



CURRICULUM COMMITTEE MEETING

Friday, October 25, 2024, 2:00 p.m.

City Park Campus, Lac Maurepas, Student Life Center

(Building #23, Second Floor)

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Call for Public Comments (LA R.S. 42:26, 2010, No. 861, sec 23)**
- IV. Minutes of meeting of September 27, 2024**
- V. Curriculum Operations Report**
- VI. New Business**
 - a) **School of Business/Retail Management/RETM**
Program Deletion: Terminate the Certificate of Technical Studies in Retail Management
 - b) **School of Business/AALT**
Program Deletion: Terminate the Business Concentration from the Associate of Arts Louisiana Transfer Degree
 - c) **School of Business/Business and Management**
Program Revision: Associate of Applied Science Business and Management:
Add Concentration: Marketing and Social Media

New Course: MARK 2XX: How to Promote a New Business

Course Goal: The goal of this course is to provide the student with in-depth knowledge of how to design an effective social media marketing campaign, create an online presence as well as the practical application of how to manage all aspects of a digital marketing plan.

Course Description: Explores the techniques of how to promote a new business in the digital world. Topics discussed include web design, search engine optimization, online advertising, social media and digital marketing.

New Course: MARK 2XX: Retailing and E-Commerce

Course Goal: The goal of this course is to provide the student with in-depth knowledge of how to manage all aspects of a retail business in the physical and virtual environment. Students will learn how to design a retail website, to incorporate online payments and to promote a retail business.

Course Description: Introduces both the physical and virtual retailing world. This course explores the techniques of how to manage a successful retail business. Topics discussed include site locations, digital marketing communications, forms of retail businesses and electronic commerce.

Concentration Courses: Marketing and Social Media

MARK 211	Personal Selling
MARK 214	Sports and Entertainment Marketing
MARK 2XX	How to Promote a New Business
MARK 2XX	Retailing and E-Commerce

Choose 6 credits from the following:

BUSG 102:	Customer Service
BUSG 115:	Starting a New Business
BUSG 121:	Business Math with Excel
BUSL 210:	Cyberlaw
HOST 101:	Introduction to Hospitality Industry
HOST 103:	Introduction to Travel and Tourism
VISC 102:	Introduction to Graphic Design
VISC 204:	Pixel Design Software I

d) **School of Business/BUSG**

Course Deletion: Terminate BUSG 128: Electronic Commerce

e) **School of Business/Business and Management**

Program Revision: Associate of Applied Science Business and Management:
Concentration: Entrepreneurship/Small Business Management
Delete: BUSG 128: Electronic Commerce from list of Approved Electives
Add: MARK 2XX: Retailing and E-Commerce to list of Approved Electives

f) **School of Business/BUSL**

Change of Course Prerequisite: BUSL 250: Legal Environment of Business
Remove "C" or higher from English requirement

g) **School of Business/ECON**

Change to Student Learning Outcomes: ECON 201: Macroeconomics

- Evaluate the fundamentals of economic thinking, including how individuals and societies allocate limited resources to satisfy unlimited wants. (SLO #1)
- Analyze and predict the outcome that changes in supply and demand will have on equilibrium price and quantity. (SLO #2)
- Compute rates of unemployment, inflation, and GDP to determine the phase of the business cycle. (SLO #3)
- Utilize aggregate demand and supply to explain and forecast changes in GDP and the price level. (SLO #4)
- Differentiate between fiscal and monetary policies and determine when and how each should be used. (SLO #5)

h) **School of Business/ECON**

Change to Student Learning Outcomes: ECON 202: Microeconomics

- Describe the core economic concepts of trade-offs, decision-making, scarcity, and opportunity cost. (SLO #1)
- Interpret data using analytical methods and problem-solving tools based on economic theory. (SLO #2)
- Define and categorize elasticities (demand, supply, cross and income). (SLO #3)
- Define and calculate production costs normal and economic profit. (SLO #4)
- Compare market structures (pure competition, monopoly, monopolistic competition, oligopoly). (SLO #5)
- Apply economic theory to real-world examples. (SLO #6)

Change to Course Goal: ECON 202: Microeconomics

This course will help students understand the fundamentals of economics.

i) **School of Business/MANG**

Change of Course Prerequisite: MANG 201: Principles of Management

Delete: BUSG 129: Introduction to Business

j) **School of Business/MARK**

Change to Student Learning Outcome: MARK 211: Personal Selling

Old: Create a prospectus plan to target customers for personal selling.

New: Create an effective sales and elevator pitch.

k) **School of Business/MARK**

Course Deletion: Terminate MARK 213: Retailing

l) **School of Business/Business Administration**

Program Revision: Associate of Science in Business Administration

Delete: MARK 213: Retailing from list of Approved Electives

m) **School of Liberal Arts, Social Sciences, and Education/General Studies**

Program Revision: Associate of General Studies (Nuclear Medicine Technology concentration)

Delete: MATH 128: Applied Algebra from General Education Requirements

Delete: MATH 203: Introductory Statistics from General Education Requirements

Add: MATH 130: College Algebra to General Education Requirements

n) **School of Liberal Arts, Social Sciences, and Education/General Studies**

Program Revision: Associate of General Studies (Radiation Therapy concentration)

Delete: MATH 128: Applied Algebra from General Education Requirements

Delete: MATH 203: Introductory Statistics from General Education Requirements

Add: MATH 130: College Algebra to General Education Requirements

Add: PHYS 101: Introduction to Concepts in Physics to Required Related Courses

o) **School of Science, Technology, Engineering, and Mathematics/**

CMIN/CNET/ELST

Course Revision: Create the course prefix CNCY (Computer Networking and Cyber Security) to replace select collection of CMIN, CNET, and ELST courses to be used for Computer Networking and Cyber Security courses.

VII. Consent Agenda

a) **School of Business/BUSG**

Master Syllabus Update: BUSG 275: Internship

b) **School of Business/MARK**

Course Deletion: Terminate MARK 208: Social Media an E-Marketing

c) **School of Health Sciences/Allied Health/VETT**

Course/Lab Fee Revision: VETT-251: Veterinary Technology Capstone

Add \$345.00 course fee to cover the cost of Veterinary Technician National Exam (VTNE).

VIII. Old Business

IX. Next Meeting

November 22, 2024

X. Adjournment

