GRADUATE COMMITTEE MINUTES

11-18-15

Approval of minutes from 10-14-15

Walsh-Childers made a motion to approve the minutes of 10-14-15 as written. Selepak seconded and they passed unanimously.

MAMC Distance Proposal—Amy Jo Coffey

Coffey presented the distance proposal for a Master’s degree in Audience Analytics. She reported that there is a need in industry for people who can tell stories, not just provide numbers. Coffey expects the program to appeal to people already in the work force.

Some courses are already in place, some will need to be developed. It will be an off-book/self-funded program.

The storytelling aspect is expected to be in every course, not just one specific course. Kelleher suggested a curriculum map to explain the process.

The 16 credits of core classes will provide a certificate option.

Goodman made a motion to accept the Audience Analytics degree plan. Seconded by Kelleher and passed unanimously.

Graduate Certificate and Master’s in Social Media

Selepak distributed current and future degree plans for the Social Media degree for discussion at a future meeting.

ATTENDING: Treise, Babanikos, Darm-Furey, Ferguson, Goodman, Kelleher, Molleda, Ostroff, Selepak, Spiker, Walsh-Childers, and Hedge. Coffey (guest)

The next Graduate Committee meeting is scheduled for December 1 in room 2008 at 11:45.