



California State University, Los Angeles

EPC M12-18

EDUCATIONAL POLICY COMMITTEE

Approved: April 29, 2013

MINUTES OF MEETING: April 22, 2013

PRESENT: K. Aniol, J. Christensen, M. Garcia, J. Garrett, M. Germano, L. Greenberg, S. Jones, M. Leung, C. Ngin, M. Soldatenko

EXCUSED ABSENCE: M. Tufenkjian

1. **Call to Order**

M. Garcia, Chair, called the meeting to order.

2. **Announcements**

M. Leung reported four upcoming events:

April 24 - College of Arts & Letters showcase La Finesse de la Nuit

April 25 – College of Natural and Social Sciences College Extravaganza

3. **Intent to Raise Questions**

Class Cancellation Notification: Is there a policy in place to notify students when a class is cancelled prior to the start of the quarter? Is this policy a requirement for college departments? Can this notification be made automatic through the GET system?

4. **Liaison Reports**

4.1 **Executive Committee** – M. Soldatenko

4.2 **Curriculum Subcommittee** – M. Soldatenko

No reports were available from Library Subcommittee, Academic Advisement Subcommittee, Academic Information Resources Subcommittee, Program Review Subcommittee, and General Education Subcommittee.

5. **Approval of the Agenda**

M/s/p to approve.

6. **Approval of the Minutes**

M/s/p to approve.

7. **Curricular Items**

7.1 **Actions Reported by the Executive Secretary**

M/s/p to approve with the exception of the Honors College Program Modification which was withdrawn until the next EPC meeting.

7.2 **Actions Reported by the Charter College of Education**

None.

8. **Program Impaction, EPC 12-11**

The Committee continued to discuss the issue and made modifications to the document. M. Garcia will draft a memo for the Academic Senate and will bring to the committee for review. The committee members were asked to review the Faculty Handbook Table of Contents and send M. Garcia suggestions of where the new policy should be placed in the Faculty Handbook.

9. **Request for Temporary Suspension of Academic Programs, EPC 12-16-R1**

M/s/p with changes.

10. **Request for Academic Program Discontinuance, EPC 12-17-R1**

The Committee reviewed the latest revision and made additional changes to the document. Dr. Jones will work with Dr. Partow-Navid to create a new version with suggested modifications and bring back to the next EPC meeting for review.

11. **Academic Advisor Expectations, EPC 12-15**

This item was not discussed.

12. **Eco Fonts**

This item was not discussed.

13. **Adjournment**

The meeting was adjourned at 3:30 pm.

ACTIONS REPORTED BY THE EXECUTIVE SECRETARY

Program Modifications

BA Child Development – align catalog program description admission criteria with impaction documents as well as UGS policies regarding process of declaring a major.

BS Business Administration, Marketing Management Option – program changes.

BS Business Administration, Marketing Management and Retail Options – program changes

BS Business Administration, Entrepreneurship Option – program changes

BS Business Administration, International Business Option – program changes

Honors College Program – program changes – **withdrawn until next EPC Meeting**

Certificate

Certificate Program in Accounting – program changes

New Courses

HNRS 331: Global Climate Change: Scientific Evidence and the Biological Environment (4)

Prerequisites: None. This course introduces scientific evidence to the causes of global change and the impact of global change specific biological systems. Topics such as evidence-based policy decisions and sustainability will be considered.

MKT 465: Entertainment Marketing (4)

Prerequisite: MKT 304 or consent of instructor. Examination of marketing concepts, challenges, and trends in the entertainment environment. Topics include history, economics, and marketing strategy utilized in entertainment business. Some sections may be technology mediated.

MKT 470: Marketing Analytics (4)

Prerequisites: MKT 304, ECON 309. Examination of market analysis concepts and tools for strategic/tactical marketing decision-making and marketing intelligence. Topics include: customer data analytics tools, and strategic report generating. Some sections may be technology mediated.

MKT 488: Pricing (4)

Prerequisite: MKT 304. Theory and practice of conceptual and operational pricing conflicts between economists, accountants, and marketers. Marketing Pricing Strategies discussed through cases and problems. Some sections may be technology mediated.