

Curriculum Council Consent Agenda

April 21, 2008

The information below reflects CC actions taken in response to department/program requests since the last meeting of the General Faculty. Any colleague wishing more information about any of these CC actions should see Jenny Hand in the Mellon Center. All written documentation on these requests, including proposals for General Education credit, is available for any member of the General Faculty to review. Because faculty members provide detailed justification for General Education proposals, no attempt is made to summarize those rationales here.

By definition, items on the consent agenda are not intended to be the subjects of questions or discussion, but at the outset of the meeting, any faculty member may request that an item be removed from the consent agenda for subsequent discussion during the regular CC report. Members of the Council will then be happy to answer questions or provide information on the Council's actions.

Course Number	Course Title	Course Description	Requested Action	Gen Ed Category	Gen Ed Flag
BUS 336	Principles of Integrated Marketing Communication	Introduction to the role of marketing communication (MC) functions play in business and society and how they can further marketing objectives. Emphasis on the theoretical, strategic and tactical functions with an objective of providing hands-on understanding through readings, classroom discussion and the creation of an IMC campaign.	New Course (No Gen Ed)	None	None
CS 138, CS 357, CS 365	Artificial Intelligence for Non Majors Models of Computing Computational Linguistics		Other Cross-list CS 138, CS 357 and CS 365 in Cognitive Science		