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Fort Hays State University Faculty Senate Minutes, January 18, 1966

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The revised Marketing program was presented.

RECOMMENDATION: Approved course, 72 Salesmanship, 82 Retail Management, 120 Sales Management, and 125 Sales Promotion.

RECOMMENDATION: Approved the course 135 The Speech and Hearing Mechanisms.

RECOMMENDATION: Approved the course, 186 Numerical Analysis and Digital Computing.

Statement: The Graduate Council will have the responsibility for approving all courses numbered 300 and above and the Faculty Senate will consider courses numbered to 299.

Minutes of the meeting of the Faculty Senate, Tuesday, January 18, 1966 at 4:30 p.m. in the Office of the Dean of the Faculty.

Members present: Mrs. Cobb, Dr. Coder, Mr. Dalton, Dr. Edwards, Mr. Evans, Miss Felten, Dr. Fleharty, Dr. Hollister, Mr. Osborne, Dr. Proctor, Dr. Rice, and Dr. Garwood, Chairman.

Members absent: Mrs. Hoffman and Mr. Schmidt.

The meeting was called to order by the Chairman, Dr. Garwood, who said that the proposal for the marketing program was to be presented. The proposal was presented at a previous meeting and was rejected by the Senate. The revised program is as follows:

- a. Change the name of Marketing 70 to Principles of Marketing 70.
- b. Remove Economic Principles and Problems 36 as a prerequisite to Marketing 70.
- c. Drop the course Selling and Sales Administration 46 from the catalog.
- d. Add the following four courses:
 72. Salesmanship. Three cr. hrs. Prerequisite, 70. Principles and practices of personal selling; nature of the selling job and basic sales tasks; planning and implementing sales work.
 82. Retail Management. Three cr. hrs. Prerequisite, 70. A basic survey of retailing principles and practices; covers both small store and large business retail operations; buying, bookkeeping, personnel, selling, store layout, compensation, etc.
 120. Sales Management. Three credit hours. Prerequisite, 72. The responsibilities and relationships of sales management with respect to company operations and sales force; the establishment of sales quotas and budgets; salesmen's cooperation and motivation.
 125. Sales Promotion. Three credit hours. Prerequisites, 70, plus 3 additional credit hours of marketing courses. The use of advertising, public relations, service personnel in supplementing direct sales programs; analyzing the market to determine the most effective sales promotion tools to be used.

This program was discussed. It was asked if these courses would be sufficient for a major, as requested in the first presentation at the Nov. 9 meeting. It was stated that two more courses will be needed for a major in marketing.

RECOMMENDATION: It was recommended that the four courses listed above be approved. Seconded and carried.

Language, Literature and Speech Division. The application for a new course, 135 The Speech and Hearing Mechanisms, in the Language, Literature and Speech Division was presented. The description of the course is as follows:

135. The Speech and Hearing Mechanisms. Three credit hours. A course to familiarize the student with the anatomy and physiology of the speech and hearing organs and associated structures in man.

Dr. Fleharty, Chairman of the Subcommittee, explained that this course is designed to stress the anatomy of the speech and hearing mechanisms and is in much greater detail than these are presented in the regular anatomy course which includes the study of the whole body. The speech staff explained that there would be no overlapping of this course and the course, Speech Science; and that the catalog description of the Speech Science course will be changed.

This course and its need were discussed.

RECOMMENDATION: It was recommended that the course, 135 The Speech and Hearing Mechanisms, be approved. Seconded and carried.

Physical Science. The application for a new course in the Mathematics Area was presented. The description of the course is as follows:

186. Numerical Analysis and Digital Computing. Three credit hours. Prerequisites, 126, 154. Techniques of digital computer programming applicable to both large and small computer. Fortran Computer language; an introduction to engineering analysis for computers, including finite difference methods, numerical integration and differentiation, solution of equations of both linear and non-linear types, approximations and solution of differential equations.

The discussion included the following: It was asked if this is a programming course. The first part of the description indicates that the course material is covered in other courses. Dr. Rice suggested that the first sentence probably meant that there would be a brief review at the beginning of the course regarding the machines and their operation. It was suggested that the description of the course might be changed in order to give a better picture of it.

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RECOMMENDATION: It was recommended that the course, 186. Numerical Analysis and Digital Computing, be approved. Seconded and carried.

Dr. Garwood said that there will be an application for one more course. All applications should be presented before the material for the schedule of classes for 1966-1967 is printed.

At the Council of Administration meeting, it was asked if the Graduate Council should have the responsibility of considering the graduate courses. The Faculty Senate would act on the undergraduate courses and the Graduate Council would act on courses numbered above 299. It was agreed that this would be the practice and so all graduate courses numbered 300 and above will be presented to the Graduate Council for approval.

The Faculty Senate will not meet during final examinations and enrollment. The next meeting will be February 8.

The meeting adjourned at 5:30 p.m.

John D. Garwood, Chairman

Standlee V. Dalton, Secretary

Florence Bodmer, Recorder