

## Minutes of the Liberal Studies Committee (LSC)

April 14, 2016

UC - Cardinal

Members Present: Brent Kinser (Chair), Carol Burton, Elizabeth McRae, Ethan Schilling, Gayle Wells, Jim Deconinck, Jen Schiff, Leigh Angel, and Paromita Biswas

Members Absent: Baldwin Sanders, Damon Sink, David Onder, Erin McNelis, Jeanne Dulworth, Randa Hodges, Robert Crow, and Sean June

Guests: Scott Rader

Recorder: Deidre Hopkins

1. MKT 407 – Global Consumer Culture – This course is being proposed as a ULP in the P6 category.
  - Scott Rader was present to discuss this course and answer any questions. This course focuses on marketing in terms of strategy but takes it a step further regarding the impact that it has on consumers in the US as well as globally, consumption has become integral to culture. It can be argued that a lot of what we are defined as has a lot to do with the products we use and consume. Getting students to understand marketing but the global impact that it has on society.
    - Question: Is this course a major's course into a LS?
      1. Jim stated that the old course (Global Markets) was a major's course but it was too narrow and as a faculty they decided to expand on what they were already doing. Since culture & globalization are huge topics right now they decided to offer this course (MKT 407 – Global Consumer Culture) which would be open to all students. Currently this is a course elective.
    - Question: Will other majors be able to take this course?
      1. Yes, it will be open to all students. Currently, this course is an elective but several students outside of marketing major/minor are taking this course. There are approximately 34 students signed up for the Fall semester.
    - Question: How are you going to make sure that you emphasis a large amount of writing with a large class size?
      1. The curriculum has a written report that has to be sourced with secondary and primary data. Scott stated that with his other courses a large written report (more presentation/project based) as part of the curricula. He anticipates this course to be manageable with the reading of reports, especially since this course only has one section.
    - Suggestion: Since the course objectives reflect an interdisciplinary aspect to the course, it would be a good idea to seek a consult with Political Science and Public Affairs as they cover a lot of the same topics/ideals.
    - Question: Proposal indicates that there will be travel in the summer. Is this a summer class? Or will it be the Fall students who are going on a trip in the summer?
      1. The future goal is to have a combined course with a travel component.

- Question: Would a group of kids who take this course in the summer get to travel but those students who take it in the Fall would have lecture only? The way the proposal reads makes one think that it is lecture during Fall/Spring and travel during Summer. For example, if a student takes it in the summer and travels to Vietnam and that meets the same course requirements as the students who took it in the Fall in a lecture-based, intense writing course. It doesn't sound as if the objectives are the same across the board.

1. Currently this course is being envisioned as a Fall/Spring course. At some point we would like to offer a summer/travel course but more thought would need to go into that. For now this course will only be offered in the Fall/Spring semesters.
2. Suggestion: Maybe this course could be a prerequisite for a Summer travel course in the future.
3. Suggestion: Since the summer travel aspect has not been completely planned out at this time, it is suggested that the language regarding travel be removed from the course proposal.

- Motion was made by Jen Schiff to preapprove MKT 407 as a course in the Liberal Studies (P6) category pending a consult with PSPA and necessary changes to Curriculog and the Syllabus to remove any summer travel language. The motion was seconded by Gayle Wells. No further discussion. All was in favor and the motion was carried.

## 2. Approval of minutes:

- The minutes from the March 10, 2016 Liberal Studies Committee meeting were provided to committee members and members were provided the opportunity to review the document. The minutes were subsequently approved pending edits.
- The minutes from the March 31, 2016 Liberal Studies Committee meeting were provided to committee members and members were provided the opportunity to review the document. The minutes were subsequently approved pending edits.

## 3. ENG 131 – Academic English for Non-Native Speakers

- This proposal is to move English 131 and 132 into the P6 Liberal Studies category and restrict admission to students in the Intensive English Program. The Intensive English Program came to LS last fall to create a new course intended for foreign exchange students who were enrolled in the Intensive English Program. They were going to design a new course that would be beneficial for exchange students to take this course in lieu of a world culture experience as required of native students. The idea is that they would get an experience more grounded in the United States in the context of academic American English. It was determined that the English department already had the course (ENG 131) they were describing listed in the undergraduate catalog but hadn't been offered in quite some time. The English department has the faculty who are qualified to teach this course so the result was to design this new revised course of ENG 131. The course will be restricted to the students enrolled in the Intensive English Program. To be included in the P6 category, this course must emphasize culture. The activities for the course include the cultural aspects and then students write about them.
  - Question: Do students need permission from the instructor to get into the course?
  - Only students enrolled in the Intensive English Program are eligible to take this course.

- Question: how often will this course be offered?
- At least once a year in the Fall, more offerings should that be necessary.
- Note: This course is an exception to the LS rule that all LS courses should be open to everyone. There may be some push back on this in the future.
- Question: Will this course be required of all international students?
- There is a process that international students go through and depending on their English test scores, depends on whether or not they are enrolled in the Intensive English Program. Those students with really strong English skills are not captured as part of this program.
- Motion was made by Jim Deconinck to approve ENG 131 as a course in the Liberal Studies (P6) category. The motion was seconded by Ethan Schilling. No further discussion. All was in favor and motion was carried.

#### 4. Assessment Updates:

- P3 Assessment Report will be discussed next week on April 21<sup>st</sup>.
- C3 and C4 Assessment Reports will be discussed on April 28<sup>th</sup>.

Time of meeting adjournment: 4:07pm