version will meet this criterion for all versions); or 2) a course which during the semester immediately preceding bulletin issuance has been scheduled for registration. Exceptions to this policy for undergraduate courses must be approved by the University Curriculum Committee. Exceptions to this policy for graduate courses must be approved by the Graduate Council. **Requests for exceptions must be accompanied by an updated course outline and bibliography. Special courses (i.e., those numbered in the 490's, 690's, and 790's) are exempt from this policy.**

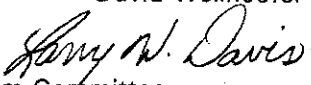
c:	Chancellor	College Curr. Comm. Chairs	Asst. Dir., Textbook Rental Service
	Provost	Department Chairs	Library/Learning Resources Posting
	Deans	Acad. Staff Assembly Chair	University Archives
	Faculty Senate	W.S.G. President	

MEMORANDUM

DATE: November 5, 1996

TO: University Curriculum Committee

Marilynn Baxter	Michael Longrie
John Bodensteiner	Steven Mentel
David Cartwright	David Munro
Fanky Chak	Terry Ostermeier
Brenda Clayton	Charles Park
Bryan Gallant	James Peltier
Richard Jentoft	Lawrence Schuetz
Philip Johns	Tom Schweigert
Ruth Koskela	David Wellhoefer

FROM: Larry Davis, Chair 
University Curriculum Committee

RE: UCC Meeting, Friday, November 8, 1996
2:15 P.M., Administrative Conference Room 2252/54

AGENDA

- I. APPROVAL OF THE AGENDA
- II. APPROVAL OF THE MINUTES DATED OCTOBER 25 , 1996 (copy enclosed)
- III. ANNOUNCEMENTS
- IV. CURRICULUM PROPOSALS FROM THE COLLEGE OF BUSINESS & ECONOMICS (copies enclosed)
 - A. Change in Title and Requisites of Existing Courses
 1. 220-255
 - a. Title
from: Office Systems and Technologies
to: Computer End-User Technologies
 - b. Requisites
from: Keyboarding ability or consent of the instructor.
to: None
 2. 220-445
 - a. Title
from: Records Management
to: Computer End-User Information Management
 - b. Requisites
from: None
to: 220-255, 220-345, and 220-348

B. Change in Title of Existing Courses

1. 220-345
from: Office Systems Planning and Implementation
to: Computer End-User Planning and Implementation
2. 220-454
from: Integrated Office Systems Management
to: Computer End-User System Management
3. 220-493
from: Office Systems Internship
to: Computer End-User Internship

V. CURRICULUM PROPOSALS FROM THE COLLEGE OF EDUCATION (copies enclosed)**A. Change in Title and Requisites of Existing Course**

1. 437-433
 - a. Title
from: Methods of Teaching Shorthand
to: Methods of Teaching Abbreviated Writing Systems
 - b. Requisites
from: Prerequisites: 423-212 and 330341.
to: Co-requisites: 220-242 and admission to professional education.

B. Change in Requisites of Existing Courses

1. 437-440 Methods of Teaching Marketing Education
from: Prerequisites: 240-341 and 220-344, one of which may be taken concurrently with Methods, and 423-212. Restricted to students with professional education admission.
to: Co-requisites: Nine credits of marketing-related courses and admission to professional education.
2. 437-441 Methods of Teaching Accounting
from: 210-341 and 423-212. Restricted to students with professional education admission.
to: 210-341 or 210-701, and admission to professional education.
3. 437-444 Methods of Teaching Basic Business Subjects
from: 240-341 and 220-344, one of which may be taken concurrently with Methods, and 423-212. Restricted to students with professional education admission.
to: 240-341 or 240-721, and 220-344 or 220-701, one of which may be taken concurrently, and admission to professional education.

VI. SPECIAL COURSES APPROVED 10/18/96 thru 11/01/96

<u>COURSE #</u>	<u>TITLE</u>	<u>OFFERED</u>	<u>APPROVED</u>
WORKSHOPS:			
436-490	Using Computers to Inspire Young Children	9672	10/30/96
510-490	Children with Hearing Impairments in the Regular and Special Education Classroom	9672	10/23/96

VII. FEASIBILITY OF GAY/LESBIAN/BISEXUAL COURSE (copy enclosed)

VIII. MODULE REPORT (copy enclosed)

IX. STANDARD OF NO MORE THAN ONE CREDIT PER WEEK (copy enclosed)

X. OTHER BUSINESS

c:	Chancellor	College Curr. Comm. Chairs	Asst. Dir., Textbook Rental Service
	Provost	Department Chairs	Library/Learning Resources Posting
	Deans	Acad. Staff Assembly Chair	University Archives
	Faculty Senate Chair	W.S.G. President	

UNIVERSITY CURRICULUM COMMITTEE
Minutes of the October 25, 1996 Meeting

PRESENT: Marilynn Baxter, John Bodensteiner, David Cartwright, Fanky Chak, John Zbikowski for Brenda Clayton, Larry Davis, Bryan Gallant, Richard Jentoft, Meg Waraczynski for Philip Johns, Larry Schuetz for Michael Longrie, Steven Mentel, David Munro, Rae Miller for Terry Ostermeier, Charles Park, James Peltier, and Stuart Glosser for Thomas Schweigert

ABSENT: Ruth Koskela and David Wellhoefer

GUESTS: Danielle Prato for Student Government

Larry Davis called the meeting to order at 2:20 p.m. and began with an introduction around the room of the new members.

Dick Jentoft moved to approve the agenda as distributed. Dave Cartwright seconded the motion, and the motion carried.

The minutes of the September 27, 1996 meeting were approved on a Dave Cartwright/Chuck Park motion.

Next, the proposed change in the College of Arts and Communication's Individually Designed Major with Minor, as listed in item IV of the agenda, was approved on a Marilynn Baxter/Dave Cartwright motion.

Marilynn Baxter then moved to approve a proposed substantive revision of the course 164-360/560, Newspaper Operations, to 164/166-360/560, Media Operations and Management. Rae Miller seconded the motion and the motion carried.

John Zbikowski next moved to receive and record the special courses which had been approved from September 7, 1996 through October 17, 1996, as listed in item VI of the agenda. Chuck Park seconded the motion. The motion carried.

Dick Jentoft moved to receive and record the 1995-96 audit and review reports. Larry Schuetz seconded the motion. Larry Davis then discussed the new procedures that had been used, including the face-to-face meetings to finalize recommendations and the planned follow-up annual reports. Further discussion indicated that the process had been received well by the departments; however, there was some sensitivity to having weaknesses identified in the reports and to having recommendations listed that are beyond the control of the home department or college. Larry Davis noted that such recommendations were being directed to those who could effect the recommended changes. The motion carried.

Next, the Committee discussed WSG Resolution S96-97:03 on Internet and World Wide Web Curriculum Development, requesting that the University "... offer courses designed to instruct students in the skill of website construction, development, integration, design, etc." for graduation credit no later than the 1997-98 academic year. The Committee agreed on the importance of students having skills in web page design, as well as other computer skills such as using word processing, spreadsheets, email, and other internet services. However, they did not see learning such skills as constituting a separate course for credit, but rather as skills to be integrated into existing curricula, perhaps as part of the present computing literacy requirement for all students. It was noted that a number of existing courses already include such skills. Larry Davis agreed to have each of the chairs of the college curriculum committees provide a list of such courses in their respective colleges and to share the lists with WSG.

Jimmy Peltier moved to approve the following proposed policy on students taking prerequisites to courses already completed: **If a student successfully completes a course for which there is a prerequisite course, the student may not subsequently enroll in the prerequisite course.** Dave Cartwright seconded the motion. At the previous meeting there was consensus that, in general, students should not be allowed to enroll in such prerequisite courses, and that exceptions should be acted upon by department chairs. However, following a lengthy discussion, including the varying role of prerequisites in various curricula and the number of cases per semester (500-600), the motion failed. John Zbikowski then moved that the issue be referred back to the college curriculum committees for input and subsequent reconsideration at a future meeting. Dick Jentoft seconded the motion, which carried.

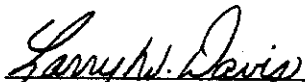
The proposed revision of undergraduate currency of bulletin offerings policy, as stated in item X of the agenda, was approved on a Dick Jentoft/Jimmy Peltier motion. Larry Davis will notify Dean Richard Lee of the change, making the policy nearly consistent with the corresponding graduate policy, and will ask that the Graduate Council consider the minor modifications in the graduate policy necessary to make the two policies completely consistent with each other.

Larry Davis noted that UW System is presently reviewing the policy that states that courses must "... meet the standard of no more than one credit per week." Each campus has been asked for input prior to the November 18, 1996 meeting of the System provosts/vice chancellors. Thus, the Committee will need to meet on November 8 to discuss the issue.

Committee members indicated that all their respective college curriculum committees had completed their discussions of the module report and the feasibility of a gay/lesbian/bisexual course. Therefore, both items also will be placed on the agenda for the next meeting.

At 3:35 p.m., Dick Jentoft moved to adjourn the meeting. Stuart Glosser seconded the motion, which carried.

Respectfully submitted,


Larry W. Davis, Chair


Lisa A. Rowland, Secretary

c: Chancellor
 Provost
 Deans
 Faculty Senate

 College Curr. Comm. Chairs
 Department Chairs
 Acad. Staff Assembly Chair
 W.S.G. President

 Asst. Dir., Textbook Rental Service
 Library/Learning Resources Posting
 University Archives