1. Submitted by College of Education

Department/Division offering course: Kinesiology & Health Promotion

Date: 10/17/05

2. Changes proposed:
   (a) Present prefix & number: KHP 680
       Proposed prefix & number: Same
   (b) Present Title: Sport Marketing
       New Title: Sport & Fitness Marketing
   (c) If course title is changed and exceeds 24 characters (including spaces), include a sensible title (not to exceed 24 characters) for use on transcripts:
   (d) Present credits: 3
       Proposed credits: Same
   (e) Current lecture: laboratory ratio: No Lab
       Proposed: Same
   (f) Effective Date of Change: (Semester & Year) Spring 2006

3. To be Cross-listed as:

Prefix and Number:

Signature: Department Chair

4. Proposed change in Bulletin description:
   (a) Present description (including prerequisite(s)):
       An introduction to the broad area of sport marketing to include a focus on marketing management as it applies to sport, the general nature of the sport consumer, pricing strategies and promotions, licensing, and the role of research in sport marketing.
       Prereq: MKT 300 and MKT 310 or 320 or 340 and HPER, KHP, majors or consent of instructor.
   (b) New description:
       An introduction to the broad area of sport and fitness marketing to include a focus on marketing management as it applies to sport, the general nature of the sport and fitness consumer, pricing strategies and promotions, and licensing, and the role of research in sport marketing.
   (c) Prerequisite(s) for course as changed: No Prerequisites

5. What has prompted this proposal?
   Students majoring in health promotion as well as exercise science are now enrolling in this course. There is a need to add additional subject matter.

6. If there are to be significant changes in the content or teaching objectives of this course, indicate changes:
   None

7. What other departments could be affected by the proposed change?
   None

8. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky?
   ☑ Yes ☐ No

9. Will changing this course change the degree requirements in one or more programs?*
   If yes, please attach an explanation of the change.*
   ☐ Yes ☑ No

10. Is this course currently included in the University Studies Program?
    If yes, please attach correspondence indicating concurrence of the University Studies Committee.
    ☑ Yes ☐ No

11. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted.

*NOTE: Approval of this change will constitute approval of the program change unless other program modifications are proposed.
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APPLICATION FOR CHANGE IN EXISTING COURSE: MAJOR & MINOR

12. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales. □ Check here if 400G-500.

12. Is this a minor change? ☑ Yes ☐ No
   (NOTE: See the description on this form of what constitutes a minor change. Minor changes are sent directly from the Dean of the College to the Chair of the Senate Council. If the latter deems the change not to be minor, it will be sent to the appropriate Council for normal processing.)

13. Within the Department, who should be consulted for further information on the proposed course change?
   Name: Andrew Weiner, Ed.D. Phone Extension: 7-1625

Signatures of Approval:

[Signature] Department Chair

[Signature] Dean of the College

10/21/05 Date

11/11/05 Date

Date of Notice to the Faculty

**Undergraduate Council

Date

**Graduate Council

Date

**Academic Council for the Medical Center

Date

**Senate Council

Date of Notice to University Senate

**If applicable, as provided by the Rules of the University Senate.

ACTION OTHER THAN APPROVAL

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The Minor Change route for courses is provided as a mechanism to make changes in existing courses and is limited to one or more of the following:

a. change in number within the same hundred series;
b. editorial change in description which does not imply change in content or emphasis;
c. editorial change in title which does not imply change in content or emphasis;
d. change in prerequisite which does not imply change in content or emphasis;
e. cross-listing of courses under conditions set forth in item 3.0;
f. correction of typographical errors. [University Senate Rules, Section III - 3.1]

Rev 3/04
November 8, 2005

MEMORANDUM

TO: Graduate Council

FROM: Eric Anderman, Associate Dean
Research and Graduate Studies

Re: Attached

The College of Education has approved and submits for consideration the following:

Application for Change in Existing Course Major & Minor: KHP 680
Kinesiology & Health Promotion.

Present Prefix & number: KHP 680
Present Title: Sport Marketing
Present credits: 3

Present description: An introduction to the broad area of sport marketing to include a focus on marketing management as it applies to sport, the general nature of the sport consumer, pricing strategies and promotions, licensing, and the role of research in sport marketing. Prereq: MKT 300 and MKT 310 or 320 or 340 and HPER, KHRP majors or consent of instructor.

Proposed prefix & number: No change
New title Sport & Fitness Marketing
Proposed credits: 3

New description: An introduction to the broad area of sport and fitness marketing to include a focus on marketing management as it applies to sport, the general nature of the sport and fitness consumer, pricing strategies and promotions, licensing, and the role of research in sport marketing.

Rationale: Students majoring in health promotion as well as exercise science are now enrolling in this course. There is a need to add additional subject matter.
Application for New Course Department of Curriculum and Instruction

Prefix and Number: EDC 726

Title: CURRICULUM Inquiry Mixed Methods for Research

Lecture / Discussion: hours per week 3 hours

Laboratory: none

Course description: A mixed methodology conceptual framework is used to examine various approaches for designing, implementing and analyzing practitioner data generated in a variety of instructional settings. Topics include epistemological, methodological and ethical issues involved in action research, classroom discourse analyses and mixed methods curriculum inquiry.

Prerequisites: EDA 651 Foundations of Inquiry, EPE 621/EDP 660 Advanced Topics and Methods of Evaluation and EPE 663 Field Studies or permission of instructor

Cross listed as: NA

Rationale: As accountability for learning outcomes becomes institutionalized in various educational settings, instructional practitioners are required to understand how to design, collect, analyze student performance data to make informed instructional and curriculum decisions. Inquiry techniques such as action research, conversation analysis, discourse analysis, focus groups are a part of a growing repertoire of what has recently been termed “mixed methodology research.” The mixed paradigm utilizes both quantitative and qualitative methods to explore multiple kinds of questions that arise in the context of actual classroom practice, in order to understand the complex needs of learners. No course that specifically focuses on the use of mixed methods for curriculum inquiry by education practitioners is currently offered. This course is also proposed by Curriculum & Instruction faculty as a strand- specific research component for the proposed new interdisciplinary Ph.D program.