

SOCIAL SCIENCE SUBCOMMITTEE

MINUTES AND REPORT

December 2006

DECEMBER SUBCOMMITTEE MEETING MINUTES

NOTE: The SSS met in December concerning the Journalism M.A. proposal, and the SES met in December concerning the PPD M.S. proposal.

I. SSS Meeting

Thursday, December 7, 10-12 AM, GFS 212.

Michael Parks and Debra Ono attended the meeting to answer questions regarding Journalism.

Members present: Diane Badame, Raphael Bostic, Frances Fitzgerald (support staff), Richard John, Michalle Mor-Barak (co-chair), Terry Seip (co-chair), Doug Thomas, Edwenna Werner (affiliated staff, for Kenneth Servis),

Members absent: Allyse Brown (student), Elizabeth Garrett (ex-officio), David Glasgow (ex-officio), Julena Lind (ex-officio), Amelia Jackerson (student), Hilary Schor (ex-officio), Kenneth Servis (ex-officio)

Guests Debra Ono (JOUR staff), Michael Parks (JOUR director).

The subcommittee met with representatives from Journalism, Michael Parks and Debra Ono, to discuss several issues that members had proposed. Regarding staffing of the courses, Michael Parks said that he plans to spend two years getting the program up and running. Although he is listed as lead instructor of three core courses, all these courses will be undertaken by the entire faculty, including guest speakers from the regular faculty, as well as adjuncts. Journalism is in the process of hiring additional faculty, some of whom will teach in the program. Regarding the fact that students are expected to earn 16 units per semester, it was pointed out that the students will be professionals who are accustomed to handling their time; the master's project is a professional project which is not as time-consuming as some kinds of masters' degree projects; the program does not require a great deal of time on the street; and there are similar programs at other schools which require more units. The school may add a specialization in the arts in the future.

ANNENBERG SCHOOL FOR COMMUNICATION: JOURNALISM

Req. by Michael Parks

A. Add a new program: Eff.: Summer 2007

M.A. Journalism (Specialized Journalism) [34 units]

- **APPROVED.** The Master of Arts in Specialized Journalism will consist of 34 units – 18 units of advanced course work, including a master's professional project, taken within USC Annenberg's School of Journalism and 16 units of electives taken across USC in a learner-centered program. Most of the courses in the School of Journalism will be new, designed for the MA in Specialized Journalism but strengthening the whole graduate program. The electives, taken across USC, will enable a student to deepen his or her knowledge in fields such as religion, science, education and urban ecology – or to look at the intersection of two fields, such as science and religion.

B. Includes seven new courses:

➤ **APPROVED, all seven courses below.**

1. JOUR-580 Introduction to Specialized Journalism (2, Su) Eff term: Summer 2007
Understanding the role of specialized journalism and its changing role in U.S. news media;
audience interest in areas of specialized coverage.
2. JOUR-581 Specialized Journalism: Research Methods (3, Fa) Eff term: Fall 2007
Advanced skills in the use of expert sources, scholarly resources, computer-assisted and
investigative reporting in specialized journalism, social and ethical issues in specialized reporting.
3. JOUR-582 Specialized Journalism: Reporting Decisions (3, Sp) Eff Term: Fall 2007
Reporting and analysis of decision making; case studies and analytical tools in dissecting
decisions for readers, listeners, and viewers.
4. JOUR-584 Specialized Reporting: Education, Youth and Learning (3, Fa) Eff term: Fall 2007
Reporting and writing on education; survey of historical and contemporary issues affecting
children, families and public education.
5. JOUR-585 Specialized Reporting: Religion (3, Fa) Eff Term: Fall 2007
Reporting and writing on religion; survey of world religion, religion and public life – including
politics, gender and science.
6. JOUR-586 Specialized reporting: Science (3, Fa) Eff Term: Fall 2007
Reporting and writing on science, survey of scientific research fields and evaluation of evidence
and claims.
7. JOUR-588 Specialized Reporting: Urban Ecology (3, Fa) Eff Term: Fall 2007
Reporting and writing on urban ecology, survey of the urban landscape as an environment and
human impact on these communities.

II. SES Meeting

Friday, December 15, 2006, 10 a.m. – 12 p.m., THH 105

Members present Gary Adolphson (support staff), Peter Beerel (co-chair), Hans Bozler (co-chair), Frances M. Fitzgerald (support staff), Chi Mak, Gerald Nadler, Edwenna Werner (affiliated staff, for Kenneth Servis), Jennifer Wolch, (ex-officio)

Members absent Dollie Davis (student), Elizabeth Garrett (ex-officio), David Glasgow (ex-officio), Julena Lind (ex-officio), Brian Lobo (student), Leslie Ann Saxon, Katherine Shing, Kenneth Servis (ex-officio)

Guests Elizabeth Graddy (Dean, PPD), Kattie Johnson (staff, PPD), Richard John (SSS).

Science, Math and Engineering subcommittee members were thanked for pitching in to help with the overload of graduate Social Sciences requests. Peter Beerel headed up the review of the Policy, Planning and Development Master's program proposal. Hans Bozler coordinated review of the Geography department's proposed new Master's program and the proposed revision of one of their existing certificates.

SCHOOL OF POLICY, PLANNING AND DEVELOPMENT

Req. by Elizabeth Graddy

A. Add a new program:

Eff. Fall 2007

Executive Master of Leadership [28 units]

- **DEFERRED TO CHAIR, pending** response from department on matters of concern. Peter Beerel will determine whether the concerns are adequately addressed in the response. Associate Dean Elizabeth Graddy and Student Services Director Kattie Johnson attended the meeting to address the subcommittee's questions. Faculty contact Robert Myrtle was out of the country so he was unable to attend. The subcommittee discussed whether the School of Education should be asked to review and acknowledge this proposed program, but decided that it should not be held back for this reason as the two programs are sufficiently different. The proposal states the core courses are to be taken in sequence but the earlier courses are not formally prerequisite to the later ones; the department agreed to add prerequisites (PUAD 500 for 501, 501 for 502, 502 for 503 and 503 for 504) to make this more explicit. The program is designed so the student can choose electives so as to concentrate in depth in one area, but the proposal doesn't clearly state that. The subcommittee suggested that the proposers provide suggested areas of concentration, with illustrative lists of courses that could apply. (If the courses are from other departments, acknowledgement from those departments would be necessary.) This is to provide guidance to faculty advisors and to students, to make it clear that they are not to choose the courses 'cafeteria style' but with a specific focus. However, they will not be listed as degree requirements. 'Executive' in the program title refers to the working professionals that the program will appeal to, not to distinguish it from a standard version of a Master's of leadership. One of the reviewers felt that there was insufficient reference to a systems framework and innovation in the proposal; faculty will be asked to indicate if and where these two areas are covered in the syllabi.

B. Includes four new courses

1. PUAD 500: Leadership Foundations: Competencies and Core Values (4 units, Sum)
Intensive introduction to leading through core values. Focuses on developing leadership skills at the personal level to build a foundation for leadership at all levels.
Open only to Executive Master in Leadership Students.
2. PUAD 501: Leading Individuals, Groups and Teams (4 units, Fa)
Leadership styles in various settings; team demographics, and dynamics; problem-solving; decision-making; diversity and critical thinking skills; effect of culture on small group communication; managing conflict. Open only to Executive Master in Leadership Students.

3. PUAD 502: Strategic Leadership of Organizations (4 units, Sp)

Strategic analysis; strategic planning; leadership; performance measurement and management; control systems; organizational structure and networks; organizational culture; organizational learning and change.

Open only to Executive Master in Leadership Students.

4. PUAD 503: Leading Transformations Across Sectors: Integrative Seminar (4 units, Sum)

Application and practice of leadership skills working across the public, private and nonprofit sectors. Skills include negotiation, collaboration, communication, political management and ethical responsibilities.

Open only to Executive Master in Leadership Students.

NOT ON THE AGENDA, BUT DISCUSSED:

New Master of Geographical Information Science Technology and revision of Certificate in Geographical Information Science. Jennifer Wolch attended the meeting to address any concerns. Hans Bozler will review the requests, including one revised course and some new courses. Two other subcommittee members have been assigned to review the new Master's program as well as the Certificate program. Since the proposed courses are closely tied to the program revision, they will be reviewed simultaneously. The method of offering the program via distance learning was discussed. Catalogue copy shows that the certificate may be earned first, then the Master's. It was noted that there were a significant number of non-tenure track faculty required to teach in this program. New faculty starting in the fall will help support the program. The subcommittee co-chair will request that the UCOC discuss general issues concerning the delivery of distance learning including verification of students, assessment and recruiting.

REPORT OF ACTIONS BY CHAIR (with consultation for programs)

III. MARSHALL SCHOOL OF BUSINESS: ACCOUNTING Req. by Valerie Folkes

Add a new course

Eff.: Fall 2007

ACCT 462 Detecting Fraudulent Financial Reporting (2, Fa, Sp)

Understanding/identifying methods of fraudulent financial reporting, and signals that financial statements were fictitiously prepared; major frameworks for analyzing ethical dilemmas; reforms in corporate reporting environment. *Prerequisites: ACCT 370b or ACCT 415x.*

- **APPROVED.** Intended as a 2-unit elective as part of the Accounting track.

IV. MARSHALL SCHOOL OF BUSINESS: MARKETING Req. by Valerie Folkes

A. Add two new courses:

1. MKT-533 Branding Strategy (3)

Eff Term: Fall 2007

Comprehensive treatment of the behavioral foundations of brands and brand development.

Exploration of alternative branding strategies and marketing tools for brand development.

Prerequisite: GSBA 509 or GSBA 528.

- **APPROVED.** Reviewed by Judy Garner (HPS) due to overload of graduate SSP submissions.

2. MKT-556 Internet Marketing (3)

Eff.: Fall 2007

All aspects of Internet Marketing. Internet as a tool for marketing communication, sales and distribution, customer management. Role of paid advertising, search engines, website design.

Prerequisite: GSBA 509 or GSBA 528. Recommended preparation: An introductory course in marketing management or its equivalent.

- **APPROVED.** Reviewed by Judy Garner (HPS) due to overload of graduate SSP submissions.

B. Revise a course:

Eff.: Fall 2007

NEW: MKT-530 Product Development and Marketing Strategies (3)

Systematic approaches to product development and management; processes, techniques and concepts firms use to develop, test, and introduce products and to manage products over their lifecycle. *Recommended preparation: GSBA 509 or GSBA 528.* Open only to graduate students in Business.

OLD: MKT-530 New Product Development and Branding (3)

Systematic approach to product development; reasons for product failure; processes, techniques and concepts firms use to develop; test, and execute product innovations and imitations.

- **APPROVED.** Reviewed by Judy Garner (HPS) due to overload of graduate SSP submissions.

V. MARSHALL SCHOOL OF BUSINESS: MANAGEMENT AND ORGANIZATION
Req. by Valerie Folkes

A. Revise 3 programs Eff. Fall 2007

1. Minor in Human Resource Management

Reduce number of units required from 24 to 20 to be more consistent with the other minors in the School of Business. Add MOR 431 to list of electives.

APPROVED. The subcommittee co-chair noted that one of the elective courses has a prerequisite (BUAD 306) that is not included in the minor. Paperwork submitted indicated 2 courses were being terminated as part of the request to revise the minor but when contacted the department clarified that no courses are being terminated.

2. Minor in Management Consulting

Reduce number of units required from 24 to 20 to be more consistent with the other minors in the School of Business.

APPROVED.

3. Minor in Organizational Leadership and Management

Reduce number of units required from 24 to 20 to be more consistent with the other minors in the School of Business.

APPROVED. Paperwork submitted indicated 1 course was being revised as part of the request to revise the minor but when contacted the department clarified that no courses are being revised.

B. Add a new course: Eff. Fall 2007

MOR 385 Business in a Diverse Society (4, Fa Sp, Su)
Explores business in an increasingly diverse society. Examines how differences in social class, race, nationality, and gender affect how business is organized and managed.

APPROVED. This course will also be reviewed by the Diversity Requirement Committee, at their January meeting.

VI. ANNENBERG SCHOOL FOR COMMUNICATION: COMMUNICATION

Req. by Thomas Hollihan

Revise a program: Eff. Fall 2007

Ph.D., Communication

Change units required from [64 to 76.] Add COMM 599 to all tracks, and replace COMM 510 with COMM 602.

➤ **APPROVED.**

VII. ANNENBERG SCHOOL FOR COMMUNICATION: DEPARTMENT OF PUBLIC DIPLOMACY
Req. by Geoffrey Cowan

Add a new course: Eff.: Spring 2007

PUBD 509 Advocacy in Public Diplomacy: Argumentation and Debate (4, Sp)
Skills and theory based approach to the criticism and development of public diplomacy campaigns.
Emphasizes the instruction of advocacy skills to assess the utility of specific campaigns.

➤ **APPROVED.**

VIII. ROSSIER SCHOOL OF EDUCATION
Req. by Karen Symms Gallagher

A. Add three new courses:

1. EDUC 514 School Counseling Seminar (3, Sp) Eff: Spring 2007
Current issues and problems in school counseling; emphasis is on K-12 learning and achievement.

APPROVED.

2. EDUC 531 Student Disability Issues in Higher Education (3, Fa) Eff: Fall 2007
History of the disability movement; current research on the success of students with disabilities in higher education; legal and management issues.

APPROVED. Reviewed and approved by Ron Alkana, co-chair of HPS.

3. EDUC 653 Advanced Qualitative Research (3)
Interactive seminar that explores the theoretical underpinnings and practicalities of interviews, portraiture, focus groups, life histories, and cultural biographies. *Recommended preparation: Introductory statistics.*

APPROVED. This course is intended to enhance the course offerings to satisfy the research requirement for the PhD, but the course itself is not a requirement, therefore no changes to the catalogue description of the PhD is necessary.

B. Revise a course Eff. Fall 2007

NEW: EDCO 541 Theories in Counseling (3) Fa, Sp
Theory, research, and practice of psychological counseling. Includes laboratory experience. *Corequisite: EDCO 500.*

OLD: EDCO 541 Theories in Counseling Psychology I
(*No change to catalogue description or corerequisite.*)

APPROVED. EDCO 641, Theories in Counseling Psychology II, was dropped effective Fall 2005, so there is no need for a Theories in Counseling Psychology I. The term 'Counseling Psychology is typically reserved for doctoral programs; this course is intended to be included in the proposed new M.E. degree in School Counseling, which is still under review.

C. Add a new program:

Eff. Fall 2007

Master of Education [28 Units]

The two tracks - Educational Psychology and Instructional Technology, and Reading and Writing – were designed to provide advanced instruction for credentialed professionals.

- **APPROVED.** The School of Education is dropping its Master of Science degrees in favor of Master of Education degrees. This request includes the Learning and Instruction specialization. No new or revised courses are proposed with this request. No Master's Thesis (594ab) is required; Master's seminar (593ab) only.

D. Terminate a program:

Eff. Fall 2007

Master of Science, Education [28 Units]

- **APPROVED.** This request includes the dropping of the Deaf and Hard of Hearing track, the Learning and Instruction track (in POST codes 268 and 1142) and the courses associated with both POST codes.

E. Terminate 15 courses:

Eff. Fall 2007

➤ **APPROVED, termination of all fifteen courses.**

1. CTSE-511 Reading and Writing Methods (3)
2. CTSE-548ab Curriculum and Methods for Teaching Multiple Subjects (3, 3)
3. CTSE-556 Methods of Instruction for the Deaf and Hard of Hearing Child (3)
4. CTSE-557 Directed Teaching of the Deaf and Hard of Hearing Student (4)

5. CTSE-577 Language Development for the Deaf and Hard of Hearing Child during Early Childhood (3)
6. CTSE-578 Methods of Teaching Speech and Auditory Skills to the Deaf and Hard of Hearing Student (3)
7. CTSE-579 Directed Teaching of the Deaf and Hard of Hearing Child During Early Childhood (2)
8. CTSE-580 Audiology for Teachers of the Deaf and Hard of Hearing Child (2)
9. CTSE-581 Topics in Deaf Education (3)
10. CTSE-582 Language Development for the Deaf and Hard of Hearing Child (3)
11. CTSE-583 Advanced Methods, Practicum, and Research in Spoken Language for the Deaf and Hard of Hearing Child (3)
12. CTSE-585ab Sign Language for Teachers of Deaf and Hard of Hearing Children (1,1)
13. CTSE-586 Typical and Atypical Infant and Toddler Development (4)
14. CTSE 587 Service Delivery System for Infants and Toddlers with Special Needs (4)
15. EDCO 580 Working with Families of Children with Special Needs (2)

F. Revise a program

Eff. Fall 2007

Master of Education, Postsecondary Administration and Student Affairs [41 units]

Removing 6 units of req'd coursework, upping units of variable unit course from 1 to 4, removing list of electives from which to choose, raising number of elective units from 6 to 12. No change to number of units required for degree. No new, revised, or dropped courses.

APPROVED.

IX. COLLEGE OF LETTERS ARTS & SCIENCES

DEPARTMENT OF AMERICAN STUDIES AND ETHNICITY

Req. by Ruth Gilmore

Add two new courses:

Eff. Fall 2007

A. AMST 554 Readings in Chicano/Latino History (4, Fa, Sp)

Readings, analyses, and discussion of various approaches, topics, and genres in the field of Chicano/Latino history. *Cross-listed* as HIST-554.

- **APPROVED.** The subcommittee co-chair provided some friendly suggestions about the syllabus to the proposing unit. The instructor responded with a revised syllabus that contained course objectives, additional information regarding the historiography paper that constitutes 60% of the grade, and information about the weekly topics. In addition, also included at the end of the syllabus are additional information regarding leading a classroom discussion, which each student is required to do; and regarding writing the book reviews, and regarding his own history of mentorship and graduate instruction in this field. The resulting syllabus is one that the subcommittee chair would like to use as a model for other graduate courses.

B. AMST 585 Topics in Cultural Theory (4, max 8, Fa, Sp)

Eff. Spring 2008

Introduction to key texts on poststructuralism and its theorizing of the body, power, and historical trauma.

- **APPROVED.** The subcommittee co-chair provided some friendly suggestions about the syllabus to the proposing unit.

X. SCHOOL OF POLICY, PLANNING & DEVELOPMENT Req. by Elizabeth Graddy

Revise a course

Eff. Fall 2007

NEW: PPD 685 Human Resources Management in Public and Non-Profit Sectors (2, Fa)

Merit principles, position classification, recruitment and selection, compensation, organizational development, labor relations; challenges and strategies for managing a diverse workforce.

OLD: PPD 685 Managing Public Sector Human Resources and Workforce Diversity (2, Fa))

Concepts of human resource management, including merit principles, position classification, compensation, labor relations; challenges and opportunities in managing a diverse workforce.

- **APPROVED:** Note: The #301 form used the word “principals” in the new catalogue description, but a question about this was raised to find out if that was what they intended. This was checked out, and the department responded that they did indeed mean it to be “principles.”

XI. SCHOOL OF SOCIAL WORK

Req. by Marilyn Flynn

Add three new courses:

Eff. Spring 2007

NOTE: Friendly suggestions about all three syllabi will be passed along to the proposing unit by the subcommittee co-chair.

A. SOWK 685 Working with Adolescents: Practice, Systems and Advocacy (3, Fa, Sp)

Enhance knowledge and skill in working with adolescents involved in the child welfare, juvenile justice and other systems. *Prerequisites:* SOWK 505, SOWK 535

- **APPROVED.**

B. SOWK 689 Models of Family Therapy: Theory and Practice (3, Fa, Sp)

Expand students' theoretical and practical competence in systemic and narrative family therapy models for work with 21st century families. *Prerequisites:* SOWK 505, SOWK 535

➤ **APPROVED.**

C. SOWK 693 Psychopathology and Diagnosis of Mental Disorders (1, Sp)

Advanced exposure to several issues in the area of adult psychopathology and diagnostics through didactic and experiential modalities. *Prerequisites:* SOWK 505, SOWK 535.

➤ **APPROVED.**