

LSC Use Only Proposal No:
LSC Action-Date: Apr 4/19/12

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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Geography & Regional Planning	Phone 357-2250

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

- New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

Current course prefix, number and full title:

Proposed course prefix, number and full title, if changing:

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- Learning Skills Knowledge Area Global and Multicultural Awareness Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)
 Global Citizenship Information Literacy Oral Communication
 Quantitative Reasoning Scientific Literacy Technological Literacy

3. Other Designations, as appropriate

- Honors College Course Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

- Catalog Description Change Program Revision Program Title Change New Track
 New Degree Program New Minor Program Liberal Studies Requirement Changes Other

Current program name: Bachelor of Arts-Geography/Economic Geographer Track

Proposed program name, if changing: Bachelor of Arts-Geography/Economic Geographer Concentration

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Gail Sechrist</i>	1/20/11
Department Chairperson(s)	<i>[Signature]</i>	1/20/11
College Curriculum Committee Chair	<i>[Signature]</i>	4/18/12
College Dean	<i>[Signature]</i>	4/19/12
Director of Liberal Studies (as needed)	<i>[Signature]</i>	4/19/12
Director of Honors College (as needed)		
Provost (as needed)	<i>Heald W. Stemon</i>	4/30/12
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Sechrist</i>	4/24/12

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Liberal Studies

Part II. Description of Curriculum Change

1. Catalog description.

Proposed:

Bachelor of Arts in Geography--Economic Geographer Concentration

The Economic Geographer Track combines factual patterns and theories with task-oriented approaches to issues. Unifying concepts include the need for economic space, demands for and consequences of transportation systems, and interactions between market forces and the public sector. The courses in this track address a variety of scales because the skills are applied in an array of fields such as local planning, wholesale distribution, market area analysis, site selection, regional economic development, travel and tourism, and global logistics. Economic geography combines understanding of economic principles, population characteristics, social or cultural interactions, and the political milieu, and it applies this knowledge in a spatial context. Students have the option of establishing an Issue Focus by selecting particular combinations of major track courses and non-major electives.

Current:

Geography—Economic Geographer Track

The Economic Track provides a broad framework of ideas and theories in addition to a task-oriented approach to location analysis. Site planners articulate the needs of the community for economic space, the demands for convenient transport, the role of private enterprise, and the management of growth. This interrelated group of courses is useful to students, because economic geographers and developers are expected to analyze the interactions of concepts and variables. Market analysis for the location of new shopping centers, for example, requires understanding of economic principles, population characteristics, and the local political milieu, all in a spatial context.

Part II 2. Summary of changes:

B.A. in Geography--Economic Geographer Track (old)		B.A. in Geography--Economic Geographer Concentration (new)	
Liberal Studies: As outlined in the Liberal Studies section with the following specifications:	53-56	Liberal Studies: As outlined in the Liberal Studies section with the following specifications:	49
Mathematics: MATH 217 or 6 cr of MATH courses		Mathematics: MATH 217 (1)	
Social Science: ECON 121		Natural Science: 7cr	
Liberal Studies Electives: 9cr, BTED/COSC/IFMG 101 recommended; no courses with GEOG prefix		Social Science: ECON 121	
		Liberal Studies Electives: 9cr including ECON 122; no courses with GEOG prefix	
College:		College:	
Foreign Language Intermediate Level (1)	0-6	Foreign Language Intermediate Level (2)	0-6
Major:	42		
Required Courses:		Major:	42
GEOG 213 Cartography I	3cr	Required Courses:	
GEOG 230 Cultural Geography	3cr	GEOG 213 Cartography I	3cr
GEOG 231 Economic Geography	3cr	GEOG 230 Cultural Geography	3cr
GEOG 341 Climatology	3cr	GEOG 231 Economic Geography	3cr
GEOG 342 Physiography	3cr	GEOG 341 Climatology	3cr
GEOG 411 History of Geography	3cr	GEOG 342 Physiography	3cr
GEOG 412 Research Seminar	3cr	GEOG 411 History of Geography	3cr
RGPL 350 Intro to Planning	3cr	GEOG 412 Research Seminar	3cr
Controlled Elective: One from GEOG 251-257	3cr	RGPL 350 Intro to Planning	3cr
		Controlled Elective: One from GEOG 251-257	3cr
Track Courses: Five from the following:			
GEOG 331 Population Geography	3cr	Track Courses:	18cr
GEOG 332 Urban Geography	3cr	Base Requirements:	
GEOG 333 Trade and Transportation	3cr	GEOG 313 Cartography II (3)	3cr
GEOG 334 Political Geography	3cr	GEOG 332 Urban Geography	3cr
GEOG 336 Social Geography	3cr	GEOG 333 Trade and Transportation	3cr
GEOG 464 Land Use Policy	3cr		
Free Electives:	16-25	Any three GEOG listed below. An optional Issue Focus consists of three from one group plus two corresponding Electives:	
ECON 383 Urban/Regional Economics (recommended)	3cr	Location Analysis controlled electives: (4)	
GEOG 493 Internship (strongly recommended)	3cr	GEOG 316, 331, 334, 404	
RGPL 458 Land Use Law (recommended)	3cr		
		Global Commerce controlled electives:(5)	
		GEOG 331, 334, 335, 337	
		Travel and Tourism controlled electives:	
		GEOG 251-257 (second course from the group),	
		GEOG 261, 336, 337	
		Issue Focus Electives:	0-6
		Location Analysis: ECON 383, MATH 121 and/or MATH 217 (6), RGPL 352, 464	
		Global Commerce: COMM 230, ECON 345, 346, 350, PLSC 280-285 (inclusive)	
		Travel and Tourism: COMM 230, ECON 365, HIST 301-360 (inclusive), PLSC 280-285 (inclusive)	
		Free Electives (GEOG 493 Internship recommended):	15-30
Total Degree Requirements:	120	Total Degree Requirements:	120

(1) Intermediate-level Foreign Language may be included in Liberal Studies Electives.

(1) An alternative to MATH 217 is 6cr of MATH courses, only one must be a Liberal Studies MATH course.

(2) Intermediate-level Foreign Language may be included in Liberal Studies Electives.

(3) Three courses (9cr) of any combination from ACCT, FIN, or MGMT may replace the GEOG 313 requirement.

(4) With special permission may include GEOG 620 Spatial Structure of the Economy 3cr.

(5) With special permission may include GEOG 623 Regional Development 3cr.

(6) This must be in addition to courses for the Mathematics requirement.

Part II. Description of Curriculum Change
3. Rationale for change.

Geography--Economic Geographer Track

The Economic Geographer Track covers concepts that are central to the academic discipline of geography such as empirical land use models, location theory, network and accessibility models, structuralist and Marxian interpretations of landscapes, behavioral paradigms of regional and global economies, spatial analysis techniques, cartographic communication, and sequent occupation. These ideas cover broad ranges of ideology and analytical technique. They are essential knowledge for students seeking careers in business, consulting, government, or academia. A strong Economic Geographer Track supports the Planning major within Department of Geography and Regional Planning and will complement to its' accreditation. The Economic Geographer Track on the transcript verifies completion of a rigorous sequence of courses with contemporary relevance. Such visibility is especially important in an age when many job applications are screened by key word search engines.

The existing track suffers low enrollment for two reasons. First, many courses on the current list are offered so infrequently that scheduling is nearly impossible without substitute courses. For example Urban Transportation Planning has been offered as Independent Study but never as a scheduled course. GEOG 331 Population Geography, GEOG 334 Political Geography, and GEOG 336 Social Geography are offered as availability of qualified faculty permit, and this means at irregular intervals of no less than four semesters. The fact that two of the three must be taken to complete the old Economic Geographer Track creates serious scheduling gridlock. The revised track can be completed with only one of the three infrequently offered courses. Second, highly relevant courses that should be part of economic geography are not listed in the old track. For GEOG 313 Cartography II this is because the course content and the practice of economic geography have both grown in technological sophistication and now match up very well. Another highly relevant course, GEOG 337 Historical Geography, has been offered periodically, and accepted as a substitute, but never formally incorporated into the track. Also, new courses have been added to the Department curriculum. GEOG 261 Geography of Wine and GEOG 335 Geography of Energy are highly relevant to the economic geography of tourism and global commerce respectively but have not yet been included. Both of these changes have occurred since the last substantive revision of the Economic Geographer Track, which was decades ago. Thus the old track fails to represent the substance of contemporary economic geography and the career opportunities that it presents.

The remedy is to incorporate necessary course options that have been omitted and reorganize the requirements of the Economic Geographer Track to reflect their content. The proposed revision exploits under-utilized existing course capacity and

adds one new course to the catalog. In the process it creates a three-course sequence of Base Requirements that are all offered annually and provides reasonable opportunities for completion of the remaining requirements. The most crucial component of the revision is establishment of the Base Requirements that consist of two required track courses (GEOG 332 and GEOG 333) plus a methodological requirement (GEOG 313 or the option of three business courses). GEOG 332 Urban Geography and GEOG 333 Transportation and Trade are Base Requirement Courses because the combination thoroughly covers the fundamental concepts of economic geography. Cartography II GEOG/RGPL 313/513 teaches state-of-the-art computer cartography, is a foundation course for advanced work in geographic information systems (GIS), and is a link between the Economic Geographer Track and other tracks within the Department. Its inclusion acknowledges that a base of methodological knowledge, such as cartography or a basic business background, is essential for career preparation in any aspect of economic geography.

Also important is the organization of courses into "issue focus" groups. These demonstrate potential career relevance and also create scheduling flexibility opportunities regarding valuable but infrequently offered courses. Transportation Planning, proposed as GEOG/RGPL 404/504, provides a crucial location analysis component and strengthens the link between the Economic Geographer Track and the Planning major within the Department. With only this one new catalog listing (which has in fact been taught as independent study), the revision is less about adding additional courses and more about re-organizing the program to use existing resources.

Part III. Implementation

- 1. Students already in the existing program will be allowed to finish under the old requirements but will be given the option of completing the new program to establish an Issue Focus.**
- 2. Current faculty resources are adequate. Only one new course is necessary, and it can be offered in rotation with existing courses. Transportation Planning GEOG/RGPL 404/504 will be offered in alternate spring semesters rotating with Geography of Transportation and Trade GEOG/RGPL 333/533.**
- 3. Other (non-faculty) resources are adequate. The courses of the revised Economic Geographer Track that use specialized facilities—the cartography/GIS labs—are currently offered on a regular basis.**
- 4. The change is expected to increase the number of geography majors by about 15. This will increase the average faculty advising load by slightly more than 1. It will increase enrollment in core majors courses by about 5 because the additional majors will be distributed between underclass, juniors, and seniors. The increase in enrollment will be absorbed by current capacity.**

Part IV Periodic Assessment

- 1. The evaluation plan is based on student outcome assessment criteria. The Department of Geography and Regional Planning already monitors alumni feedback, evaluates portfolios of graduating seniors, conducts pre- and post-testing in selected courses, and compiles internship reports. Other outcome assessment criteria are being developed.**
- 2. Student outcome assessment data are collected continuously, but the Economic Geographer Track will be evaluated in conjunction with the regular departmental five-year review cycle.**
- 3. The Department of Geography and Regional Planning self-evaluates major tracks. It does this based on the National Geography Standards established and published jointly by the National Council for Geographic Education and the National Geographic Society.**