

Minutes of a meeting of the APC Subcommittee on Courses and Teaching Programs (SCTP) held at 3:00 p.m. in Conference Room 3

04.05 **SCHOOL OF CONTINUING STUDIES** – 12-SCTP-01-12

Department of Career and Professional Development

Certificate in Applied Marketing (30 cr.)

Diploma in Applied Marketing (30 cr.)

Ms. Hirst joined the meeting to briefly present and respond to questions concerning these two new programs. She explained that a recent review of the marketing programs within the School resulted in updates to the offerings within this area of study. Thorough consultation was done for the professional requirements, along with consultation of students and alumni concerning skills required in the area. In response to concerns expressed that some of these new programs were not very different from the programs they will replace, it was explained that it was necessary to create new programs to institute formal admission requirements.

New programs approved; they will be reported to APC for approval.

Diploma in Health and Social Services Management (30 cr.)

Graduate Certificate in Health Services Management (15 cr.)

Dr. Sicilia joined the meeting to briefly present and respond to questions concerning these two new programs. She explained that the new diploma will be a more focused program. The new graduate certificate will be geared towards helping public professionals; currently, governmental funding has been provided to 47 students to complete this program.

SCTP queried whether the School intends to retire any of the existing certificate/diploma programs that will be replaced by these new programs. SCTP requested that Ms. Lees examine the student registration for the existing programs being replaced by these new programs.

New programs approved; they will be reported to APC for approval.

04.06 **OTHER BUSINESS**

(a) Report from Enrolment Services [ES] to SCTP

Report 5 [dated January 10, 2013] from ES to SCTP was circulated electronically and approved.

The meeting ended at 4:00 pm.