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Notice of Regularly Scheduled Meeting  
August 30, 2016 - Tuesday  
3:00 PM  
MS 121

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**Call to Order @ 3:04**

**Members Present:**

Ms. Cheryl Aschenbach, Vice Chair  
Ms. Roxanna Haynes  
Ms. Susan Kelley -CSEA Alternate  
Mr. Chad Lewis  
Ms. Josetta Mata  
Mr. Cory McClellan  
Ms. Susan G. Mouck  
Ms. Christy Myers  
Ms. Fran Oberg  
Mr. Orlando Shannon  
Ms. Alison Somerville, Articulation Officer, Chair

**Members Absent:**

ASB Representative  
Mr. Buck Bauer  
Ms. KC Mesloh  
Ms. Toni Poulsen  
Dr. Terri Armstrong Vice President of Academic Services/Athletic Director

**Guests:**

Mr. Omar Alshykhly  
Mr. Andy Rupley

1. **Agenda Approval (McClellan/Lewis: MSCU)**
2. **Approve Meeting Minutes: May 17, 2016 meeting (Aschenbach/Oberg: MSCU)**  
Information only: May 3, 2016 Approved Minutes
3. **Action taken by Curriculum Subcommittee**
  - A. **BUS 22 Business Law**  
Approved change in textbook for all sections. Switch book from *Law for Business* (ISBN: 978-1-1335-8761-3) to *Foundations of Business Law and Legal Environment* (ISBN: 978-1-4533437-2-2) online resource book free to students.  
Effective: Spring 2017
  - B. **FS 14 Principles of Fire Safety and Survival**  
Approved change in textbook.

Angle, James S., *Occupational Safety and Health in the Emergency Services*, 2<sup>nd</sup> Edition, 2005, Thomson-Delmar Learning, ISBN: 9781401859039

Zimmerman, Don; *Fire fighter Safety and Survival*, 2<sup>nd</sup> edition, 2014, Jones and Bartlett, ISBN: 9781284036411

Effective: Spring 2017

#### 4. Action

A. **Approve the Nomination and Election of 2016-2017 Curriculum and Academic Standards Committee Chair**

*Sue Kelley nominated Alison Somerville Cheryl Aschenbach seconded: MSCU*

B. **Approve the Nomination and Election of 2016-2017 Curriculum and Academic Standards Committee Vice Chair**

*Cory McClellan nominated Cheryl Aschenbach Chad Lewis seconded: MSCU*

C. **Approve the Meeting Schedule for the 2016-2017 Curriculum and Academic Standards Committee meetings. (McClellan/Haynes: MSCU)**

D. **BS 156 Practical Writing (Aschenbach/McClellan: MSCU)**

Approved changes to course description, grading option, objectives, content, assignments, method of evaluation, and textbook. Updates and streamlines the course.

**Catalog Description**

This summer bridge course uses contextualized learning practical applications of writing to enable students to develop and improve their basic reading and writing skills before entering college in everyday situations and the workplace. Emphasis is placed on effective use of grammar that is clear and relevant in both academic and vocational tasks. The student's community will provide the material for assignments. While in the classroom they will learn, through lecture and writing exercises, different methods for interpreting those experiences the importance of workplace communication in written and electronic form. They will also be instructed in basic skills writing mechanics and critical thinking skills note-taking that will help them become more successful in college, career, and everyday life students.

The Oral History Reader, ed. Robert Perks and Alistair Thomson

Small Moments in Time, ed. Candace Toft

**Workplace Communications, George J. Searles Pearson Education ISBN-13:978-0-13-427193-4**

Effective: Fall 2016

E. **BS 157 Practical Math (Aschenbach/McClellan: MSCU)**

Approved changes to course description, grading option, objectives, content, assignments, method of evaluation, and textbook. Updates and streamlines the course.

**Catalog Description**

This basic skills course integrates basic skills math and work based learning uses contextualized learning to enable prepare students for both academic

and technical careers. While in the classroom, students will learn practical math applications and basic math skills to develop and improve their basic math skills through real world applications life situations. The student's community will provide the material for assignments, while in the classroom. They will learn, through lecture and exercises, how math can be used to develop the skills needed to ensure both workforce and college success in their daily lives. They will also be instructed in basic skills math and problem solving that will help them understand that math is essential preparation for success in college, career, and everyday life. become more successful college students.

Instructor generated handouts

Foundational AGS Publishing: Basic Math Skills ISBN#978-0785429432

Foundational AGS Publishing: Basic Skills Student Workbook ISBN#978-0785429456

Foundational AGS Publishing: Consumer Mathematics ISBN# 978-0785435181

Foundational AGS Publishing: Consumer Mathematics Student Workbook ISBN#978-0785429549

Effective: Fall 2016

*There was a concern about the cost to students having to buy four books for this course. Right now the books are being paid for by a grant, so no cost to students. Revisit if the grant runs out.*

**F. HO 46 IV Therapy and Blood Withdrawal (Phlebotomy)  
(Aschenbach/McClellan: MSCU)**

Approved changes to Course Title to VN 59 Intravenous Therapy and Blood Withdrawal, update Course Description. Increases lecture hour from 27 to 30 hours, remove pass/no pass from grading option, update Course Student Learning Outcomes, update course objectives, update course content, update Assignments, update expected outside assignments, update methods and evaluation and methods of delivery, change textbook and add workbook.

Lynn D. Phillips, *Manual of I.V. Therapeutics: Evidence-Based Practice for Infusion Therapy*, 5th Edition, 2010, Davis Co., ISBN-13: 9780803621848, Paperback 864 pages

Timby, B. K., & Smith, N. E. (2014). *Introductory Medical Surgical Nursing*, 11<sup>th</sup> edition, Philadelphia, PA: Wolter Kluwer and Lippincott Williams and Wilkins. ISBN-13: 978-1451177329 ISBN-10: 1451177321

Timby, B. K., & Smith, N. E. (2014). *Workbook for Introductory Medical-Surgical Nursing*, 11<sup>th</sup> edition, Philadelphia, PA: Wolter Kluwer and Lippincott Williams and Wilkins. ISBN-13: 978-1451187229 ISBN-10: 145118722X"

Effective: Spring 2017

*Adding this course to the LVN program will prepare the students to draw blood before they leave the program. Send student out knowing how to stick a patient.*

**G. HO 64 NLEX Review (Mouck/Oberg: MSCU)**

Approved changes to Course Title to VN 60 NCLEX-VN Review, Update course description, update course objectives and course content, update assignments, update methods and evaluation and methods of delivery, change required Text book.

~~Linda Anne Silvestri, *Saunders Comprehensive Review for the NCLEX-PN® Examination*, 5<sup>th</sup> Edition, 2013, Elsevier, ISBN: 9781455703791~~

*Silvestri, S.A., (2017). Saunders Comprehensive Review for the NCLEX-RN Examination (7th ed.). St Louis, MI: Elsevier. ISBN: 9780323391368*  
Effective: Spring 2017

*Adding this course will prepare the students to take the NLEX test. There is a lot of stress and anxiety for the students taking this test which can be crippling. This will give the students a greater probability of passing the test by having practice sessions.*

**H. VN 50 Pharmacology (Mouck/McClellan: MSCU)**

Approved change in hours from 55.5 to 68, change in units from 3 to 4 units, remove pass/no pass as a grading option, update course objectives and content, update course assignments, update current required textbook editions and add textbooks.

~~Vallerand, A.H., & Sonoski, C.A.; *Davis's Drug Guide for Nurses*, 13<sup>th</sup> E 15<sup>th</sup> edition, 20127, ISBN 13: 978-0-836-2834-2 978-0803657052~~

~~Edmonds, *Introduction to Clinical Pharmacology*, 7<sup>th</sup> ed. 8<sup>th</sup> edition, Elsevier, eBook ISBN-13:978-0-312-60142-0, Print ISBN: 9780323073981.~~

~~9780323431163~~

~~Edmunds, *Study Guide Introduction to Clinical Pharmacology*, 7<sup>th</sup> ed. 8<sup>th</sup> edition Elsevier, ISBN: 978-0-323-07696-8 9780323189002~~

~~Edmunds, M. W. (2016). *Study Guide for Introduction to Clinical Pharmacology*, 8<sup>th</sup> edition, St. Louis, MI: Elsevier Mosby. ISBN-13: 978-0323189002 ISBN-10: 0323189008~~

~~Ackley, B. J., Ladwig, G. B., & Makic, M. B. (2017). *Nursing Diagnosis Handbook: An Evidence Based Guide to Planning Care*, 11<sup>th</sup> edition, St Louis, MI: Elsevier. ISBN-13: 978-0323085496 ISBN-10: 0323085490~~

~~Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book DVD Mobile*. Kaplan Publishing. ISBN: 9781506202174~~

~~Hacker, D., & Sommers, N. (2015). *A Writer's Reference* (8th ed.). Boston, MA: Bedford/St. Martin's. ISBN-13: 978-1457666766 ISBN-10: 1457666766~~

~~Effective: Spring 2017~~

**I. VN 50 Pharmacology (Mouck/McClellan: MSCU)**

Approved removal of Hybrid Delivery form course.

Effective: Spring 2017

**J. VN 51 Nursing Fundamentals (Aschenbach/Mouck: MSCU)**

Approved Change hours from 66 to 68. Remove pass/no pass as a grading option. Update course objectives and Content. Update Assignments. Update textbook edition and change a textbook.

Burton and Ludwig, *Fundamentals of Nursing Care*, F.A. Davis, 2<sup>nd</sup> edition 2010  
2014, ISBN: ~~9780803619708~~ 9780803639744

Ackley & Ladwig, *Nursing Diagnosis Handbook* 10<sup>th</sup> ed., 2013, ISBN:  
978032308549-6

Burton and Ludwig, *Fundamentals of Nursing Care Workbook*, F.A. Davis, 2<sup>nd</sup>  
edition 2014. ISBN: 9780803639751

Hacker, Diana, *A Writer's Reference*, 7<sup>th</sup> ed., 2011, Boston. Bedford/St. Martin's,  
ISBN-13: ~~978-0-312-60143-0~~ or 8<sup>th</sup> edition, 2014, ISBN-13: 978-1457666766.  
Effective: Spring 2017

**K. VN 52 Clinical Lab I (McClellan/Shannon: MSCU)**

Approved increase in units from 6 to 7 and increase hours from 294 to 357,  
update course objectives and content, update course assignments, remove  
textbooks and update required textbook editions and add a textbook.

Vallerand & Sonoski, *Davis's Drug Guide for Nurses*, 13<sup>th</sup>-15<sup>th</sup> edition, F.A.  
Davis, 2012, ISBN13: ~~978-0-836-2834-2~~ 9780803657052

Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book  
DVD Mobile*. Kaplan Publishing.

Marti Burton & Linda Ludwig, *Fundamentals of Nursing Care*, FA Davis, 2<sup>nd</sup>  
edition 2011/2014, ISBN: ~~978-0803619708~~ 978-0803639744

Marti Burton & Linda Ludwig, *Fundamentals of Nursing Care Workbook*,  
FA Davis, 2<sup>nd</sup> edition 2016, ISBN-13: 978-0803639751 ISBN-10:  
0803639759

~~Edmonds, *Introduction to Clinical Pharmacology*, 7<sup>th</sup> ed., Elsevier, ISBN:  
9780323073981.~~

~~Edmunds, *Study Guide Introduction to Clinical Pharmacology*, 7<sup>th</sup> ed. Elsevier,  
ISBN978-0-323-07696-8~~

Ackley & Ladwig, *Nursing Diagnosis Handbook*, 10<sup>th</sup> Ed. 11<sup>th</sup> edition,  
Mosby Elsevier, 2014/2017, ISBN: ~~978032308549-6~~ 13: 978-0323085496  
ISBN-10: 0323085490

Hacker, Diana, *A Writer's Reference*, 7<sup>th</sup> ed., 2011, Boston. Bedford/St. Martin's,  
ISBN: ~~978-0-312-60143-0~~ or 8<sup>th</sup> edition, 2014, ISBN-13: 978-1457666766.  
Effective: Spring 2017

**L. VN 53 Adult Nurse Theory II (Mouck/Oberg: MSCU)**

Approved change in units from 6 to 7 and hours from 90 to 119, Remove pass/no  
pass as a grading option, changes in objectives, content and assignments. Correct  
ISBN on *Introductory Medical Surgical Nursing*. Add workbook and additional  
textbooks. Require 8<sup>th</sup> edition of *Writer's Reference*.

Barbara Timby, *Introductory Medical-Surgical Nursing*, 11<sup>th</sup> edition, 2014,  
Lippincott, Williams & Wilkins, ISBN: 978-14511872329

Timby, B. K., & Smith, N. E.; *Workbook for Introductory Medical-Surgical  
Nursing*, 11<sup>th</sup> edition, 2014.. Philadelphia, PA: Wolter Kluwer and Lippincott  
Williams and Wilkins. ISBN-13: 978-1451187229 ISBN-10: 145118722X

Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book  
DVD Mobile*. Kaplan Publishing.

Vallerand & Sonoski, *Davis's Drug Guide for Nurses*, 14<sup>th</sup> edition, 2014, F.A.  
Davis, ISBN 9780803640856

Ackley, B. J., Ladwig, G. B., & Makic, M. B. (2017). *Nursing Diagnosis Handbook: An Evidence Based Guide to Planning Care*, 11<sup>th</sup> edition, St Louis, MI: Elsevier. ISBN-13: 978-0323085496 ISBN-10: 0323085490

Hacker, Diana, *A Writer's Reference*, 7<sup>th</sup> ed., 2011, Boston. Bedford/St. Martin's, ISBN-13: ~~978-0-312-60143-0~~ or 8<sup>th</sup> edition, 2014, ISBN-13: 978-1457666766. Effective: Spring 2017

**M. VN 54 Clinical Lab II (Mouck/Oberg: MSCU)**

Approved change in hours from 294 to 306. Add VN 59 as a corequisite, update Course Student Learning Outcomes, update course objectives, update course content, update Assignments, update expected outside assignments, Remove textbooks, add a textbooks and update editions.

Barbara Timby, *Introductory Medical Surgical Nursing*, 11<sup>th</sup> edition, 2013, Lippincott, Williams & Wilkins, ISBN: ~~978-1451177329~~

Barbara Timby, *Introductory Medical Surgical Nursing Workbook*, 11<sup>th</sup> edition, Lippincott, Williams & Wilkins, ISBN: ~~9781451187229~~

Clayton, Stock and Cooper, *Basic Pharmacology for Nurses*, 16<sup>th</sup> Edition, Mosby Elsevier, 2012, ISBN ~~9780323086547~~

Clayton, Stock and Cooper, *Basic Pharmacology for Nurses: Study Guide*, 16<sup>th</sup> Edition, Mosby Elsevier, 2012, ISBN: ~~9780323087001~~

Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book DVD Mobile*. Kaplan Publishing.

Burton, M. A., & Ludwig, L. J.; *Fundamentals of Nursing Care*, 2<sup>nd</sup> edition, 2015, Philadelphia, PA: F.A. Davis Company. ISBN-13: 978-0-8036-3974-4

Burton, M. A., & Ludwig, L. J. (2015). *Fundamentals of Nursing Care Workbook* 2nd edition; Philadelphia, PA: F.A. Davis Company. ISBN-13: 978-0803639751 ISBN-10: 0803639759

Ackley, B. J., Ladwig, G. B., & Makic, M. B.; *Nursing Diagnosis Handbook: An Evidence Based Guide to Planning Care*, 11<sup>th</sup> edition, 2017, St Louis, MI: Elsevier. ISBN-13: 978-0323085496 ISBN-10: 0323085490

Vallerand & Sonoski, *Davis's Drug Guide for Nurses*, ~~13<sup>th</sup>~~ 14<sup>th</sup> edition, 2015, F.A. Davis, 2012, ISBN13: ~~978-0-836-2834-2~~ ~~9780803640856~~

Hacker, Diana, *A Writer's Reference*, 7<sup>th</sup> ed. 2011, Boston. Bedford/St. Martin's, ISBN-13: ~~978-0-312-60143-0~~ or 8<sup>th</sup> edition, 2014, ISBN-13: 978-1457666766. Effective: Spring 2017

**O. VN 55 Adult Nursing Theory III (Mouck/McClellan: MSCU)**

Approve change in hours from 36 to 34. Change course title, description, remove pass/no pass as a grading option, SLO's, objectives, content, assignments. Add course objectives and content. Change textbooks.

Williams and Hopper, *Understanding Medical Surgical Nursing*, 5<sup>th</sup> Edition, 2014, F.A. Davis, ISBN: 9780803640689

Dahlkemper, T.R.; *Anderson's Nursing Leadership, Management, and Professional Practice for the LPN/LVN in Nursing School and Beyond*, 5<sup>th</sup> edition, 2013, Philadelphia, PA: F.A Davis Company. ISBN-13: 978-0-8036-2960-8

Effective: Spring 2017

- P. VN 56 Clinical Lab III (Table to add content Aschenbach/McClellan:MSCU)**  
 Approved change in catalog description, change clinical hours from 294 to 306, update course SLO's, course objectives, course content, assignments and expected outside assignments, update Text books and supplies  
 Barbara Timby, *Introductory Medical Surgical Nursing*, 11<sup>th</sup> edition, 2013, Lippincott, Williams & Wilkins, ISBN: 978-1451177329  
 Clayton, Stock and Cooper, *Basic Pharmacology for Nurses*, 16<sup>th</sup> Edition, Mosby Elsevier, 2012, ISBN 9780323086547  
 Clayton, Stock and Cooper, *Basic Pharmacology for Nurses: Study Guide*, 16<sup>th</sup> Edition, Mosby Elsevier, 2012, ISBN: 9780323087001  
 Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book DVD Mobile*. Kaplan Publishing.  
 Burton, M. A., & Ludwig, L. J.; *Fundamentals of Nursing Care*, 2<sup>nd</sup> edition, 2015, Philadelphia, PA: F.A. Davis Company. ISBN-13: 978-0-8036-3974-4  
 Burton, M. A., & Ludwig, L. J. (2015). *Fundamentals of Nursing Care Workbook*, 2<sup>nd</sup> editon, Philadelphia, PA: F.A. Davis Company. ISBN-13: 978-0803639751 ISBN-10: 0803639759  
*Davis's Drug Guide for Nurses*, 13<sup>th</sup> E, 14<sup>th</sup> edition, by Vallerand & Sonoski, F.A. Davis, 2012, ISBN 13: 978-0-836-2834-2 9780803640856  
 Hatfield Leifer, Gloria, *Introductory Maternity & Pediatric Nursing*, 3<sup>rd</sup>-7<sup>th</sup> edition, LWW Elsevier Health Sciences, 2013, ISBN: 9781451147025 9781455770151  
 Hacker, Diana, *A Writer's Reference*, 7<sup>th</sup> ed. 2011, Boston. Bedford/St. Martin's, ISBN 13: 978-0-312-60143-0 or 8<sup>th</sup> edition, 2014, ISBN-13: 978-1457666766.  
 Ackley, B. J., Ladwig, G. B., & Makic, M. B.; *Nursing Diagnosis Handbook: An Evidence Based Guide to Planning Care*, 11<sup>th</sup> edition, 2017, St Louis, MI: Elsevier. ISBN: 9780323322249  
 Effective: Fall 2017
- Q. VN 57 Maternity Nursing (Mouck/McClellan: MSCU)**  
 Approved change in course hours from 36 to 34, remove pass/no pass as a grading option, Update course objectives and course content, update assignments and expected outside assignments, Update methods and evaluation and methods of delivery, Update edition of current text book, add additional required texts  
 Hatfield Leifer, *Introductory Maternity & Pediatric Nursing*, 3<sup>rd</sup>-7<sup>th</sup> edition, 2013, LWW, Elsevier Health Sciences, ISBN: 9781451147025 9781455770151  
 Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book DVD Mobile*. Kaplan Publishing.  
 Hacker, Diana, *A Writer's Reference*, 8<sup>th</sup> edition, 2014, Boston. Bedford/St. Martin's, ISBN-13: 978-1457666766.  
 Vallerand, A. H., & Sanoski, C. A.; *Davis's Drug Guide for Nurses*, 15<sup>th</sup> edition, 2015, Philadelphia, PA: F.A Davis Company. ISBN: 978-0803657052  
 Ackley, B. J., Ladwig, G. B., & Makic, M. B.; *Nursing Diagnosis Handbook: An Evidence Based Guide to Planning Care*, 11<sup>th</sup> edition, 2017, St Louis, MI: Elsevier. ISBN-13: 978-0323085496 ISBN-10: 0323085490  
 Effective: Spring 2017

**R. VN 58 Pediatric Nursing (Mouck/McClellan: MSCU)**

Approved change removing pass/no pass from grading option, update course objectives and course content, update assignments and expected outside assignments, update methods and evaluation and methods of delivery, Change current textbooks editions and add textbook.

~~Hatfield~~ Leifer, *Introductory Maternity & Pediatric Nursing*, 3<sup>rd</sup> 7<sup>th</sup> edition, 2013, LWW, Elsevier Health Sciences, ISBN: 9781451147025  
9781455770151

Hacker, Diana, *A Writer's Reference*, 8<sup>th</sup> edition, 2014, Boston. Bedford/St. Martin's, ISBN-13: 978-1457666766.

Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book DVD Mobile*. Kaplan Publishing. ISBN: 9781506202174

Vallerand, A. H., & Sanoski, C. A.; *Davis's Drug Guide for Nurses*, 15<sup>th</sup> edition, 2015, Philadelphia, PA: F.A Davis Company. ISBN: 978-0803657052

Ackley, B. J., Ladwig, G. B., & Makic, M. B.; *Nursing Diagnosis Handbook: An Evidence Based Guide to Planning Care*, 11<sup>th</sup> edition, 2017, St Louis, MI: Elsevier. ISBN-13: 978-0323085496 ISBN-10: 0323085490

Effective: Spring 2017

*Christy explained that the LVN program courses have not been updated for a long time. There are addition requirements/content required by the state that was adding to the courses. The content in the courses was rearranged to follow how the courses are going to be taught. All the textbooks were out of date and needed updating.*

**S. AA Degrees University Studies and General Education Emphasis in Physical Education (Aschenbach/McClellan: MSCU)**

Approved adding two new courses PEAC 5A.02 & PEAC 5C.02 to PE elective. Change units on PEAC 5A & PEAC 5C from 3 to 2 units.

Effective: Fall 2016

**T. AA Degree University Studies Emphasis in Humanities (Aschenbach/McClellan: MSCU)**

Approved adding new course ENGL 34 Studies in Poetry as one more option for students to choose from.

Effective: Fall 2016

**U. AA Degrees University Studies and General Education Emphasis in Natural Science (Aschenbach/McClellan: MSCU)**

Approved adding new course AGR 19 Introduction to Soil Science as on more option for students to choose from.

Effective: Fall 2016

**V. AA/AS General Education Area A (Aschenbach/McClellan: MSCU)**

Approved adding new course AGR 19 Introduction to Soil Science.

Effective: Fall 2016

**W. AS/CA Vocational Nursing (Aschenbach/McClellan: MSCU)**



Approved adding VN 59 and VN 60 to AS and CA in Vocational Nursing.  
Effective: Spring 2017

## 5. Discussion

### A. BUS 30 Principals of Social Media Marketing

New course 3.0 units 51 hours lecture

#### **Catalog Description**

This course presents students with the principles of social media marketing. The emphasis will be on effective and affordable means of promoting a business using interactive Internet and mobile applications. The emphasis will be on relationship-building, public relations, event marketing as well as advertising tactics related to a marketing strategy.

*Discussion about whether or not courses should be transferable or not. 5 colleges do have them as transferable elective. They articulated as upper division courses.*

*It was decided that we would change the numbers to none transferable for now. This way course can move forward for approval. We can always change them to transferable after more research.*

### B. BUS 31 Introduction to Marketing

New course 3.0 units 51 hours lecture

#### **Catalog Description**

This course introduces students to the nature, role and significance of marketing concepts as well as application of marketing principles. This course will focus on conducting opportunity analysis, evaluating consumer behavior, conducting market research, and target marketing as a basis for developing marketing plans. Students will develop and assess marketing strategies to meet the needs of target markets as it applies on a business-to-business and business-to-consumer, using the “4 P’s”: product, promotion, price and place.

### C. Certificate of Accomplishment in Marketing

New Certificate of Accomplishment in Marketing

15.0 units

Course #	Course Title	Units
BUS 2	Introduction to Business	3.0
BUS 25	Small Business Management	3.0
BUS 27	Business Communications	3.0
BUS 30	Principals of Social Media Marketing	3.0
BUS 31	Introduction to Marketing	3.0

#### **Student Learning Outcomes:**

Upon completion of the Certificate of Accomplishment in Marketing the student will be able to:

1. Write, proofread and revise common business communications.
2. Identify proper types of messages, the purpose for writing, steps in the writing process, how to adapt to the audience and choosing the best delivery channel.

3. Recall the best practices for business communication while recognizing the importance of non-verbal cues, effective listening and workforce diversity.
4. Demonstrate effective oral communications skills.
5. Define common business terms, ideas, phrases and integrity as it applies to business stakeholders.
6. Demonstrate an understanding of contemporary business principles, practices and organizational structures.
7. Create a business plan for a new business venture.
8. Demonstrate the ability to develop a social media marketing strategy.
9. Determine the most cost effective means of promoting on a social media platform.
10. Understand how to segment the social media market.
11. Demonstrate an understanding of marketing to business and society with a social responsibility mind-set.
12. Identify and discuss key marketing concepts and tools necessary to help organizations satisfy customers' needs and develop and sustain a competitive advantage.
13. Carefully and thoroughly evaluate existing organizations' marketing strategies and be able to create a revised marketing plan.

*Andy went to the businesses in town and ask them what they wanted. This certificate will be competitive with Butte and FRC. There was some discussion about who we are targeting with this certificate. Andy stated that if we partnered with AT, WT etc. This would prepare them to leave here able to start the own business.*

## 6. Future Dates

### Curriculum/Academic Standards Meeting 2016-2017 Schedule for First and Third Tuesdays at 3:00 PM in HU 102 (TECC)

*Note: Additional meetings may be scheduled as needed.*

Fall	Spring
Sept 6 <sup>th</sup> & 20 <sup>th</sup>	Jan 17 <sup>th</sup> & 31 <sup>st</sup>
Oct 4 <sup>th</sup> & 18 <sup>th</sup>	Feb 21 <sup>st</sup>
Nov 1 <sup>st</sup> & 15 <sup>th</sup>	March 7 <sup>th</sup> & 21 <sup>st</sup>
Dec 6 <sup>th</sup>	April 4 <sup>th</sup> & 18 <sup>th</sup>
	May 2 <sup>nd</sup> & 16 <sup>th</sup>

## 7. Information

**Reminder:** The following instructional programs are due. Curriculum Review (course outlines) should be done early in the process.

### Instructional Program Reviews Due

Agriculture – May 2014  
 Human Services-Sept 2015  
 Gunsmithing-Sept 2015  
 Administration of Justice-Sept 2016  
 Agriculture-Sept 2016  
 Automotive Technology-Sept 2016

Business-Sept 2016  
Child Development-Sept 2016  
Digital Graphic Design-Sept 2016  
Fine Arts- Sept 2016  
Humanities-Sept 2016

**Any Person Having Business Not on the Agenda**

**Adjournment @ 4:06 Aschenbach/McClellan**

**Future Agenda**

APPROVED