

Graduate Council Report

November 3, 2011

New Course Requests:

AFST 685. Directed Studies. (4-0). Credit 4. Directed individual study of problems in the Africana Studies field of research or scholarly activity not pertaining to thesis or dissertation, or selected instruction not covered by other courses. Prerequisite(s): Approval of instructor and program director; Graduate classification.

AFST 689. Special Topics in... (4-0). Credit 4. Selected topics in an identified area of Africana Studies. Prerequisite(s): Graduate classification.

ANTH 655. Empires and World-System. (3-0). Credit 3. Application of the anthropological perspective to the problem of the rise of empires and the modern world-system over the last 600 years of world history; topics include ecocide, ethnocide, ethnogenesis, and warfare.

CVEN 754. Advanced Structural Design Studio. (1-6). Credit 3. Comparative design, construction, and service-life performance analysis of integrated and complex structural systems, including design loads, load paths, and structural detailing requirements; comparison of alternative structural system solutions; investigation into new technologies and structural design and/or construction approaches; examples drawn from bridges, buildings and other large civil structures. Prerequisite(s): CVEN 659 or registration therein, CVEN 671 or registration therein, CVEN 750 or registration therein, or approval of instructor.

GEOP 681. Emergent Field-Based Techniques of Near-Surface Applied Geophysics. (1-0). Credit 1. Magnetic resonance sounding; sensor fusion; seismoelectric imaging; airborne tensor gravity gradiometry; self-potential wavelet analysis; GRP interferometry; microseismic arrays. Prerequisite(s): GEOP 413 or GEOP 435 or equivalent.

LAND 632. Design for Active Living. (3-0). Credit 3. Understanding the forms and characteristics of the built environment and the influence on human behaviors, lifestyles and health; theoretical and empirical insights into the issues of physical activity, obesity, and automobile dependency; focus on how changes in the built environment help address these issues. Prerequisite(s): Graduate classification or approval of instructor. Cross-listed with PLAN 632.

LDEV 669. Income Property Land Development. (3-0). Credit 3. Exploration of the characteristics of real estate as an investment, venture and capital structures, the development process, site and financial feasibility, and project funding; strategies, methods and technologies for investment property development utilizing current developments. Prerequisite(s): Graduate classification.

MARB 640. Ecosystem Functions in Marine Environments. (3-0). Credit 3. Advanced study of ecological processes in marine environments, with an emphasis on the investigation of the interactions between organisms and physical processes that regulate marine ecosystem functions. Prerequisite(s): Graduate classification.

PERF 682. American Theatre: Gender on the US Stage. (3-0). Credit 3. Focuses on 18th-21st century texts and performers in order to account for transformations in representations as well as lived experiences of gender. Prerequisite(s): Enrollment in the Performance Studies MA or permission of instructor. Stacked with: THAR 482: American Theatre: Gender on the US Stage.

PLAN 632. Design for Active Living. (3-0). Credit 3. Understanding the forms and characteristics of the built environment and the influence on human behaviors, lifestyles and health; theoretical and empirical insights into the issues of physical activity, obesity, and automobile dependency; focus on how changes in the built environment help address these issues. Prerequisite(s): Graduate classification or approval of instructor. Cross-listed with LAND 632.

PLAN 642. Planning for Coastal Sustainability and Resiliency. (3-0). Credit 3. Principles of resiliency and sustainability in coastal areas; examination of issues from ecological, social, economic, organizational, planning and built-environment perspectives; application of principles to realistic problems, settings and solutions. Prerequisite(s): Graduate classification.

Graduate Council Report

November 3, 2011

WFSC 641. Sustainable Military Land Management. (3-0). Credit 3. Overview of the Department of Defense (DOD) lands within a temporal, geographic, and environmental context and perspective; major policies/laws impacting military land use and areas critical to mission sustainment; management strategies important to sustaining installations and ranges. Prerequisite(s): Graduate classification or approval of instructor.

WFSC 642. Field Military Land Management. (0-2). Credit 1. Review of land management practices and challenges on military and adjacent private lands through field visits of select military installations. Field trips required during Spring Semester. Prerequisite(s): Graduate classification or approval of instructor. Previous or concurrent registration in WFSC 636 is strongly encouraged.

Graduate Council Report

November 3, 2011

Course Change Requests:

LAND 601. Landscape Architectural Design Theory.

Title:

From: Landscape Architectural Design Theory

To: Landscape Architectural Design Theory and Application I.

Description:

From: Principles and application of landscape architectural design theory, relationships of two and three dimensional space as they relate to the natural and built environment, and illustrative communication.

To: First design studio course for career-change students; basic theories, principles, applications of landscape architectural design; design process; context-sensitive design; evidence based design; form-making skills; form-function-meaning relationships; spatial scale and dimensions; elements of natural and built environments; behavioral, psychosocial, policy and ecological factors in design; communication of design ideas.

LAND 602. Landscape Architectural Design Application.

Title:

From: Landscape Architectural Design Application.

To: Landscape Architectural Design Theory and Application II.

Description:

From: Application of design concepts to site planning and site specific contemporary issues including natural systems, social, political, technological and economic influences on design.

To: Application of ecological concepts to site planning and site design, form and space making using natural features, and practical issues including social and political, technological and economic influences on ecological design.

LAND 603. Principles and Techniques of Land Development.

Title:

From: Principles and Techniques of Land Development.

To: Principle, Procedures and Techniques of Land Use.

Description:

From: A continuation of LAND 601-602 design sequence for career change students; organized to develop an understanding of the various systems that must be integrated through land design; applies this understanding through planning and design of a project, including project programming, site selection, master planning, site design and working drawings.

To: A continuation of LAND 601-602 sequence for career-change students; resolution of land problems that typically occur on a site; exploration of land use planning concepts and landscape ecology techniques; application of knowledge and skills acquired during the first year to a complex land development studio project.

Graduate Council Report

November 3, 2011

LAND 612. Landscape Architectural Site Development.

Title:

From: Landscape Architectural Site Development.

To: Landscape Architectural Site Engineering and Development.

Description:

From: Concepts, theories and techniques of site development; creative land form modification, landscape construction materials and structures, drainage principles, site circulation and utilization of materials.

To: First construction studio course; concepts, theories and techniques of site development; aspects of site engineering and consideration of earth bound elements in land development; contours, landform, grading design, drainage principles, cut and fill computations, basic hydraulics and hydrology, stormwater management, landscape construction materials.

LAND 614. Landscape Architectural Construction.

Description:

From: An introduction to the basic elements of landscape architectural construction; course stresses applications of the basic principles of statics and mechanics of simple structures in the use of wood, concrete and masonry plus the design of irrigation and lighting systems.

To: Second construction studio course; sustainable water management techniques in landscape development; theory, principles and techniques of low impact development; basic elements of landscape architectural construction; construction document preparation, working drawings, project layout and design; theory and principles of irrigation and lighting design. Field trips required.

LAND 620. Open Space Development I.

Title:

From: Open Space Development I.

To: Open Space and Land Use Planning I.

Description:

From: Solution of complex open space problems. Subjects may be as diversified as large scale land-planning study or the development of a large residential site.

To: This course involves the student in the creation of land use planning strategies for large land parcels. Site inventory, analysis program formulation and design detailing are sequenced into the production of a comprehensive master plan. Issues of sustainability, environmental protection, growth management and resource utilization are considered.

Prerequisite:

From: Graduate classification in landscape architecture or approval of instructor.

To: LAND 601-603 or approval by instructor.

Graduate Council Report

November 3, 2911

LAND 621. Open Space Development II.

Title:

From: Open Space Development II.

To: Open Space and Land Use Planning II.

Description:

From: Continuation of LAND 620; production of plans and reports.

To: Projects with various scales, site selection, program formulation, theory, master planning and detailed design applied to topics of community design and development and healthy communities; evidence based design methodology, techniques of professional design documentation and presentation.

Prerequisite:

From: LAND 620.

To: LAND 620 or approval by instructor.

LAND 646. Professional Practice.

Description:

From: Introduction to the procedures, project management and ethical framework in which professional landscape architectural practice occurs; topics include proposal preparation, fee structures, forms of practice, project management and contract documents.

To: Introduction to the procedures, management and ethical frameworks in which professional landscape architectural practice occurs; topics include forms of practice, employment issues, proposal preparation, fee and contract structures, project management, roles of the landscape architect, presentations and public participation, legal and ethical responsibilities.

LAND 684. Professional Internship.

Description:

From: Professional practice under approved arrangement with public or private agencies. Off-campus internships are limited to a maximum of 8 credit hours per semester.

To: LAND 684 is sequenced for graduation; must be completed prior to the final year of advanced study in the summer, student is required to take a work position in an approved office for a minimum of ten weeks at forty hours/week.

Graduate Council Report

November 3, 2011

LAND 685. Directed Study.

Description:

From: Individual problems involving application of theory and practice in planning and design of the environment.

To: Advanced study in an individual landscape architecture course with a selected faculty member; focus on a topic mutually derived by the student and faculty member; requires the production of a professional response solution.

Prerequisite:

From: None.

To: Approval of faculty.

LAND 693. Professional Study.

Description:

From: Approved professional study project undertaken as the terminal requirement for the master of landscape architecture degree. Preparation of a record of study summarizing rationale, procedure and results of the completed activity.

To: Terminal studio to be taken by the qualified master of landscape architecture candidate; requires preparation of a proposal describing the topic, an outlined method, procedures and timeline to be submitted to committee; approved and completed study requires a defense and separate public presentation.

Prerequisite:

From: Approval of committee chair.

To: Approval of LAND Faculty.

MKTG 613. Marketing Management.

Description:

From: Core MBA marketing class examines history of marketing, environment that impacts marketing decisions of firms and consumers, buyer behavior, marketing ethics, marketing research, market segmentation, product positioning, and strategic challenges associated with integrating major marketing mix decision elements: product, price, distribution, and promotion.

To: Core MBA marketing class examines history of marketing, environment that impacts marketing decisions of firms and consumers, buyer behavior, marketing ethics, marketing research, market segmentation, product positioning, new product management, and strategic challenges associated with integrating major marketing mix decision elements; product, price, distribution, and promotion.

Graduate Council Report

November 3, 2011

MKTG 621. Survey of Marketing.

Description:

From: Marketing concepts and functions from the point of view of the organization and economy.

To: Marketing concepts and decisions associated with developing marketing strategies. Topics include product, pricing, distribution, and promotion.

MKTG 650. Analyzing Consumer Behavior.

Description:

From: Theoretical and empirical material on consumer behavior; personality, social class and perception by consumers. Classification 6 students may not enroll in this course.

To: Concepts, theories, and techniques applicable to obtaining a sophisticated and empirically-based understanding of consumer motivation, attitudes, decision-making processes, and responses to marketers' actions. Applying consumer psychology and behavioral decision making for managerial and public policy insights.

MKTG 656. Marketing Communications Management.

Title:

From: Marketing Communications Management.

To: Branding and Marketing Communication.

Description:

From: Communication processes, diffusion of innovation, customer response processes, and promotion tools including advertising, packaging, personal selling and sales management, sales promotion and public relations.

To: Customer-based brand equity and positioning, brand objectives, communication processes, customer decision stages, creative and media strategies including traditional, grassroots, and social media, measuring effectiveness and return on marketing investment.

MKTG 671. Product Innovation.

Description:

From: Understanding of consumer needs and translating them into new products and services whose design and presentation convey satisfaction of these needs.

To: Strategy and management of the new product development process, portfolio management and innovation charters for new products. Other topics include creativity, trade-off analysis, concept testing, design and launch.

Graduate Council Report

November 3, 2011

MKTG 675. Marketing Strategy.

Description:

From: Marketing management as it relates to overall organization goals; marketing concepts and functions integrated with other organizational functions, tactics and strategies.

To: Marketing management as it relates to overall organizational goals: marketing strategy concepts and interdependencies with strategy at the corporate and business unit levels and in other functional areas; impact of digital technologies and environmental sustainability on marketing strategy.

Graduate Council Report

November 3, 2011

Other Business – Special Consideration.

Graduate Council supports the action taken by the Texas Higher Education Coordinating Board (THECB) with regard to Low Producing Programs and recommends approval of the program phase-outs and consolidations.

Graduate Council Report

November 3, 2011

Special Consideration Item:

Graduate Council approved the College of Architecture, Department of Landscape and Urban Planning proposal to offer two masters non-thesis degree programs as a simultaneous two – degree program.

The Master of Real Estate (MRE); and

The Master of Science in Land Development (MSLD).

Graduate Council Report

November 3, 2011

Special Consideration Item:

Graduate Council approved the College of Agriculture and Life Sciences proposal for a Certificate in Military Land Sustainability.

Graduate Council Report

November 3, 2011

Special Consideration Item:

Graduate Council approved the College of Architecture proposal to offer a Graduate Certificate in Transportation Planning via distance.

Graduate Council Report

November 3, 2011

Special Consideration Item:

Graduate Council approved the College of Agriculture and Life Sciences proposal to move/transfer the administrative and degree-granting authority of the graduate degree programs in Nutrition and Food Science and Technology from the Interdisciplinary Degree Program in Nutrition and the Interdisciplinary Program in Food Science into the Department of Nutrition and Food Science.