

**FACULTY SENATE AGENDA WEDNESDAY,  
April 30, 1997 at 12 o'clock in LAW SCHOOL AUDITORIUM**

**PRESIDING: Professor Henry T. Price, Chair**

1. Call to Order
2. Correction and Approval of Minutes of April 2, 1997
3. Report of Officers - The Honorable William C. Hubbard, Chairman of the Board of Trustees
4. Reports of Committees
  - a. Senate Steering Committee, Professor Sarah Wise, Secretary
  - b. Grade Change Committee, Professor Stephen McNeill, Chair
  - c. Committee on Curricula and Courses, Professor G. B. Lane, Chair
  - d. Faculty Advisory Committee, Professor Caroline Strobel, Chair
  - e. Faculty Welfare Committee, Professor Robert Wilcox, Chair
  - f. Committee on Admissions, Professor James Burns, Chair
  - g. Committee on Scholastic Standards and Petitions, Professor Thorne Compton, Chair
  - h. Faculty Committee on Libraries, Professor Allen D. Bushong, Chair
  - i. Other Committees
5. Report of Secretary
6. Unfinished Business
7. New Business
8. Good of the Order
9. Announcements

**ATTACHMENTS:**

1. Report: Grade Change Committee
2. Report: Committee on Curricula and Courses
3. Report: Faculty Committee on Libraries

Sarah Wise  
Secretary  
WISE@GWM.SC.EDU

All materials except grade change report and parts of curricula and courses report are or soon will be on the World Wide Web under (NEW WEB ADDRESS): <http://www.sc.edu/faculty/index.html>

**FACULTY SENATE MEETING**

July 1, 1997 - 3:00 p.m. in Currell College Auditorium

### Committee Meeting Dates

Admissions:

University Athletics Advisory: 4:00pm on 5-14-97

Bookstore:

Curricula and Courses: 2:00pm on 5-9-97

Committee to Review the Operations & Management of the Faculty House:

Disability Affairs:

Faculty Advisory Committee:

Faculty Budget:

Faculty Welfare:

Grade Change: 2:30 pm on 6-12-97

Instructional Development: None scheduled at present. Subcommittees are meeting.

Libraries:

Scholastic Standards and Petitions Committee:

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## ATTACHMENTS:

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### Grade Change Report:

Twenty-six (26) grade changes reviewed by the Grade Change Committee on April 9, 1997 will be presented at the Faculty Senate Meeting on April 30, 1997. Because the format at this time cannot be distributed through the Web, printed copies are being sent to Senators, Deans, and Department Chairs only.

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### REPORT: COMMITTEE ON CURRICULA AND COURSES

(For consideration by the Faculty Senate at its meeting on April 30, 1997)

The Committee requests that any department which has a proposal being recommended by the Committee on Curricula and courses provide a spokesperson to attend the Faculty Senate meeting in which said proposal is to be recommended. Please contact G.B. Lane in advance if errors are noted. Telephone: 777-5103 or E-mail G.B.Lane@mozart.sc.edu

**NOTE:** Changes in college's curriculum are not available on the Web but printed copies have been sent to senators, deans, and department chairs.

## **I. COLLEGE OF BUSINESS ADMINISTRATION**

Change in curriculum, University Bulletin, page 87UG

The College of Business Administration moves restoration of the minimum GPA requirement of 2.5 for students enrolled in other colleges on the Columbia campus (wording is the same as the 1996-97 Bulletin on page 87 UG.)

### **Marketing**

New course

**MKTG 460 PRODUCT MANAGEMENT. (3) (Prereq: MKTG 350)** The primary tasks involved in new product development and mature product management, including sales forecasting, competitive analysis, pricing, brand equity management, marketing information systems management, and monitoring customer satisfaction.

**MKTG 451 TOPICS IN MARKETING. (3) (Prereq: MKTG 350)** Reading and research on selected topics in marketing. Course content varies and will be announced in the schedule of courses by suffix and title.

Change in title and description

**FROM: MKTG 351 BUYER BEHAVIOR. (3) (Prereq: MKTG 350)** The consumer decision.

**TO: MKTG 351 CONSUMER BEHAVIOR. (3) (Prereq: MKTG 350)** The consumer decision process, with emphasis on consumer decision-making, satisfaction/dissatisfaction factors, perception, learning, group influences, and marketing strategy implications.

**FROM: MKTG 459 CHANNELS AND DISTRIBUTION. (3) (Prereq: MKTG 350)** Marketing channels and institutions. An integration of business objectives with specific institution characteristics.

**TO: MKTG 459 MARKETING CHANNELS AND DISTRIBUTION. (3) (Prereq: MKTG 350)** Marketing functions and channel flows used to develop distribution strategies.

Change in description

**FROM: MKTG 455 MARKETING COMMUNICATIONS AND STRATEGY. (3) (Prereq: MKTG 350)** The promotion process for consumer and industrial products.

TO: MKTG 455 MARKETING COMMUNICATIONS AND STRATEGY. (3)  
(Prereq: 350) Integration of advertising, sales promotion, point- of-purchase communications toward the goal of enhancing brand equity.

Change in number and description

FROM: MKTG 552 RETAILING MANAGEMENT. (3) Specific activities of management. merchandising, and promotional functions required of the retail outlet within a competitive business environment.

TO: MKTG 461 RETAILING MANAGMENT. (3) (Prereq: MKTG 350) Studies retail institutions, relationships with other channel members, factors influencing patronage patterns, adopting to change in dynamic environments with emphasis on strategy implications for managers in retail organizations.

Change in number, title and description

FROM: MKTG 556 INDUSTRIAL MARKETING. (3) (Prereq: MKTG 350)  
Characteristics of the industrial marketing including industrial customer behavior, product planning, pricing distribution, and buyer-seller relations.

TO: MKTG 454 BUSINESS-TO-BUSINESS MARKETING. (3) (Prereq: MKTG 350) Applies marketing strategy in marketing to other business and non- profit organizations, emphasizing relationship-building, alliances and partnerships, data interchange, power shifts in the channel and the impact of changing technology.

FROM: MKTG 559 MARKETING-PLANNING AND DECISION-MAKING. (3)  
(Prereq: MKTG 350) Explores the management of marketing organizations and integration of functions, with emphasis on planning and designing strategies to meet goals, and on applying tools and techniques for problem-solving and decision-making. (For marketing majors only.)

TO: MKTG 465 MARKETING-PLANNING AND DECISION-MAKING. (3) (3)  
(Prereq: MKTG 350) Explores the management of marketing organizations and integration of functions, with emphasis on planning and designing strategies to meet goals, and on applying tools, and techniques for problem-solving and decision-making. (For marketing majors only.)

Change in curriculum, University Bulletin, page 88UG Present Proposed

## **II. COLLEGE OF EDUCATION**

## **A. Educational Psychology**

New course

EDCE 610 INTRODUCTION TO COUNSELING. (3) (Prereq: admission to Graduate School or senior privilege.) A survey of the counseling profession including history, orientation and practice.

EDIT 603 ELECTRONIC TECHNOLOGIES IN INSTRUCTION. (3) Review of interactive multimedia programs and their applications in instruction. Use of the computer in non-linear presentation of text, graphics, animation, voice, music, photographs and motion video.

Change in title and description

FROM: EDTE 631 USING COMPUTERS TO SUPPORT INSTRUCTION. (3)  
Applications of software in instructional management..

TO: EDTE 631 TECHNOLOGY TO SUPPORT INSTRUCTION. (3) Introduction to computers, educational technology, and selected applications for Instructional management.

## **III. COLLEGE OF JOURNALISM**

Deletions

JOUR 301L MASS COMMUNICATION LABORATORY. (1)

JOUR 401 INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS RESEARCH. (3)

## **IV. COLLEGE OF LIBERAL ARTS**

### **A. Department of Anthropology**

New course

ANTH 569 ENVIRONMENT AND DEVELOPMENT. [= GEOG 569] (3) (Prereq: permission of instructor) [=GEOG 569] Examination of development theory and environmental implications of social and economic change. Study of general theoretical perspectives will be balanced with case study materials.

Change in number and cross-listing

FROM: ANTH 312 TRADITION AND TRANSFORMATIONS IN ISLAMIC CULTURES. [=RELG 355] (3)

TO: ANTH 515 TRADITION AND TRANSFORMATIONS IN ISLAMIC CULTURES. [=RELG 515] (3)

### **B. Department of Art**

New course

ARTS 570 VISUAL ARTS COMPUTING. (3) (Prereq: ARTS 102 or consent of instructor) Advanced visual arts computing techniques on the use of Photoshop, Studio Pro, and Netscape software.

Change in curriculum, University Bulletin, page

### **C. Department of Geography**

Change in curriculum, 157UG

Present Proposed

### **D. Department of Government and International Studies**

New course

GINT 454 WOMEN AND THE LAW. [=WOST 454] (3) Constitutional and statutory case law dealing with gender equality issues. Topics include abortion, affirmative action, pornography, sexual harassment, fetal protection policies, employment discrimination, and women in the military.

### **E. Department of History**

HIST 441 INTRODUCTION TO SOUTHERN STUDIES. [SOST 301] (3) Examines interdisciplinary approaches to fundamental problems in the study of the American South.

### **F. Department of Religious Studies**

Change in number

FROM: RELG 355 TRADITION AND TRANSFORMATIONS IN ISLAMIC CULTURES. [=ANTH 312] (3)

TO: RELG 551 TRADITION AND TRANSFORMATIONS IN ISLAMIC CULTURES. [=ANTH 515] (3)

### **G. Department of Spanish, Portuguese and Italian**

Deletion

SPAN 416 ADVANCED BUSINESS SPANISH. (3) (Prereq: SPAN 316 or consent of instructor) Vocabulary, concepts and oral and written skills necessary to operate in the social, cultural and economic infrastructure of a contemporary Hispanic country.

### **F. Southern Studies Program**

New cross-listing

FROM: SOST 331 INTRODUCTION TO SOUTHERN STUDIES. (3)

TO: SOST 331 INTRODUCTION TO SOUTHERN STUDIES. [=HIST 441] (3)

### **G. Department of Theatre, Speech and Dance**

Change in credit and description

FROM: THSP 577 DANCE PERFORMANCE. [=PEDU 170] (1) Choreography based on the techniques of ballet through the contemporary idioms of jazz and modern dance.

TO: THSP 577 DANCE PERFORMANCE. [=PEDU 170] (3) Rehearsal, choreographic analysis, and dance performance. Ramifications of all components of dance production - from music to costume, lighting, and scenery will be considered.

### **H. Women's Studies Program**

WOST 454 WOMEN AND THE LAW. [=GINT 454] (3) Constitutional and statutory case law dealing with gender equality issues. Topics include abortion, affirmative action, pornography, sexual harassment, fetal protection policies, employment discrimination, and women in the military.

## **V. COLLEGE OF SCIENCE AND MATHEMATICS**

### **Department of Computer Science**

Change in curriculum, University Bulletin, page 225UG

**VI. MAY SESSION COURSES - For the Senate's information only:**

**COLLEGE OF LIBERAL ARTS**

Film

FILM 566 SCIENCE FICTION FILMS. (3) Viewing and critical analysis of classic science fiction films in historical context.

**VII. EXPERIMENTAL COURSES - For the Senate's information only:**

**COLLEGE OF BUSINESS ADMINISTRATION**

MKTG 452X TOPICS IN MARKETING: MARKETING AND THE INTERNET. (3) (Prereq: MKTG 350) Develop an awareness and understanding of the issues, tools and techniques concerning marketing via the internet.

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**Faculty Committee on Libraries**

April 1, 1997

TO: USC Faculty Senate

FROM: Faculty Committee on Libraries

WHEREAS the South Caroliniana Library has historical distinction as the oldest American college building to be used continuously as a library, and

WHEREAS the South Caroliniana Library contains the world's premier collection of materials on South Carolina, and

WHEREAS many of these materials are unique and fragile and are irreplaceable artifacts that document the state's heritage, and

WHEREAS long-deferred repairs to this venerable library have put the preservation and maintenance of its rich and diverse holdings at serious risk;

THEREFORE be it resolved that the Faculty Senate request the Board of Trustees of the University of South Carolina to appropriate for immediate implementation the necessary funds to renovate the South Caroliniana Library and properly to protect its unparalleled holdings for present and future generations.



**Allen D. Bushong, Chair (for the Committee)**