

**Minutes of the Liberal Studies Committee (LSC)**  
**April 20, 2012**  
**University Center, Dogwood Room**

Members Present: Carol Burton, Shannon Thompson, Erin Myers, Lorrie Willey, Beth Jones, Debby Singleton, Brent Kinser\*, Peter Tay

Members Absent: Alexander Macaulay (Chair), Jane Eastman, Baldwin Sanders, Steve Baxley, Susan Metcalf, Michelle Scifers

Guests: Don Connelly (COMM), Betty Famer (COMM), James DeConinck (MKT), Julie Johnson (MKT)

\*Brent Kinser served as committee chair during this meeting.

Recorder: Ricky Lanning

1. Approval of minutes from the March 16, 2012 meeting:
  - The first agenda item was the approval of the minutes from the March 16, 2012 LSC meeting. Brent brought the minutes from the meeting before the committee and they were subsequently approved. The minutes are now available on the LSC website for viewing. (<http://www.wcu.edu/10946.asp>).
  
2. Discussion of MKT 200 AA-5 (New Course Proposal):
  - The meeting held on April 20, 2012 ended with the proposal passing by a vote of 4-3 with 5 members not voting. Four members were absent and one member had to leave before the final vote was taken.
  
  - The following were **arguments in favor** of the course proposal:
    - The course meets C3 goals as outlined in the current Liberal Studies document.
  
    - The course offers a sound C3 alternative to those courses currently offered by the Communications department.
  
  - The following were **arguments against** the approval of the MKT 200 course proposal:
    - The course does not meet the broader goals of the C3 category. It is too focused on small group interaction and marketing skills.
  
    - The course duplicates a non C3 course that is already being offered.
  
    - A concern about how the course's outcomes would be assessed was raised. The response was that the assessment would occur after the course was

implemented, not before.

- During the proceedings, an informal proposal was offered, suggesting that the representatives from COMM and MKT work together to coordinate outcomes and assessments of the course with an eye towards meeting disciplinary standards for communication, the SACS standards for qualified instructors and general education curriculum, and assessment protocols. This was not formally adopted.

Time of Meeting Adjournment: 3:00pm