



Virginia Commonwealth University
University Undergraduate Curriculum Committee
Wednesday, September 27, 2006
VCU Stuart C. Siegel Center and Athletic Facilities
1200 West Broad Street
Founders Room

MINUTES

Members present: Laura Moriarty (Chair), Karen Cary, Teri Dunnivant, Clifford Fox, Elizabeth Hodges, Barbara Judy, Charles Klink, Nancy Lampert, Elizabeth Meixner, Marianne Miller, Shannon Mitchell, Ramana Pidaparti

Members absent: Hongsik Choi, Herschell Emery, Alan Freedman, Patty Gray, William Korzun, Martha Moon, Paula Otto, Sanford Schwartz, Joseph Walsh, Sandra Wheeler

Guests: Frank Franzak, Susan Roth, Richard Toscan

Dr. Moriarty, Committee Chair, opened the meeting by welcoming everyone and by having new members, returning members, and guests, introduce themselves. Following introductions and opening remarks, the Minutes of the April 27, 2006 meeting were approved as distributed.

The Committee proceeded to review proposals that were submitted for this meeting. The action upon them is shown below.

Dr. Moriarty then conducted an orientation for the new members. She discussed guidelines for reviewers, meeting dates, and timelines for the submission of proposals. She also discussed the importance of being prepared for the meetings, which would make things easier for everyone involved.

New business:

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|-----------------|------------------------------------------------------------------------------|----------|
| U 2006-9-27-001 | Arts - Cinema Division | APPROVED |
| | New course: CINE 200, Cinema Form and Concept I (Effective 083) | |
| U 2006-9-27-002 | Arts - Cinema Division | APPROVED |
| | New course: CINE 201, Cinema Form and Concept II (Effective 091) | |
| U 2006-9-27-003 | Arts - Cinema Division | APPROVED |
| | New course: CINE 300, Cinema Form and Concept III (Effective 093) | |
| U 2006-9-27-004 | Arts - Cinema Division | APPROVED |
| | New course: CINE 301, Cinema Form and Concept IV (Effective 101) | |
| U 2006-9-27-005 | Arts - Cinema Division | APPROVED |
| | New course: CINE 390, Digital Cinema Production Intensive I (Effective 092) | |
| U 2006-9-27-006 | Arts - Cinema Division | APPROVED |
| | New course: CINE 490, Digital Cinema Production Intensive II (Effective 102) | |

U 2006-9-27-007	Arts - Cinema Division New course: CINE 493, Film Internship (Effective 093)	APPROVED
U 2006-9-27-008	Arts - Cinema Division New degree program: Bachelor of Arts (B.A.) in Film (Effective 073)	APPROVED
U 2006-9-27-009	Business - Marketing & Business Law Revision of course: MKTG 308, Introduction to Marketing, change in prefix (Effective 073)	APPROVED
U 2006-9-27-010	Business - Marketing & Business Law Revision of course: MKTG 310, Information for Marketing Decisions, change in prefix (Effective 073)	APPROVED
U 2006-9-27-011	Business - Marketing & Business Law Revision of course: MKTG 371, Integrated Marketing Communications, change in prefix (Effective 073)	APPROVED
U 2006-9-27-012	Business - Marketing & Business Law Revision of course: MKTG 373, Buyer Behavior, change in prefix (Effective 073)	APPROVED
U 2006-9-27-013	Business - Marketing & Business Law Revision of course: MKTG 376, Dynamics of Retail Management, change in prefix (Effective 073)	APPROVED
U 2006-9-27-014 and 015	Business - Marketing & Business Law Revision of course: MKTG 378/INTL 378, International Marketing, change in prefix (Effective 073)	APPROVED
U 2006-9-27-016	Business - Marketing & Business Law Revision of course: MKTG 472, Product Development and Management, change in prefix (Effective 073)	APPROVED
U 2006-9-27-017	Business - Marketing & Business Law Revision of course: MKTG 474, Personal Selling and Sales Management, change in prefix (Effective 073)	APPROVED
U 2006-9-27-018	Business - Marketing & Business Law Revision of course: MKTG 475, Services Marketing, change in prefix (Effective 073)	APPROVED
U 2006-9-27-019	Business - Marketing & Business Law Revision of course: MKTG 476, Marketing Management, change in prefix (Effective 073)	APPROVED
U 2006-9-27-020 and 021	Business - Marketing & Business Law Revision of course: MKTG 478/INTL 478, Global Internet Marketing, change in prefix (Effective 073)	APPROVED
U 2006-9-27-022	Business - Marketing & Business Law Revision of course: MKTG 491, Topics in Marketing, change in prefix (Effective 073)	APPROVED
U 2006-9-27-023	Business - Marketing & Business Law Revision of course: MKTG 492, Independent Study in Marketing, change in prefix (Effective 073)	APPROVED
U 2006-9-27-024	Business - Marketing & Business Law Revision of course: MKTG 493, Internship in Marketing, change in prefix	APPROVED

(Effective 073)

The next meeting will be held on Thursday, October 19, 2006, 2-5 p.m. in the Alumni Board Room, in the Student Commons.