

Advertising Faculty Meeting Minutes

October 20, 2015

Weimer Hall 3200

Attending: Chen, Dankers, Goodman, Kelleher, Kim, Morton, Torres, Treise

- I. Meeting called to order by Kelleher at 2:20 p.m.
- II. Critical tracking.
 - a. Dankers discussed purpose of critical tracking.
 - b. Dankers presented proposal for streamlining critical tracking courses for advertising undergraduate students.
 - c. Faculty discussed existing and proposed tracking courses in the context of curricular goals.
 - d. Faculty agreed to move forward with proposal with one suggestion: make sure to include PSY 2012 *or* other courses such as anthropology or consumer behavior that support goal to educate students on consumer insights. Kelleher encouraged faculty to submit any specific course suggestions to meet the requirement before a formal critical tracking change proposal is submitted. Faculty agreed that any additional courses with this emphasis would be an “*or*” option with PSY 2012 and not an additional course requirement (i.e., “and” PSY 2012).
- III. Transfer requirements. Faculty discussed and supported proposed required prerequisite courses for transfer admission.
- IV. English/writing courses. Faculty discussed and supported proposed required proposed change to third English elective requirement.
- V. Adjourned at 3 p.m.

Minutes Submitted by Tom Kelleher