



The Graduate School

UNIVERSITY OF SOUTH CAROLINA

GRADUATE COUNCIL AGENDA February 24, 2014

To: Graduate Council

Dr. Paul Solomon, Chair; Drs. Alexander Beecroft, Matt Brown, Nancy Brown, Wayne Carver, David Darmofal, Erik Drasgow, Minuette Floyd, Stacy Fritz, Jerry Hilbish, J. Daniel Jenkins, Thomas Kramer, Julia Lopez-Robertson, DeAnne Messias, Caroline Nagel, Elena Osokina, Tracey Weldon-Stewart, Terrance Weik; Brittany Walter, GSA Representative, Dr. Jessica Elfenbein, The Graduate School, Dr. Murray Mitchell, Secretary

CC: President Harris Pastides, Provost Michael Amiridis, Dr. Kristia Finnigan, Deans, Department Chairs, Graduate Directors and Graduate Program Administrators

From: Dr. Lacy Ford, Vice Provost and Dean of Graduate Studies

The Graduate Council will meet on Monday, February 24, 2014 at 2:00p.m. in the Byrnes Building, room 311 with the following items on the agenda:

1. **Call to Order and Approval of Agenda** (Paul Solomon)
2. **Approval of the Minutes January 27, 2014**. Approved actions by Graduate Council become effective 30 days after posting. A copy is available on The Graduate School website at: <http://app.gradschool.sc.edu/gradcouncil/minutes.asp>
3. **Report of the Chair** (Paul Solomon)
4. **Report of the Dean of Graduate Studies** (Lacy Ford)
5. **Report of the Secretary of the Graduate Council / Associate Dean** (Murray Mitchell)
6. **Report of the Graduate Student Association Representative** (Brittany Walter)
7. **Report of the Academic Policy and Practices Committee** (Stacy Fritz)
8. **Report of the 500/600 Level Courses, Distance Education and Special Courses** (Murray Mitchell)
9. **Fellowships and Scholarships Committee** (Wayne Carver)

10. **Report of Science, Math, and Related Professional Programs Committee** (DeAnne Messias)
11. **Report of the Humanities, Social Sciences, Education, and Related Professional Programs Committee** (J. Daniel Jenkins)

Moore School of Business

New Course Proposal

[MKTG 718 Social and Digital Media Strategies for Businesses](#) (3)

Develop a social and digital media plan/solution to present to a client. Business enterprises and even non-business organizations are demanding new marketing hires and their marketing agencies have an acute understanding of how to develop and utilize online and social media as part of their integrated marketing plans. Both business-to-consumer and business-to-business enterprises are migrating to social media as a primary form of communication with customers and partners.

[Effective Fall 2014]

[Prerequisite: DMSB 716 and MKTG 701]

New Course Proposal

[MKTG 750 Marketing Consulting Project](#) (3)

Develop successful marketing strategies using data, research, and analysis to create impactful strategies for real business clients. Businesses and recruiters are increasingly demanding experience handling practical problems faced by a marketing manager from our MBA students. In this elective course, the students get that experience.

[Effective Fall 2014]

[Prerequisite: MKTG 701]

New Course Proposal

[MGSC 779 Innovation and Design](#) (3)

Creation and launch of viable businesses using innovation tournaments. Development of problem solving and design skills. Application to real innovation and entrepreneurial hurdles.

[Effective Fall 2014]

[Prerequisite: None]

12. **Report of the Grievances, Appeals and Petitions Committee** (Erik Drasgow)
13. **Other Committee Reports**
14. **Old Business**
15. **New Business**
16. **Good of the Order**
17. **Adjournment**