



UNDERGRADUATE EDUCATION COMMITTEE (UEC)
September 3, 2015 - 10:00 AM
B140

AGENDA

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**1. APPROVAL OF THE AGENDA**

**2. APPROVAL OF UEC MINUTES**

3 - 7      **2.1.** UEC draft minutes: May 22, 2015

**3. COURSE OUTLINES**

8 - 13      **3.1. Communications**  
Changes including title: CMNS 212/MACS 212

MOTION: To approve the CMNS 212/MACS 212 course outline as presented.

14 -      **3.2. Visual Arts**  
17      Changes including title: VA 231

MOTION: To approve the VA 231 course outline as presented.

**4. PROGRAMS**

18      **4.1. Computing Science**

New program: Computing Science major

MOTION: To recommend approval of the new Computing Science major as presented.

**5. OTHER BUSINESS/DISCUSSION ITEMS**

19 -      **5.1. Draft regulations for majors and minors**  
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**5.2. Curriculum Quality Subcommittee report**

**5.3. Admissions Subcommittee report**

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**5.4. Transfer Credit Subcommittee report**

**5.5. Policy Subcommittee report**

**6. INFORMATION ITEMS**

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**6.1. Draft Regulations for Qualifying Studies**

**6.2. Minor course changes** (outlines will be available at  
[www.ufv.ca/calendar/courseoutlines](http://www.ufv.ca/calendar/courseoutlines))

VA 232, 331

25

**6.3. UEC meeting dates for 2015/16**

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**6.4. UEC membership for 2015/16**

**7. ADJOURNMENT**



**UNDERGRADUATE EDUCATION COMMITTEE (UEC) MEETING**

May 22, 2015  
10:00 AM - A225  
Abbotsford Campus

**DRAFT MINUTES**

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**PRESENT:** Sue Brigden, Rod McLeod, Steven Marsh, John English, Peter Geller, Rhonda Colwell, Shirley Hardman, Stan Manu, Nancy Goad, Darren Francis, Lisa Moy, Arlene Leon, Sylvie Murray, Theresa Mulder  
**ABSENT:** Maria Bos-Chan, Vlad Dvoracek, Samantha Patridge, Eric Spalding, Heather Comeau, Satwinder Bains, Simon Xi, David McGuire, Anthony Iliev, Maureen Wideman, Kate McCulloch  
**GUESTS:** Jill Bain, Kevin DeWolde, Wayne Henry  
**RECORDER:** Amanda Grimson

**1. APPROVAL OF THE AGENDA**

**MOTION:**

To approve the agenda as amended.  
CARRIED

**2. APPROVAL OF UEC MINUTES**

**2.1. UEC draft minutes: April 24, 2015**

**MOTION:**

To approve the draft minutes as presented.  
CARRIED

**3. COURSE OUTLINES**

**3.1. Art History**

Review with changes including prerequisites: AH 312, 321, 330

**MOTION:**

To approve the AH course outlines as amended:

- AH 321: "Confederate" changed to "Confederation" in calendar description and learning outcomes
- AH 321 learning outcome #1: "articulate knowledge of **discuss** the social..."

CARRIED

**3.2. Business Administration**

New course: BUS 378

New course: BUS 379

New course: BUS 477

**MOTION:**

To approve the new BUS course outlines as presented.  
CARRIED

**3.3. Health Studies**

Changes including credits, title, and total hours: NURS 104

Changes including credits, title, prerequisites, and total hours: NURS 105

Changes including credits, prerequisites, and total hours: NURS 106

Changes including credits, title, and total hours: HSC 116

The typical structure of hours for NURS 104 and 105 includes a large number of hours (48 and 30, respectively) as "other contact hours". N. Goad (Health Studies representative) indicated that these should be identified as "case-based learning".

The second learning outcome for NURS 104 ("Explore family as context") was questioned. Some potential changes were discussed, but it was agreed that the revision could be submitted to the UEC Screening Subcommittee for final approval.

**MOTION:**

To approve the NURS 105, NURS 106, and HSC 116 course outlines as amended:

- NURS 105: "Other contact hours: case-based learning"

CARRIED

**MOTION:**

To approve the NURS 104 course outline as amended, pending revision of learning outcome #2 and approval by the UEC Screening Subcommittee:

- "Other contact hours: case-based learning"

CARRIED

**3.4. Philosophy**

Review with changes including title and course number: PHIL 412 (formerly PHIL 312)

**MOTION:**

To approve the PHIL 412 course outline as amended:

- PHIL 312 will be listed as the former course number in the equivalent courses section
- Transfer credit is not being requested; this section will be updated

CARRIED

**4. PROGRAMS****4.1. Geography**

Change to program requirements: Geography Honours, major, major concentrations, minor, and extended minor

Change to program requirements: Physical Geography Honours and major

It was noted that some of the credit totals are incorrect; these will be fixed as editorial changes.

UEC Draft Minutes  
22 May 2015

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**MOTION:**

To approve the changes to the Geography Honours, major, major concentrations, minor, and extended minor program requirements as presented.  
CARRIED

**MOTION:**

To approve the changes to the Physical Geography Honours and major program requirements as presented.  
CARRIED

**4.2. Business Administration**

Change to program requirements: BBA Human Resource Management option and Organizational Studies concentration

**MOTION:**

To approve the changes to the Bachelor of Business Administration Human Resource Management option and Organizational Studies concentration as presented.  
CARRIED

**4.3. Biology**

Change to program requirements: Biology major concentrations

**MOTION:**

To approve the changes to the Biology major Pre-Medicine/Pre-Veterinary concentration and Ecology and Biology of Organisms concentration as presented.  
CARRIED

**4.4. Philosophy**

Change to program requirements: Philosophy major and minor

**MOTION:**

To approve the changes to the Philosophy major program requirements as presented.  
CARRIED

**MOTION:**

To approve the changes to the Philosophy minor program requirements as presented.  
CARRIED

**5. OTHER BUSINESS/DISCUSSION ITEMS**

**5.1. Election of Chair for 2015/16**

R. McLeod accepted a nomination to continue as Chair. There being no further nominations, he was acclaimed as Chair of UEC for the 2015/16 academic year.

**5.2. Procedures for Policy 21**

Revised procedures were distributed prior to the meeting; some additional editorial changes were also made. Changes include:

- Inclusion of the Indigenous Studies Curriculum Committee as an additional step for applicable courses.
- Time limits for proposals to be submitted to UEC following Campus-Wide Consultation (CWC): eight months for new courses, major course changes, and minor program changes, and 12 months for major program changes.
- As per APPC's revised Terms of Reference, most major program changes will not require APPC approval.
- Major program changes required to be at CWC for two weeks rather than four weeks.
- Revisions to Concept Paper approval process.
- Removal of CWC from new program approval process, and inclusion of internal consultation at an earlier stage.

**MOTION:**

To approve the revised Procedures for the undergraduate program and course approval process.

CARRIED

**5.3. Policy Subcommittee report**

**MOTION:**

To approve the Policy Subcommittee Terms of Reference as presented.

CARRIED

**5.4. Admission policy consultation**

There were no comments on this policy.

**5.5. Course review dates**

UEC typically looks at all areas of a course outline when changes are submitted, even if a full review was not done. This has led to some confusion as to whether the review date should also be updated, as well as some frustration from departments who only wish to change one section of the outline.

It was suggested that the memo template could include a checkbox to indicate whether the course review date should be changed. If not, changes to other sections of the outline could be suggested for the full course review, rather than required by UEC. However, if all areas of the outline are not subject to review, UEC will need to trust that the course review dates are being adhered to. This should be under the charge of the deans.

**5.6. Admissions Subcommittee report**

There was no report from this subcommittee.

**5.7. Curriculum Quality Subcommittee report**

There was no report from this subcommittee.

**5.8. Transfer Credit Subcommittee report**

There was no report from this subcommittee.

**6. INFORMATION ITEMS**

**6.1. UEC meeting dates for 2015/16**

**6.2. Minor course changes** (outlines will be available at  
[www.ufv.ca/calendar/courseoutlines](http://www.ufv.ca/calendar/courseoutlines))

ENGL 071, 091, 104, 209, 216, 309, ~~311~~ **331**, 323, 335  
LING 101, ~~102~~ **202**

**6.3. Computer Information Systems**

Discontinuation: Animation Arts certificate

Discontinuation: CISCO Networking and Network Security certificate

Discontinuation: CIS certificate - Web Design and Animation option

Discontinuation: Professional Computer Proficiency certificate

**7. ADJOURNMENT**

The meeting was adjourned at 12 pm.

**Memo for Course Changes**

To: CACC, UEC

From: Samantha Pattridge, Communications

Date: May 25, 2015

**Subject: Proposal for revision of (insert title of course)**

1. Summary of changes (select all that apply):

- ☐ Six-year review
- ☐ Number and/or course code
- ☐ Credits and/or total hours
- ☒ Title
- ☒ Calendar description
- ☐ Prerequisites and/or co-requisites
- ☐ Frequency of course offering
- ☒ Learning outcomes
- ☒ Delivery methods and/or texts and resource materials
- ☐ PLAR options, grading system, and/or evaluation methods
- ☐ Discontinuation of course
- ☐ Other – Please specify:

2. Rationale for change:

CMNS 212 and CMNS 312 have always been taught as companion courses, but they were not aligned well. These changes will align CMNS 212 at the second year level and help it serve as an introduction to CMNS 312.

3. If there are substantial changes to the learning outcomes, explain how they align with the learning outcomes of the program(s):

- The outcomes are worded differently, but they remain very similar in spirit. They are revised to reflect a slightly sharper focus on Public Relations as opposed to advocacy writing. These outcomes are still closely aligned with the CMNS minor's program outcomes, especially the following:
  - o “Demonstrate competency in creating professional messages across a wide spectrum of media that fulfill specific communication purposes and meet the needs of the audience.
  - o Model effective and professional communication skills for interpersonal, team, organizational, and culturally diverse contexts.
  - o Apply rhetorical principles to the design and delivery of oral, print, and digital messages.”

4. Is this course required by any program beyond the discipline? If so, how will this change affect that program or programs? This course is an option in several programs, but not required for any.

5. Which program areas have been consulted about the change(s)? *MACS has been consulted.*
6. What consideration has been given to indigenizing the curriculum? *As in most CMNS courses, we try to add assignments, protocols, examples, and instructional methods that will allow indigenous learning to feel welcome in the class.*
7. If this course is not eligible for PLAR, explain why: *n/a*
8. If any of the following items on the official course outline have changed, explain how the change will affect the budget for your area or any other area:
  - a. Credit value
  - b. Class size limit – *As part of a wider departmental discussion, we determined that class size on this particular course could be raised to 32. By incorporating some group work, the instructor workload will remain the same, but the students will still be able to meet all course outcomes.*
  - c. Frequency of offering
  - d. Resources required (labs, equipment)
9. Are field trips required for this course? (Field trip requirements must be announced in the timetable.) How are the trips funded? *n/a*
10. Estimate of the typical costs for this course, including textbooks and other materials: *\$100*


**ORIGINAL COURSE IMPLEMENTATION DATE:**

Sept 1990

**REVISED COURSE IMPLEMENTATION DATE:**

January 2016

**COURSE TO BE REVIEWED:** (six years after UEC approval)

September 2021

**Course outline form version:** 08/25/14

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note: The University reserves the right to amend course outlines as needed without notice.**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------|----|------------------|--|------------------------|--|--------------------------------------------|--|----------------------------|--|----------------------|--|--------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Course Code and Number:</b> CMNS 212                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           | <b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Course Full Title:</b> Introduction to Media and Public Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Course Short Title (if title exceeds 30 characters):</b> Intro Media & Public Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Faculty:</b> Faculty of Humanities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |           | <b>Department (or program if no department):</b> Communications                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Calendar Description:</b><br>Getting a tailored message to a specific target audience in today's complex media environment requires analysis, creativity, and skill. This course examines the communications process, the public relations environment, and both new and mainstream media engagement.<br><br>Note: This course is offered as CMNS 212 and MACS 212. Students may take only one of these for credit.                                                                                                                                                                                                                                                                             |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Prerequisites (or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           | One of the following: CMNS 115, CMNS 125, CMNS 145, CMNS 155, CMNS 175, or ENGL 105.                                                                                                                                                                                                                                                                                                                                                                                                                      |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Corequisites (if applicable, or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |           | NONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Pre/corequisites (if applicable, or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |           | NONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Equivalent Courses (cannot be taken for additional credit)</b><br>Former course code/number:<br>Cross-listed with: <b>MACS 212</b><br>Equivalent course(s):<br><i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>                                                                                                                                                                                                                                                                                                                             |           | <b>Transfer Credit</b><br>Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br><br>Transfer credit requested (OREg to submit to BCCAT):<br><input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form)<br><br>Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><br>To find out how this course transfers, see <a href="#">bctransferguide.ca</a> . |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Total Hours: 45</b><br><b>Typical structure of instructional hours:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Lecture hours</td><td style="text-align: right;">25</td></tr> <tr><td>Seminars/tutorials/workshops</td><td style="text-align: right;">20</td></tr> <tr><td>Laboratory hours</td><td></td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td style="text-align: right;"><b>Total</b></td><td style="text-align: right;"><b>45</b></td></tr> </table> |           | Lecture hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 25 | Seminars/tutorials/workshops | 20 | Laboratory hours |  | Field experience hours |  | Experiential (practicum, internship, etc.) |  | Online learning activities |  | Other contact hours: |  | <b>Total</b> | <b>45</b> | <b>Special Topics</b><br>Will the course be offered with different topics?<br><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><br>If yes, different lettered courses may be taken for credit:<br><input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit<br><br><i>Note: The specific topic will be recorded when offered.</i> |  |
| Lecture hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 25        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Seminars/tutorials/workshops                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 20        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Laboratory hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Field experience hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Experiential (practicum, internship, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Online learning activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Other contact hours:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>45</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           | <b>Maximum enrolment (for information only):</b> 32<br><br><b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Once a year                                                                                                                                                                                                                                                                                                                                  |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Department / Program Head or Director:</b> Samantha Patridge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           | <b>Date approved:</b> April 22, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Faculty Council approval</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           | <b>Date approved:</b> June 5, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Campus-Wide Consultation (CWC)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |           | <b>Date of posting:</b> August 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Dean/Associate VP:</b> Jacqueline Nolte                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           | <b>Date approved:</b> June 5, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Undergraduate Education Committee (UEC) approval</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           | <b>Date of meeting:</b> September 3, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |    |                              |    |                  |  |                        |  |                                            |  |                            |  |                      |  |              |           |                                                                                                                                                                                                                                                                                                                                                                                                          |  |

## Learning Outcomes

Upon successful completion of this course, students will be able to:

- Discuss the origins and development of public relations practice;
- Apply basic public relations theories;
- Relate the basic principles of ethical communication in media and public relations;
- Analyze target audiences;
- Differentiate between and categorize stakeholders;
- Assess various communication media and the media environment;
- Compare the impact and uses of digital and analog media to targeted audiences;
- Apply analyses of audiences and the media environment to communication planning and deployment;
- Produce public relations materials for target audiences;
- Conduct effective media relations, including responding to media questions and requests;
- Describe the flow and distribution of information and communications during a public relations scenario.

## Prior Learning Assessment and Recognition (PLAR)

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

## Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, seminars, group work, presentations.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☐

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

## Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

| Author (surname, initials) | Title (article, book, journal, etc.)                                                                             | Current ed.                         | Publisher                         | Year |
|----------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------|------|
| 1. Grunig, J.              | Paradigms of global public relations in an age of digitalisation                                                 | <input checked="" type="checkbox"/> | Prism                             | 2009 |
| 2. Mitchell, Agle, Wood    | Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts | <input checked="" type="checkbox"/> | Academy of Management             | 1997 |
| 3. Webster & Ksiazek       | The dynamics of audience fragmentation: Public attention in an age of digital media                              | <input checked="" type="checkbox"/> | Journal of Communication          | 2012 |
| 4. Zimmer, M.              | "But the data is already public": On the ethics of research in Facebook                                          | <input checked="" type="checkbox"/> | Ethics and Information Technology | 2010 |
| 5. Scott, D.M.             | The new rules of marketing & PR (selected chapters)                                                              | <input checked="" type="checkbox"/> | John Wiley & Sons                 | 2013 |

## Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

## Typical Evaluation Methods and Weighting

|                      |     |              |     |                   |   |            |      |
|----------------------|-----|--------------|-----|-------------------|---|------------|------|
| Final exam:          | %   | Assignments: | 80% | Midterm exam:     | % | Practicum: | %    |
| Quizzes/tests:       | 10% | Lab work:    | %   | Field experience: | % | Shop work: | %    |
| Other: Participation | 10% | Other:       | %   | Other:            | % | Total:     | 100% |

**Details (if necessary):** includes in-class assignments

## Typical Course Content and Topics

### Unit 1—Evolution of Public Relations

- Introduction to the course. Assignments, group work, expectations. Defining public relations and the historical evolution of public relations as a craft.
  - Introducing basic theories of public relations: Stuart Hall's encoding/decoding model, James Grunig's four models of PR.
  - Exploring ethical issues and dilemmas in communication and public relations.
  - Practicing public relations as a client-driven activity.
- Assessment: history and theory quiz.

### Unit 2— Audience Analysis

- Identifying target audiences, demographics, situational traits, ideological identities.
  - Understanding audience motivations and behaviours.
  - Categorizing stakeholder groups and understanding their relationship to the communicator.
- Assessment: audience analysis case study.

**Unit 3—Media Environment**

- Recognizing the vast range of communication media available for public relations.
  - Understanding the media environment.
  - Comparing the impacts of both digital and analog communication on a target audience.
- Assessment: media analysis exercise.

**Unit 4—Planning and Process**

- Using audience analysis and knowledge of the media environment to plan communications.
  - Understanding the importance and role of persuasion in public relations.
  - Developing persuasive messages for target audiences.
  - Preparing materials for the media: news release, media kit.
- Assessment: news release and media kit.

**Unit 5—Deployment and Response**

- Preparing for media engagement.
  - Engaging the media live: press conferences, interviews, scrums, questions.
  - Understanding the architecture of a public relations scenario.
  - Understanding the flow and distribution of information and communication during a public relations scenario.
  - Responding to public relations demands under pressure
- Assessment: public relations scenario simulation.


**ORIGINAL COURSE IMPLEMENTATION DATE:**

Sept 1990

**REVISED COURSE IMPLEMENTATION DATE:**

September 2015

**COURSE TO BE REVIEWED:** (six years after UEC approval)

September 2021

**Course outline form version:** 08/25/14

## OFFICIAL UNDERGRADUATE CROSS-LISTED COURSE OUTLINE FORM

**Note: The University reserves the right to amend course outlines as needed without notice.**

|                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Code and Number:</b> MACS 212                                                                                                                                                                                                                                                                                                                                                                                | <b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Course Full Title:</b> Introduction to Media and Public Relations                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Course Short Title (if title exceeds 30 characters):</b> Intro Media & Public Relations                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Faculty:</b> Faculty of Humanities                                                                                                                                                                                                                                                                                                                                                                                  | <b>Department (or program if no department):</b> Communications                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Official Course Outline:</b><br>This is a cross-listed course. Please refer to <b>CMNS 212</b> for the official course outline.                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Calendar Description:</b><br>Getting a tailored message to a specific target audience in today's complex media environment requires analysis, creativity, and skill. This course examines the communications process, the public relations environment, and both new and mainstream media engagement.<br><br>Note: This course is offered as CMNS 212 and MACS 212. Students may take only one of these for credit. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Prerequisites (or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                        | One of the following: CMNS 115, CMNS 125, CMNS 145, CMNS 155, CMNS 175, or ENGL 105.                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Corequisites (if applicable, or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                          | NONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Pre/corequisites (if applicable, or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                      | NONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Equivalent Courses (cannot be taken for additional credit)</b><br>Former course code/number:<br>Cross-listed with: <b>CMNS 212</b><br>Equivalent course(s):<br><i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>                                                 | <b>Transfer Credit</b><br>Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>Transfer credit requested (OReg to submit to BCCAT):<br><input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form)<br>Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> . |
| <b>Department / Program Head or Director:</b> Samantha Pattridge                                                                                                                                                                                                                                                                                                                                                       | <b>Date approved:</b> April 22, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Faculty Council approval</b>                                                                                                                                                                                                                                                                                                                                                                                        | <b>Date approved:</b> June 5, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Campus-Wide Consultation (CWC)</b>                                                                                                                                                                                                                                                                                                                                                                                  | <b>Date of posting:</b> August 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Dean/Associate VP:</b> Jacqueline Nolte                                                                                                                                                                                                                                                                                                                                                                             | <b>Date approved:</b> June 5, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Undergraduate Education Committee (UEC) approval</b>                                                                                                                                                                                                                                                                                                                                                                | <b>Date of meeting:</b> September 3, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

**Memo for Course Changes**

To: CACC, Alisa Webb

From: Jill Bain, VA Department Head

Date: May 20, 2015

**Subject: Proposal for revision of VA 231 – Sculpture & Extended Media I**

1. Summary of changes (select all that apply):

- ☒ Six-year review
- ☐ Number and/or course code
- ☐ Credits and/or total hours
- ☒ Title
- ☒ Calendar description
- ☒ Prerequisites and/or co-requisites
- ☐ Frequency of course offering
- ☒ Learning outcomes
- ☐ Delivery methods and/or texts and resource materials
- ☐ PLAR options, grading system, and/or evaluation methods
- ☐ Discontinuation of course
- ☐ Other – Please specify:

2. Rationale for change:

- a. Revision of title & calendar description to bring in line with institutional format and to incorporate extended media into the course
- b. Pre-requisite has been tightened due to safety concerns. Students learn correct use of power tools in VA 116
- c. Editing of learning outcomes for clarification and to accommodate extended media
- d. Changes to textbooks to incorporate extended media

3. If there are substantial changes to the learning outcomes, explain how they align with the learning outcomes of the program(s): N/A

4. Is this course required by any program beyond the discipline? If so, how will this change affect that program or programs? N/A

5. Which program areas have been consulted about the change(s)? N/A

6. What consideration has been given to indigenizing the curriculum?

- a. Indigenous content varies according to the work undertaken by students

7. If this course is not eligible for PLAR, explain why: N/A

8. If any of the following items on the official course outline have changed, explain how the change will affect the budget for your area or any other area:

- a. Credit value

- b. Class size limit
  - c. Frequency of offering
  - d. Resources required (labs, equipment)
- 9. Are field trips required for this course? (Field trip requirements must be announced in the timetable.) How are the trips funded? N/A
- 10. Estimate of the typical costs for this course, including textbooks and other materials:
  - a. Tuition plus \$100 materials and textbook



ORIGINAL COURSE IMPLEMENTATION DATE: September 1992  
 REVISED COURSE IMPLEMENTATION DATE: January 2016  
 COURSE TO BE REVIEWED: (six years after UEC approval) September 2021  
 Course outline form version: 09/15/14

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------|----|------------------|----|------------------------|--|--------------------------------------------|--|----------------------------|--|------------------------------------------------|---|--------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Course Code and Number:</b> VA 231                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           | <b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Course Full Title:</b> Sculpture & Extended Media I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Course Short Title (if title exceeds 30 characters):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Faculty:</b> Faculty of Humanities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           | <b>Department (or program if no department):</b> Visual Arts                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Calendar Description:</b><br>This overview of 3-dimensional work begins with the physical world of objects and materials, and explores principles and elements of design in a series of studio projects. A range of traditional skill-based processes, diverse media, and contemporary interdisciplinary practices inform the exploration of ideas and materials.<br><br>Note: Students with credit for VA 131 cannot take this course for further credit.                                                                                                     |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Prerequisites (or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           | None. Note: As of September 2016, prerequisites will change to the following: VA 116.                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Corequisites (if applicable, or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Pre/corequisites (if applicable, or NONE):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Equivalent Courses (cannot be taken for additional credit)</b><br>Former course code/number: <b>FA 131, VA 131</b><br>Cross-listed with:<br>Equivalent course(s):<br><i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>                                                                                                                                                                                      |           | <b>Transfer Credit</b><br>Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>Transfer credit requested (OReg to submit to BCCAT):<br><input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form)<br>Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> . |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Total Hours: 60</b><br><b>Typical structure of instructional hours:</b> <table border="1"> <tr><td>Lecture hours</td><td></td></tr> <tr><td>Seminars/tutorials/workshops</td><td>18</td></tr> <tr><td>Laboratory hours</td><td>34</td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours: Student Directed Learning</td><td>8</td></tr> <tr><td><b>Total</b></td><td><b>60</b></td></tr> </table> |           | Lecture hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | Seminars/tutorials/workshops | 18 | Laboratory hours | 34 | Field experience hours |  | Experiential (practicum, internship, etc.) |  | Online learning activities |  | Other contact hours: Student Directed Learning | 8 | <b>Total</b> | <b>60</b> | <b>Special Topics</b><br>Will the course be offered with different topics?<br><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>If yes, different lettered courses may be taken for credit:<br><input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit<br><i>Note: The specific topic will be recorded when offered.</i><br><br><b>Maximum enrolment (for information only): 17</b><br><b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> annually |  |
| Lecture hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| Seminars/tutorials/workshops                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 18        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| Laboratory hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 34        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| Field experience hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| Experiential (practicum, internship, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| Online learning activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| Other contact hours: Student Directed Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 8         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>60</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Department / Program Head or Director:</b> Jill Bain                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           | <b>Date approved:</b> April 24, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Faculty Council approval</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           | <b>Date approved:</b> June 5, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Campus-Wide Consultation (CWC)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           | <b>Date of posting:</b> August 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Dean/Associate VP:</b> Jacqueline Nolte                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           | <b>Date approved:</b> June 5, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <b>Undergraduate Education Committee (UEC) approval</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           | <b>Date of meeting:</b> September 3, 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                              |    |                  |    |                        |  |                                            |  |                            |  |                                                |   |              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |

VA 231

University of the Fraser Valley Official Undergraduate Course Outline

Page 2 of 2

## Learning Outcomes

Upon successful completion of this course, students will be able to:

1. use a range of media to demonstrate three-dimensional relationships
2. use safe production and technical skills in a broader studio practice
3. communicate a conceptual and technical understanding for both sculpture and time-based media
4. integrate interdisciplinary art making with traditional sculpture skills
5. articulate the diverse conceptual possibilities in contemporary art theory and practice

## Prior Learning Assessment and Recognition (PLAR)

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

## Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Within the context of a schedule of studio assignments, instruction is individual. Demonstrations, lectures, historical studies, and field trips complement sculpture-making projects and critiques.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☐

**NOTE:** The following sections may vary by instructor. Please see course syllabus available from the instructor.

## Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

| Author (surname, initials) | Title (article, book, journal, etc.)             | Current ed.              | Publisher       | Year |
|----------------------------|--------------------------------------------------|--------------------------|-----------------|------|
| 1. Bukskirk, Martha        | <i>The Contingent Object of Contemporary Art</i> | <input type="checkbox"/> | The MIT Press   | 2005 |
| 2. Hudek, Antony           | <i>The Object</i>                                | <input type="checkbox"/> | The MIT Press   | 2014 |
| 3. Kelly, James            | <i>The Sculptural Idea</i>                       | <input type="checkbox"/> | Waveland Press  | 2004 |
| 4. Krause, Rosalind        | <i>Passages in Modern Sculpture</i>              | <input type="checkbox"/> | The MIT Press   | 1981 |
| 5. Gane, N & Beer, D       | <i>New Media: The Key Concepts</i>               | <input type="checkbox"/> | Berg Publishers | 2008 |

## Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

A supplies/materials list may include, but is not limited to, construction paper or chipboard, recycled and/or new woods, plaster and/or plaster gauze, found objects, assorted hardware, paints, etc.

## Typical Evaluation Methods and Weighting

|                |    |              |     |                   |   |            |      |
|----------------|----|--------------|-----|-------------------|---|------------|------|
| Final exam:    | %  | Assignments: | 90% | Midterm exam:     | % | Practicum: | %    |
| Quizzes/tests: | %  | Lab work:    | %   | Field experience: | % | Shop work: | %    |
| Participation: | 5% | Attendance:  | 5%  | Other:            | % | Total:     | 100% |

**Details (if necessary):** Assignments are comprised of three projects as listed in Course Content

## Typical Course Content and Topics

### Week 1-4:

1. Course Introduction, review project guidelines, workbook and maquette requirements; introduce Studio Project #1
2. Lectures and visual presentation on elements of form and basic 3D design principles and interdisciplinary practices
3. Demonstrations on safe use of hand tools and basic joining methods
4. Studio work classes with instructor and studio technician support
5. Group critiques
6. Reading assignment
7. Writing assignment: artist statement/project analysis

### Week 5-8:

1. Introduce studio project #2
2. Continued lectures and visual presentations on elements of form, design principles, interdisciplinary practices with time based emphasis
3. Ongoing demonstrations on the safe use of hand power tools with variety of materials (found and provided)
4. Studio work classes with instructor and studio technician's support
5. Group critiques
6. Writing assignment: artist statement/project analysis

### Week 9-13:

1. Introduce studio project #3
2. Student presentations on sculptors with multimedia and/or interdisciplinary, time based practices
3. Demonstrations on the safe use of stationary power tools and life casting techniques
4. Studio work classes with instructor and studio technician support
5. Group critiques
6. Writing assignment: artist statement/project analysis



## MEMO

To: UEC  
From: Gabriel Murray, Chair Program Working Group  
CC: Lucy Lee, Tracy Ryder Glass, Sylvie Murray  
Date: 28/08/2015  
Re: Bachelor of Science, Major in Computing Science

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On behalf of the program working group, please find attached the Bachelor of Science, Major in Computing Science full proposal, appendices, calendar copy and response to comments.

The proposal package was reviewed by the UEC Screening subcommittee on May 13, and was posted for campus-wide consultation May 14. The PWG's responses to comments are shown in the attached document, and have been incorporated in the proposal and calendar copy as appropriate, with changes tracked.

**Note:** The proposal and additional documents are available in **S:\Groups\UEC\2015-09-03...** and in the shared UEC Dropbox folder.

The Bachelor of Science, Major in Computing Science degree will complement UFV's current offerings in the areas of computing, technology, and information systems. Computing Science (CS) programs are standard offerings at most universities, and this program will attract new students to UFV and support the institution's strategic enrolment goals in the area of Digital Media.

The program content was developed in accordance with the guidelines of our two main professional associations, the ACM (Association for Computing Machinery) and IEEE (Institute for Electrical and Electronics Engineers). The proposal also involved extensive consultation with students (via multiple surveys), local and regional employers, and internal stakeholders such as UFV International, as well as analysis of the wider job market for our prospective graduates.

Two sets of external reviewers have assessed this proposal. In 2014, the CIS department underwent its program review, and the review included a draft of the proposed CS degree. The program reviewers recommended in their report that we proceed with the degree. When the CS program proposal was completed, two more external reviewers provided detailed analysis of the proposal and also supported UFV offering this program. More information on these reviews is provided in the proposal and in an appendix.



# MEMO

To: UEC

From: Darren Francis, Deputy Registrar, Office of the Registrar and Sylvie Murray, Program Development and Quality Assurance Coordinator and

CC:

Date: September 1, 2015

Re: Definitions of major and minor, and regulations for degree program regulations

Rationale: To clarify the description of majors and minors as printed in the Academic Calendar. The proposed definitions of major and minor are conform to established practice at UFV.

| Current                                                                                                                                                                                                                                                           | Proposed                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Major — A collection of 12–18 courses in a single subject area.                                                                                                                                                                                                   | Major — A collection of 12–18 courses in a single subject area <u>with a minimum of 30 upper-level credits.</u>                                                                                                                                                                                                                                                                      |
| Minor — A collection of 7–12 courses in a single subject area. Sometimes you can choose to complete a minor in addition to a major, or another minor, or an extended minor.                                                                                       | Minor — A collection of 7–12 courses in a single subject area <u>with a minimum of 14 upper-level credits.</u> <del>Sometimes you can choose to complete a minor in addition to a major, or another minor, or an extended minor.</del>                                                                                                                                               |
| Extended minor — A collection of 10–18 courses in a single subject area. To earn an extended minor, you usually do the same 100- and 200-level courses required for the major, then do the 300- and 400-level courses required for the minor in the same subject. | Extended minor — A collection of 10–18 courses in a single subject area <u>with a minimum of 14 upper-level credits. Typically consists of</u> <del>To earn an extended minor, you usually do the same</del> 100- and 200-level courses required for the major, <u>and then do</u> <del>and then do</del> the 300- and 400-level courses required for the minor in the same subject. |

Motion #1: That UEC approve the revised definitions of major and minor as presented.

Rationale: To clarify regulations for the combination of program of studies within bachelor's degrees, as per attached "Draft Regulations for Major-Minor, Double Major, Double Extended minors and Other combinations"

Motion #2: That UEC recommend the Regulations for Program Combination for approval by Senate.

The document "Draft Revisions to Academic Calendar Language" shows revisions to the Academic Calendar that follow from the two above motions.



**Draft Regulations for Major-Minor, Double Major, Double Extended minors and Other Combinations**

It is generally possible to combine two or more programs of study within a single degree. The following combinations are common; all require completion of a minimum of 44 or 45 upper division units.

- **Major-minor programs:** consisting of the major requirements of one subject and the minor requirements of another subject within the framework of a single degree.
- **Double-major programs:** consisting of the major requirements of each of two subjects within a single degree.
- **Double-minor programs:** consisting of the minor requirements of each of two subjects within a single degree.

Combined programs require that the minimum upper division unit requirements of each program be separately satisfied. Even if a course is common to the content requirements of two programs, it may only be counted towards the upper division unit requirements of one of the programs. In such cases, course substitutions towards upper division credit of the other program(s) must be approved by the relevant program chair(s).

Programs may be combined within a faculty or across faculties. The overall degree requirements of at least one faculty must be met. In the event that the requirements of more than one faculty are met, a single degree will be awarded by the faculty selected by the student. The requirements of each program as well as faculty and university degree requirements must be met. A combined program may require more than 120 units of total course work.



### Draft Revisions to Academic Calendar Language

**Rationale:**

The following revisions are proposed to the description of undergraduate degree-level programs as appear in the Academic Calendar.

| Current (in Glossary) <a href="http://www.ufv.ca/calendar/fall-2015/General/Glossary.htm">http://www.ufv.ca/calendar/fall-2015/General/Glossary.htm</a>                                                                                                           | Proposed (revisions to existing text are indicated by underlines and strikethroughs)                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Associate degree — A credential earned after completing a minimum of 60 credits (equivalent to two years of full-time study) in prescribed subjects. It can count as the first two years of a bachelor's degree.                                                  | Associate degree — A credential earned after <u>successful completion of a program of studies that normally consists of a completing</u> a minimum of 60 credits (equivalent to two years of full-time study) in prescribed subjects. It can count as the first two years of a bachelor's degree.                                                                                                                                                                                   |
| Bachelor's Degree — A credential earned after completion of about 120 credits, or approximately 40 courses. It usually takes four or five years of full-time study to complete. See also Associate degree.                                                        | Bachelor's Degree — A credential earned after <u>successful completion of a program of studies that normally consists of at least 120 credits, or approximately 40 courses.</u> It usually takes four <del>or five</del> years of full-time study to complete. <u>It is generally possible to combine two or more programs of study within a single degree, provided that the regulations for program combinations are met. See Program Combination.</u> See also Associate degree. |
| Extended minor — A collection of 10–18 courses in a single subject area. To earn an extended minor, you usually do the same 100- and 200-level courses required for the major, then do the 300- and 400-level courses required for the minor in the same subject. | Extended minor — A collection of 10–18 courses in a single subject area <u>with a minimum of 14 upper-level credits. Typically consists of</u> <del>To earn an extended minor, you usually do</del> the same 100- and 200-level courses required for the major, <u>and then do</u> the 300- and 400-level courses required for the minor in the same subject.                                                                                                                       |
| Lower-level — Courses that are considered first- or second-year courses. Lower-level courses are generally numbered in the 100s and 200s.                                                                                                                         | Same                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Major — A collection of 12–18 courses in a single subject area.                                                                                                                                                                                                   | Major — A collection of 12–18 courses in a single subject area <u>with a minimum of 30 upper-level credits.</u>                                                                                                                                                                                                                                                                                                                                                                     |
| Minor — A collection of 7–12 courses in a single subject area. Sometimes you can choose to complete a minor in addition to a major, or another minor, or an extended minor.                                                                                       | Minor — A collection of 7–12 courses in a single subject area <u>with a minimum of 14 upper-level credits.</u> <del>Sometimes you can choose to complete a minor in addition to a major, or another minor, or an extended minor.</del>                                                                                                                                                                                                                                              |
| Program — A structured group of courses that, when successfully completed, leads to a certificate, diploma, or degree.                                                                                                                                            | same                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                                                                                                                                                                                                                   | Program Combination: The following combinations within a bachelor's degree are common: Major-minor; double-major; and double-minor. All combinations require completion of a minimum of 44 or 45 upper division units.                                                                                                                                                                                                                                                              |

|                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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|                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>• <b>Major-minor programs:</b> consisting of the major requirements of one subject and the minor requirements of another subject within the framework of a single degree.</li> <li>• <b>Double-major programs:</b> consisting of the major requirements of each of two subjects within a single degree.</li> <li>• <b>Double-minor programs:</b> consisting of the minor requirements of each of two subjects within a single degree.</li> </ul> <p>Combined programs require that the minimum upper division unit requirements of each program be separately satisfied. Even if a course is common to the content requirements of two programs, it may only be counted towards the upper division unit requirements of one of the programs. In such cases, course substitutions towards upper division credit of the other program(s) must be approved by the relevant program chair(s).</p> <p>Programs may be combined within a faculty or across faculties. The overall degree requirements of at least one faculty must be met. In the event that the requirements of more than one faculty are met, a single degree will be awarded by the faculty selected by the student. The requirements of each program as well as faculty and university degree requirements must be met. A combined program may require more than 120 units of total course work.</p> |
| <p>Upper-level — Courses considered third- or fourth-year. Upper-level courses are usually numbered in the 300s and 400s (check with the department). Degrees normally require a minimum of 45 upper-level credits out of the total 120 credits.</p> | <p>Upper-level — Courses <del>that are</del> considered third- or fourth-year. Upper-level courses are usually numbered in the 300s and 400s (check with the department). <del>Degrees normally require a minimum of 45 upper-level credits out of the total 120 credits.</del></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## Regulations for Qualifying Studies

### Preamble

Qualifying Studies (QS) is an admission category designed to help students meet their academic goals. The QS category, in conjunction with mandatory advising and other support services, will help a student develop a clearly-articulated route to her or his academic goal. A student will be required to 1) consult an advisor early in his or her academic journey; and 2) apply for entry into a program (certificate, diploma, or degree) by the completion of 30 *university-level* credits. *Developmental-level* credits (i.e., credits earned for courses numbered below 100) do not contribute to the 30-credit limit.

Upon admittance to QS, the Office of the Registrar will place two registration holds on the student's account: one at 18 *university-level* credits and one at 30 *university-level* credits. Students must see an advisor by the time they have completed 18 *university-level* credits to have that registration hold removed and they must move into a program by 30 credits to have that hold removed.

## REGULATIONS

1. Students in QS are required to develop an education plan with support from an academic advisor within their first 18 *university-level* credits.
  - a. Students who do not meet with an advisor by the time they have completed 18 *university-level* credits will be unable to register in courses.
  - b. The registration hold at 18 *university-level* credits placed on a student's account upon admittance will be removed after he or she sees an advisor.
  - c. An advisor will be able to remove the hold after meeting with the student.
2. Advisors will help QS students select *developmental-level* and *university-level* courses that will help them become eligible for program entry.
3. QS students are able to take a maximum of 30 *university-level* credits while in the QS category.
4. QS students are required to meet the terms set out in the [Undergraduate Continuance Policy](#).
  - a. In addition, QS students who are put on academic warning after completing 9 *university-level* credits are required to meet with an academic advisor.
  - b. A registration hold will be placed on a student's account if he or she does not see an advisor when put on academic warning.
  - c. An advisor will be able to remove the hold after meeting with the student.

5. QS students are required to apply and be accepted to a program prior to, or upon completion of, 30 *university-level* credits.
  - a. Students will be unable to register in additional *university-level* credits once the 30 university-level credits limit is reached.
  - b. QS students who are not eligible for program entry upon completion of 30 *university-level* credits will be asked to take a time-out from their *university-level* studies at the university.
    - i. A student with the support of an Academic Advisor has the right to request a 15 *university-level* credit extension through the Office of the Registrar, if more time is required to meet the student's goal program's entrance requirements.
    - ii. Appeals will be reviewed by a committee chaired and assembled by the Registrar (or designate).
  - c. QS students who are not eligible for program entry upon completion of 30 *university-level* credits will be eligible to take *developmental-level* courses at the university.
    - i. A student eligible to take *developmental-level* courses will work with an Academic Advisor to identify the *developmental-level* courses needed to meet the student's goal program's entrance requirements.

**UEC MEETING DATES AND AGENDA DEADLINES 2016/16**

UEC meetings generally take place in week 4 of the UFV meeting schedule. All agenda exhibits must be submitted to the UEC office by **12 noon** on the deadline date.

| <b>Meeting Dates<br/>&amp; Room</b>                        | <b>Agenda Exhibit Deadline<br/>(12:00 pm)</b> |
|------------------------------------------------------------|-----------------------------------------------|
| <b>September 3, 2015 (Thursday)</b><br><b>B140 — 10 am</b> | UEC meeting, followed by UEC retreat          |
| <b>October 2, 2015</b><br><b>A225 — 10 am</b>              | September 23, 2015                            |
| <b>October 30, 2015</b><br><b>A225 — 10 am</b>             | October 21, 2015                              |
| <b>November 27, 2015</b><br><b>A225 — 10 am</b>            | November 18, 2015                             |
| <b>December 18, 2015*</b><br><b>A225 — 10 am</b>           | December 9, 2015                              |
| <b>January 29, 2016</b><br><b>A225 — 10 am</b>             | January 20, 2016                              |
| <b>February 26, 2016</b><br><b>A225 — 10 am</b>            | February 17, 2016                             |
| <b>March 18, 2016*</b><br><b>A225 — 10 am</b>              | March 9, 2016                                 |
| <b>April 22, 2016</b><br><b>A225 — 10 am</b>               | April 13, 2016                                |
| <b>May 20, 2016</b><br><b>A225 — 10 am</b>                 | May 11, 2016                                  |
| <b>June 17, 2016</b><br><b>A225 — 10 am</b>                | June 8, 2016                                  |

\*Please note that this meeting will take place in week 3 of the UFV meeting schedule.



# UNDERGRADUATE EDUCATION COMMITTEE MEMBERSHIP 2015/16

| AREA REPRESENTED                                                    | TERMS OF OFFICE          | MEMBER                                                     |
|---------------------------------------------------------------------|--------------------------|------------------------------------------------------------|
| <b>Voting Members</b>                                               |                          |                                                            |
| Vice-Chair, University Secretary & Registrar (or designate)         | On-going                 | Darren Francis (designate) (Vice-Chair)                    |
| <i>9 faculty members approved by Senate, at least 2 from Senate</i> |                          |                                                            |
| Faculty member of Senate                                            | 08-01-2015 to 07-31-2018 | Maria Bos-Chan, Faculty of Access and Continuing Education |
| Faculty member of Senate                                            | 08-01-2015 to 07-31-2016 | Steven Marsh, Faculty of Social Sciences                   |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Eric Spalding, Faculty of Social Science                   |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Rod McLeod, Faculty of Applied & Technical Studies (Chair) |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Samantha Pattridge, Faculty of Humanities                  |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Stan Manu, Faculty of Science                              |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Nancy Goad, Faculty of Health Sciences                     |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Kate McCulloch, Faculty of Health Sciences                 |
| Faculty                                                             | 08-01-2014 to 07-31-2016 | Lisa Moy, Faculty of Professional Studies                  |
| 2 deans or associate deans, approved by Senate                      | 08-01-2015 to 07-31-2018 | John English, Faculty of Applied & Technical Studies       |
|                                                                     | 08-01-2015 to 07-31-2018 | Sue Brigden, Faculty of Access and Continuing Education    |
| 1 academic advisor                                                  | 08-01-2014 to 07-31-2016 | Rhonda Colwell, Arts Advisor                               |
| 1 staff member, approved by Senate                                  | 08-01-2014 to 07-31-2016 | Simon Xi, International Education                          |
| 2 undergraduate students, approved by Senate                        | 08-01-2014 to 07-31-2016 | Arlene Leon, Aboriginal Culture and Language               |
|                                                                     | 08-01-2015 to 07-31-2016 | Gurbir Brar, Criminal Justice (Senator)                    |
| Director, Teaching and Learning                                     | On-going                 | Maureen Wideman                                            |
| University Librarian (or designated librarian) (ex officio)         | On-going                 | Heather Compeau (designate)                                |
| <b>Ex-Officio Non-Voting Member</b>                                 |                          |                                                            |
| Provost & Vice-President, Academic (or designate)                   | On-going                 | Peter Geller (designate to July 31, 2018)                  |
| AVP, Engagement & Graduate Studies (or designate)                   | On-going                 | Kirsten Robertson (designate)                              |
| Executive Director, International Education                         | On-going                 | David McGuire                                              |
| Senior Advisor on Indigenous Affairs                                | On-going                 | Shirley Hardman                                            |
| Manager, Enrolment Planning                                         | On-going                 | Donna Alary                                                |
| AVP, Institutional Research and Integrated Planning                 | On-going                 | Vladimir Dvoracek                                          |
| Coordinator, Program Development and Quality Assurance              | On-going                 | Sylvie Murray                                              |
| <b>Administrative Support</b>                                       |                          |                                                            |
| University Secretariat                                              |                          | Amanda Grimson                                             |

**CURRENT MEMBERSHIP: 25 members - 18 voting members and 7 non-voting members**

**Quorum: Fifty percent (50%) of voting membership**

Current as of August 31, 2015