

EDH - 711 - Marketing Higher Education and College Sport

2 Graduate Course Change 2022-23

I. General Information

The faculty member originating this proposal is to complete sections I and II.

Before starting this form, please review graduate curriculum website on policies and processes: <https://www.unlv.edu/graduatecollege/curriculum>

Click **"validate and launch proposal" button below.** Once the pop-up window comes up and displays an error message, click on the "show me" button (on the pop-up). This will highlight in red the required fields of this form. Fill in **ONLY** the red (required) fields.

With all red fields completed, click on the **"validate and launch proposal" button** again to launch the proposal. The pop-up this time should not display an error, and will display instead a **"launch proposal" button.** Click on the **"launch proposal" button** to launch.

After launch, please fill in all remaining fields in the form to reflect your intended changes.

Department:*

Educational Psychology and Higher Education

Current Prefix:*

EDH

Current Number:* 711

Long Course Name:* Marketing Higher Education and College Sport

New Long Course
Name (if name
change):

Short Course Name
25 chars. limit
(leave blank if not
changing course
name):

Summary of Proposed Changes (please check boxes for each change):*

- Prefix
- Course Number
- Name
- Description
- Credits/Grading
- PreReqs/CoReqs
- Instructional Mode
- Cross-listing / Combination
- Other changes (e.g. Service Learning, Fees, ...)

Describe the changes and the rationale for each change:*

This course will be used in the new Intercollegiate and Professional Sport Management program (IPSM) and no longer used in the Higher Education (EDH) program.

Effective Term and Year:*

Spring 2022

Changing the Catalog Description:

- avoid the use of the words *student*, *course*, and *covers*.
- incomplete sentences are ok.
- avoid repeating the course title.
- use of an active voice, e.g. explores, investigates,...
- 50 words limit.

Catalog Description 50 words limit (read guidelines above):*

Studies the conceptual and empirical approaches higher education leaders utilize for building relationships with stakeholders. Topics include commercialization of higher education, market forces versus public interest, responsible innovation, strategic marketing plan development, corporate sponsorships and intercollegiate athletics, marketing ethics, and application of market research in higher education contexts.

Is this course a culminating experience?*

- Yes No

If Yes, to which programs?

IMPACT REPORT

- Run an Impact Report** by clicking on "run impact report" at the top of this form.
- Copy & Paste** the entire impact report into the box below.
- Please comment on the results of the impact report in the comments box below.

Impact Report (copy and paste here):* no impact

Comments on Impact Report (or add "no impact" if applicable):* no impact

Program Changes Needed?

If program changes are needed as a result of this course change, **a separate program change proposal must be submitted.**

Please describe below your plan for program changes related to this proposal.

QUESTIONS? contact gradcurriculum@unlv.edu

Please describe your plan for program changes, if any, as a result of this proposed course change:* no program changes

CROSS-LISTING OR COMBINING COURSES

300- or 400-level courses may be cross-listed with 500-level courses; 400-level courses may also be cross-listed to 600-level courses. Courses that are at the 700 level and above may not be cross-listed with undergraduate courses.

- Select one of the options:***
- Same As= e.g. Undergraduate: same content and same career (UG/UG). Graduate: Same/similar course content and same career (Grad/Grad)
 - Cross-listing= Cross-listed courses contain the same or similar content and may be in different programs (e.g. WMST 621 & SOC 621) or different careers (e.g. BIOL 467 & BIOL 667 or PSC 722 & PHIL 728)
 - Not Cross-Listed or Same As

List cross-listing courses (or type "none"): none

CROSS-LISTING RATIONALE

Please answer the following questions in the "rationale" field below:

What aspect of graduate preparation is met via this course that goes beyond the undergraduate program?

What common aspects are offered in the cross-listings and what grad level pieces are not?

What would be beneficial in offering the cross-listed courses from a graduate education perspective?

**Cross-listing or
Combining
Rationale:**

Service Learning Designation

Are you adding a
Service-Learning
designation to this
course? * Yes No

If the Service-Learning designation is being added to this course:

An accessible syllabus in Word or PDF format must accompany this form.

Graduate syllabi must meet the minimum criteria as required by the Provost's office (See Semester Memo under Executive Vice President and Provost Policies and Forms <https://www.unlv.edu/policies/current-policies>). Graduate courses that are linked to undergraduate courses (300/500 and 400/600 level joint courses) must clearly state in the syllabus how the class experience and expectations are different for graduate students, what additional requirements students enrolled in the graduate level course must fulfill, and how the grading scale will be applied to graduate students.

Please attach a current accessible syllabus by navigating to the "attach a file" icon at the right of this form.

Information about Service-Learning is available [here](#). Faculty can visit the [faculty Service-Learning page](#) as well as the [UNLV Guide for Service Learning](#) for additional information.

If adding Service-
Learning
designation, an
accessible syllabus
is attached: Attached

II. Course Change Information

Prefix and Number Change

Current Prefix and/or Number: EDH

New Prefix and/or Number: IPSM

Credit change

Fixed/Variable Credits: Fixed Variable

If fixed, enter number of credits. If variable, enter minimum and maximum credits (E.g., 1-3).

Number of Credits:

Course Repeatability

Can students repeat this course? Yes No

If yes, insert maximum credits students can earn (blank=unlimited):

Grading Change

Grading System: Letter Grade
 S/U
 S/F (will count towards GPA)
 S/X/F for Thesis/Dissertation

Does this course have any non-credit components? Yes No

If yes, indicate component(s): Clinical
 Discussion
 Field Studies
 Independent Study
 Internship
 Laboratory
 Lecture
 Practicum
 Research
 Seminar
 Supervision
 Thesis Research
 Dissertation Research

Requisite Change (if any)

Graduate standing is the default prerequisite for all graduate-level courses.

Prerequisites:

Corequisites - course(s) that must be taken concurrently:

Is this course change connected to differential fees?*

- Yes
 No

If yes, explain:

Indicate the instructional modes that should be available for scheduling:

- In Person Supplemental Web
 Field Study
 Hybrid
 Independent Study
 Web-based
 Web-based w/ on/off campus meeting
 Other

If other instructional mode, please describe and explain:

"Notes" information

Previous catalogs offered a field called "notes" with some course information. This "notes" section is being eliminated. Any information in that section will not be displayed in future catalogs.

Notes:

Acknowledgement:* I acknowledge that notes will not appear in the new catalog

III. Evaluation of Library Resources

Indicate library resources that will be needed as a result of changes to this course (if applicable).

Will this course change require changes to library resources?*

- Yes No

Core Journals:

Core Books:

Electronic Resources:



This section is completed by the librarian


Level of support the
Library can provide:

Library Comments:

READY TO SUBMIT?

After making all your intended changes, please follow these steps:

1. Finish the launch of your proposal by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right.
2. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.
3. Please note that it is your responsibility as the proposer to see that the proposal is reviewed and receives all necessary approvals. Please be encouraged to reach out to reviewers on each step, if necessary.
4. You can check the status of the proposal by clicking on the workflow status icon  to verify that the proposal has gone to the next step.


The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.


QUESTIONS? contact gradcurriculum@unlv.edu

IV. Department Vote Information

Note: This section is to be filled out by the Department Chair on behalf of the department committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify gradcurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information in the fields below, along with the approval.
3. Then approve/reject by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.

The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.

If there were any modifications to the proposal, please enter them in the comments box below:

Comments:

Date faculty voted on proposal: 9-16-2021

Result of vote (Number of yes/no/abstention votes): Yes: 21; No: 0; Abstain: 0

Manner of vote (online, in-person, etc.): Online Department Meeting

V. College Vote Information


Note: This section is to be filled out by the Academic Associate Dean on behalf of the college/school committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify gradcurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.

2. Fill in vote information in the fields below, along with the approval.

3. Then approve/reject by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.

The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.

Date faculty voted on proposal: 10/4/2021

Result of vote (Number of yes/no/abstention votes): 8-0

Manner of vote (online, in-person, etc.): online

VI. Graduate College and Registrar Use Only

**PS Processing
Notes:**

PS Processing Date:

Initials:

**Aalog Processing
Notes:**

**Aalog Processing
Date:**

Initials:

Comments for EDH - 711 - Marketing Higher Education and College Sport

Curriculog	11/18/2021 10:07 am Reply
Graduate Curriculum has approved this proposal on Grad Curriculum Implementation / Follow Up.	
Curriculog	11/18/2021 9:27 am Reply
Emily Lin has approved this proposal on Graduate College Dean.	
Curriculog	11/17/2021 1:50 pm Reply
Graduate Curriculum has approved this proposal on Graduate Course Review Committee.	
Curriculog	11/17/2021 11:39 am Reply
James Navalta has approved this proposal on behalf of Graduate Course Review Committee. See Graduate Course Review Committee 11-10-2021 for more information.	
Maria Roberts	10/11/2021 8:03 am Reply
Associate Dean for Academics and Professional Programs approved.	
Curriculog	10/11/2021 8:03 am Reply
Maria Roberts has approved this proposal on School/College Associate Dean/ Dean.	
Lisa Bendixen	10/4/2021 2:41 pm Reply
Unanimous vote to approve via zoom meeting (8/8).	
Curriculog	10/4/2021 2:41 pm Reply
Lisa Bendixen has approved this proposal on School/College Committee.	
Curriculog	9/20/2021 8:21 am Reply
EPHE Chair has approved this proposal on Department Chair.	
Curriculog	9/20/2021 8:20 am Reply
EPHE Chair has approved this proposal on Graduate Coordinator.	

Graduate Curriculum

9/9/2021 3:34 pm [Reply](#)

- please note minor description adjustments were made to comply with guidelines, please contact gradcurriculum@unlv.edu in case further adjustments are needed.

Curriculog

9/9/2021 3:34 pm [Reply](#)

Graduate Curriculum has approved this proposal on Technical Review.

Curriculog

9/8/2021 4:29 pm [Reply](#)

Nancy Lough has approved this proposal on Originator.

Curriculog

9/8/2021 4:28 pm [Reply](#)

Nancy Lough has launched this proposal.

Curriculog

9/8/2021 4:26 pm [Reply](#)

Nancy Lough imported from the map 2022-2023 - Working Graduate Catalog into the following proposal fields: I.General Information: Department:, I.General Information: Current Prefix:, I.General Information: Current Number:, I.General Information: Long Course Name:, I.General Information: Catalog Description 50 words limit (read guidelines above); II. Course Change Information: Prerequisites; II. Course Change Information: Corequisites - course(s) that must be taken concurrently; II. Course Change Information: Notes:.