

To: Members of the 2022-2023 Graduate Council

From: Angela Slitt, Chair
Brenton Deboef, Dean
Colleen Mouw, Associate Dean

Date: October 11, 2022

RE: Agenda for Meeting Number 548 of the Graduate Council to be held on Tuesday, October 11, 2022 at 2:00 p.m. via Zoom

I. Call to order

II. Approval of Minutes of Meeting Number 548, September 19, 2022

III. Announcements

- A. Program Directors Meeting - October 19th (*DeBoef*)
- B. Professional Development & GWC Update (*Mitnick*)
- C. Recent appointments to the Graduate Faculty (*Mouw*)
 - Ambarish Karmaker, Adjunct, CELS
 - Barry Prizant, Adjunct, CHS
 - Nicole Logan, tenure-track, CHS
 - Dhaval Solanki, Lecturer/ Teaching Professor, COE

IV. New Business

- A. EGRA Review Process (*Mitnick & Mouw*)
- B. Graduate program credit requirements (*DeBoef*)
- C. Strategic planning (*DeBoef*)
 - 1. Draft of University Strategic Plan

V. New Graduate Programs & Notice of Change ([Click here to view proposals](#))

New Program Proposals

Social Media Certificate - The Social Media Certificate Program offers students evidence-based social media strategies and practical social media skills to maximize business growth and enhance positive relationships with various stakeholders. By completing the program, students will be able to analyze social media data and utilize social media to meet various business goals and objectives, such as marketing, advertising, public relations, and communication.

VI. Graduate Curriculum (Click here to view proposals)

500-Level New Course Proposals

COLLEGE OF HEALTH SCIENCES

KIN 570X Biomechanical Aspects of Kinesiology

Study of the mechanical principles, analytical methods, and instrumentation systems involved in the analysis of human movement. Emphasis on application of these principles to movements including gait and physical activity.

600-Level New Course Proposals

COLLEGE OF ARTS & SCIENCES

SCM 610 Social Media for Strategic Communication

This course introduces social media concepts and skills for strategic communication. Students will learn social media communication strategies to meet various organizational/business goals.

SCM 611 Social Media Branding

Social media platforms play an essential role in how organizations communicate with their audiences. This course will introduce strategies for developing an effective social media branding campaign. You will learn how to set measurable campaign goals and use storytelling techniques to create diverse and accessible content for appropriate social media campaigns.

SCM 612 Modes of Creative Content Creation

Offers an introduction to modern content creation, with specific focus on best practices for social media applications. Students will engage in crafting creative briefs, pre-production, production and post production.

SCM 613 Social Media Analytics and Listening

This course introduces students to social media listening tools. Students will learn how to analyze public opinions, companies' images, online groups, and influencers.

VII. Adjournment