

Graduate Curriculum Committee
Meeting Agenda

Grinter Hall
Room 118

Tuesday
3/22/2011
2:00-3:00

I. Approval of the Minutes from the 02/09/2011 Graduate Curriculum Committee Meeting.

II. Update to the Committee: The following proposal has been presented to the Graduate Curriculum Committee (GCC) previously. The GCC felt further follow-up and clarifications were necessary before this proposal could move forward to the University Curriculum Committee (UCC). Suggestions and/or follow-up required are noted below.

Course Number: LAA 6XXX

Link to Proposal: <https://approval.ufl.edu/requests/5679>

This proposal was recycled to the department for clarifications: syllabus indicates, "junior standing," therefore, the committee thought perhaps this should be an undergraduate course. We asked that the department please indicate the justification for making this a 6000-level course, as it appears that there are other similar undergraduate courses offering the same material. Clarifications have now been received, and this proposal is being presented, once again, to the Graduate Curriculum Committee for review.

III. Course Change Proposals (UCC2s): The following proposals are newly requested changes to existing courses already within the current curriculum inventory. Requested changes are indicated below each proposal.

1. Course Number: AST 6215
Current Course Title: *Stellar Structure and Evolution*
Proposed Course Title: *Stars and The Galaxy*
Link to Proposal: <https://approval.ufl.edu/requests/5756>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ATY01.htm>
Proposed change to title and course description.
2. Course Number: MMC 6936
Current Course Title: *Special Topics in Mass Communication*
Link to Proposal: <https://approval.ufl.edu/requests/5929>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/COM01.htm>
Proposed change to the maximum number of credits from 6 to 12 credits.
3. Course Number: ARH 5905
Current Course Title: *Individual Study*
Link to Proposal: <https://approval.ufl.edu/requests/5931>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ART01.htm>
Proposed change to expand course options to include "Variable Credit" offering.
4. Course Number: ART 5933
Current Course Title: *Special Topics*
Link to Proposal: <https://approval.ufl.edu/requests/5932>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ART01.htm>
Proposed change to expand course options regarding "Repeatable Credits" to a maximum of 27 total repeatable credits allowed.

5. Course Number: ART 6929
Current Course Title: *Advanced Study IV*
Link to Proposal: <https://approval.ufl.edu/requests/5926>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ART01.htm>
Proposed change to designate course as a rotating topic.
6. Course Number: ART 6927
Current Course Title: *Advanced Study II*
Link to Proposal: <https://approval.ufl.edu/requests/5925>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ART01.htm>
Proposed change to designate course as a rotating topic.
7. Course Number: ART 6926
Current Course Title: *Advanced Study I*
Link to Proposal: <https://approval.ufl.edu/requests/5924>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ART01.htm>
Proposed change to designate course as a rotating topic.
8. Course Number: ART 6928
Current Course Title: *Advanced Study I*
Link to Proposal: <https://approval.ufl.edu/requests/5923>
Helpful link to current catalog: <http://gradschool.ufl.edu/catalog/current-catalog/FOI/ART01.htm>
Proposed change to designate course as a rotating topic.

IV. New Course Proposals (UCC1s): The following are newly requested course proposals. Proposed course titles and descriptions are listed here.

1. Proposed Course Number: GLY 6862
Proposed Course Title: *Numerical Methods in Earth Sciences*
Link to Proposal: <https://approval.ufl.edu/requests/4021>
Proposed Course Description: This class provides students with skills to analyze data and construct simple numerical models to investigate problems in Earth sciences. Topics include statistical/time-series/geospatial analyses, dynamic systems modeling, and numerical solutions to differential equations. A final project is required, wherein students apply the techniques learned in the class to their own research projects. Students present results of their independent research project during the final week of the semester.
2. Proposed Course Number: MAR 6XXX
Proposed Course Title: *Web-Based Marketing*
Link to Proposal: <https://approval.ufl.edu/requests/5744>
Proposed Course Description: This course provides students with an understanding of the current online marketing environment and a survey of the strategy and tactics of web-based marketing. The course is designed for students who either pursue a career in online business or have general interest in the current marketing environment. The course consists of the lecture and various assignments that provide opportunities for hands-on experience in web-based marketing.

3. Proposed Course Number: PUR 6XXX
Proposed Course Title: *Crisis/Risk Management*
Link to Proposal: <https://approval.ufl.edu/requests/5930>
Proposed Course Description: Introduction to the theories and applications of crisis management and issues/risk management. The critical difference between a crisis-prone and crisis-prepared organization is effective crisis management including issue/risk management. Goal is to apply principles of crisis management to the myriad of situations calling for action and responses to an organization's stakeholders.
4. Proposed Course Number: PUR 5XXX
Proposed Course Title: *Persuasion Theory and Research*
Link to Proposal: <https://approval.ufl.edu/requests/5945>
Proposed Course Description: The course is designed to introduce students to the principal theories and empirical research programs exploring how communication, particularly from public relations efforts, impacts persuasion. While the primary focus is conceptual, we will also examine persuasion in applied settings, including political campaigns, health communication, and public information/social action campaigns.
5. Proposed Course Number: MMC 5XXX
Proposed Course Title: *Covering the Arts*
Link to Proposal: <https://approval.ufl.edu/requests/5946>
Proposed Course Description: This course focuses on fundamentals of arts coverage and marketing arts journalism pieces. It also includes critiques of arts journalism and provides an overview of current trends in the business of the arts. The class features tours of local arts venues and multiple guest speakers from the arts community.
6. Proposed Course Number: MMC 5XXX
Proposed Course Title: *Social Influence in New Media*
Link to Proposal: <https://approval.ufl.edu/requests/5947>
Proposed Course Description: This course explores the effects of social psychological processes on intergroup behavior in new media environments. The course examines extant research on social influence. The goal of the course is to address important questions that have not been adequately addressed in mainstream advertising research by using existing theoretical frameworks.
7. Proposed Course Number: CGN 6XXX
Proposed Course Title: *Topics in Wind Engineering*
Link to Proposal: <https://approval.ufl.edu/requests/5656>
Proposed Course Description: This course explores the effects of social psychological processes on intergroup behavior in new media environments. The course examines extant research on social influence. The goal of the course is to address important questions that have not been adequately addressed in mainstream advertising research by using existing theoretical frameworks.
8. Proposed Course Number: PHC 6XXX
Proposed Course Title: *Water Quality and Human Health*
Link to Proposal: <https://approval.ufl.edu/requests/5798>
Proposed Course Description: Overview of the relationship between water quality and human health (non-point source pollution, toxic chemicals, infectious diseases, human Impact on water quality, preventative measures) and how water quality determines human health in developed and developing world.
9. Proposed Course Number: PHC 6XXX
Proposed Course Title: *Public Health Laboratory Techniques*
Link to Proposal: <https://approval.ufl.edu/requests/5797>
Proposed Course Description: Laboratory techniques used in emerging infectious respiratory disease research and epidemiologic surveillance.

10. Proposed Course Number: PHC 6XXX
Proposed Course Title: *Applied Infectious Disease Epidemiology*
Link to Proposal: <https://approval.ufl.edu/requests/5795>
Proposed Course Description: Infectious disease surveillance, diagnostic tools, outbreak investigations, vaccine trials, public health interventions, biodefense, emerging infectious diseases, and analytic approaches to infectious disease prevention and control.
11. Proposed Course Number: PHC 6XXX
Proposed Course Title: *Introduction to Entomology, Zoonotic Diseases, and Food Safety*
Link to Proposal: <https://approval.ufl.edu/requests/5796>
Proposed Course Description: Methods for conducting studies of mosquitoes and ticks, controlling zoonotic diseases, and modern food safety techniques in meat, dairy, and produce production.
12. Proposed Course Number: PHC 6XXX
Proposed Course Title: *Aquatic Systems and Environmental Health*
Link to Proposal: <https://approval.ufl.edu/requests/5958>
Proposed Course Description: Physical and chemical nature of water, effects of contaminant and other stressors in different aquatic ecosystems. Taxonomic and ecological summary of aquatic biota, from algae and invertebrates to vertebrates and pathogens.
13. Proposed Course Number: BME 6907
Proposed Course Title: *BME Project*
Link to Proposal: <https://approval.ufl.edu/requests/5893>
Proposed Course Description: Non-thesis project for MS students. Gain experience working on a project and writing a technical report.
14. Proposed Course Number: PHC 7XXX
Proposed Course Title: *Theory Development and Testing in Behavioral and Community Health*
Link to Proposal: <https://approval.ufl.edu/requests/5959>
Proposed Course Description: Process of psychosocial theory development, including construct use, measurement, and performance in relation to public health outcomes.
15. Proposed Course Number: PHC 7XXX
Proposed Course Title: *Seminar in Instrument Development for Public Health*
Link to Proposal: <https://approval.ufl.edu/requests/5960>
Proposed Course Description: Development and validation of instruments for data collection and measurement in public health, including item development, scaling procedures, item response theory, factor analyses, cognitive interviewing, focus groups, and Delphi method.
16. Proposed Course Number: DCP 6XXX
Proposed Course Title: *Preservation Policy*
Link to Proposal: <https://approval.ufl.edu/requests/5803>
Proposed Course Description: This course provides students with an in-depth study of federal and state preservation policy and ways regulations and laws are put into effect. Lectures will be supplemented with selected field trips, providing students with the opportunity to meet and learn from active cultural resource professionals, regulatory officers and site managers.

17. Proposed Course Number: DCP 6XXX
Proposed Course Title: *Cultural Heritage Management*
Link to Proposal: <https://approval.ufl.edu/requests/5802>
Proposed Course Description: This course focuses on interpretive and research topics in a case study format. Topics include introduction to new technologies, use of modern materials in historic buildings, conservation and sustainability, historic building dating methods and other issues pertaining to historic sites.

18. Proposed Course Number: PHC 6XXX
Proposed Course Title: *Public Health Disaster Preparedness and Emergency Response in Humans and Animals*
Link to Proposal: <https://approval.ufl.edu/requests/5372>
Proposed Course Description: Online introduction to disaster preparedness and responding to disasters. Training on the Incident Command System (ICS), the National Incident Management System (NIMS), and the Federal Emergency Management Agency (FEMA) minimum responder credential requirements.