

Minutes from Curriculum and Teaching Committee Meeting
Thursday, November 9, 2023, at 3:00 pm
Via Zoom

Those present: James Babanikos (chair), Huan Chen, Won-Ki Moon, Myiah Hutchens, Angela Bradbery, Roxane Coche, Tim Sorel, Ted Spiker, Harrison Hove, Kasey Windels, Judy Hunter

Announcements/Updates

- **International Student Awards.** One of our undergraduate students, Qingyu Yang, an ADV junior, was one of three UF students to win an Outstanding Undergraduate International Student Award. The honor comes with a check for \$1,000. The award will be presented at the Ben Hill Griffin Stadium's Touchdown Terrace on Tuesday, November 14, from 5:30-7:30 pm.
- **Teacher / Adjunct Instructor / Faculty Mentor / Professional Advisor of the Year Awards.** The chairs were reminded to encourage their best professors to apply for these awards. Packets are due by 5:00 pm, on Monday, November 27th.

Discussion Items

- **PR Minor.** The college does not have a specific policy in the catalog that limits the number of courses that have to be unique to the minor. CLAS, for instance, has a policy that 6 credits must be unique to the minor. After some discussion, it was agreed to leave it as is and not require any courses to be unique to the minor.
- **MPMT Minor Proposal.** The proposed 15-credit MPMT Minor was approved by the committee and will be presented in the end-of-semester all faculty meeting for approval by the college faculty.
- **Permanent course numbers for two ADV courses.** ADV4930: AI and Advertising and ADV4930: Social Media Analytics and Strategy (proposed new name: RTV4930: AI-Driven Social Media Insights) were approved for permanent course numbers by the committee and will be presented in the end-of-semester all faculty meeting for approval by the college faculty.
- **Quest 2.** With Professor Michael Weigold retiring this academic year, his Quest 2 "Happiness" course will be retiring as well. However, since the course was developed in conjunction with COIP, UF owns the course, and not Dr. Michael Weigold, so that course could be taught by another professor, should anyone step up to teach it. However, new Quest 2 courses will need to be created to fill the void that the "Happiness" class will create. Towards that end, ADV Assistant Professor Won-Ki Moon attended the meeting

and presented an idea for an AI-related Quest 2 course that he wants to create. We will certainly pursue that.

- **Preparing the ACEJMC Self-Study.** There was a prolonged discussion of what the most effective ways for the chairs and the Associate Dean for Undergraduate Affairs to prepare the ACEJMC self-study will be.

The meeting ended at 4:16 pm. Minutes submitted by James Babanikos.