



Simon Fraser University  
Maggie Benston Centre 1100  
8888 University Drive  
Burnaby, BC V5A 1S6

TEL 778.782.3042  
FAX 778.782.3080

gradstudies@sfu.ca  
www.sfu.ca/grad

**MEMORANDUM**

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**ATTENTION** Senate

**DATE** September 17, 2020

**FROM** Jeff Derksen,  
Chair of Senate Graduate Studies  
Committee (SGSC)

**RE:** Course Changes

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**For information:**

Acting under delegated authority at its meeting of September 8, 2020, SGSC approved the following curriculum items, effective **Summer 2021**:

**Beedie School of Business**

- 1) Course change (description, grading basis): BUS 963

**Faculty of Communication, Art and Technology**

School of Publishing

- 2) Course change (title, description): PUB 606



**BEEIDIE SCHOOL  
OF BUSINESS**

Segal Graduate School

Office of the Associate Dean  
500 Granville Street  
Vancouver, BC V6C 1W6

TEL 778.782.9255  
FAX 778.782.5122

busadmin@sfu.ca

### **Memo to SGSC**

**To: Senate Graduate Studies Committee**  
**From: Andrew Gemino, Associate Dean, Graduate Programs**  
**Re: Course change for PHP Program**  
**Date: August 12, 2020**

The following curriculum revision has been approved by the Beedie School of Business and is forwarded to the Senate Graduate Studies Committee for approval. These curriculum items should be effective for Summer 2021.

Please include them on the next SGSC agenda.

- **Graduate Course Change for BUS 963 PhD Program**

Thank you for your attention herein. Should you have any questions or concerns, please do not hesitate to contact me.

A handwritten signature in blue ink, appearing to read "A. Gemino".

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Dr. Andrew Gemino  
Professor, Management Information Systems  
Associate Dean, Graduate Programs, Beedie School of Business

## Graduate Course Change

Attach a separate document if more space is required.

Course Subject/Number	BUS 963	Units	2	Effective Term and Year	Summer 2021
Course Title	Research Seminar in Selected Topics				
Rationale for Change:	Change of the grading basis from letter grade to "satisfactory/unsatisfactory. The rationale for this is to correctly reflect the learning expectations.				

### Proposed Changes (Check all that apply)

Course number  
  Units\*  
  Title  
  Description  
  Prerequisite  
  Other Grading Basis

### Complete only the fields to be changed

FROM	TO
Course Subject/Number	Course Subject/Number
Units	Units*
Course Title	Course Title (max 100 characters)
Course Short Title	Course Short Title (max 30 characters)
Description This is a research seminar in the PhD program on a selected topic. Students may repeat this course for further credit under a different topic.	Description This is a research seminar in the PhD program on a selected topic. Students in their second through fourth years of studies are required to enrol in a research seminar course each year. Students will contribute to the seminar series by inviting guest speakers and presenting their own work. Students may repeat this course for further credit under a different topics. Graded on a satisfactory/unsatisfactory basis.
Prerequisite	Prerequisite
Other Grading Basis: letter grades	Other Grading Basis: S/U (Satisfactory/Unsatisfactory)

\* Program requirements may need to be revised when course units are changed. Please review the calendar and submit any relevant program revisions resulting from this course change.

**REMINDER:** All course changes must be identified on a cover memo and confirmed as approved when submitted to FGSC and SGSC.

**CONTACT PERSON**

Department / School / Program Business/Beedie/PhD	Contact name Joanne Kim	Contact email phdbus@sfu.ca
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**DEPARTMENTAL APPROVAL**

Department Graduate Program Committee Eric Werker	Signature Eric Werker - approved by email	Date July 5, 2020
Department Chair Carolyn Egri	Signature <i>Carolyn Egri</i>	Date July 7, 2020

**FACULTY APPROVAL**

Faculty Graduate Studies Committee (FGSC) Andrew Gemino	Signature <i>AG</i>	Date August 11, 2020
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**SENATE GRADUATE STUDIES COMMITTEE APPROVAL**

Senate Graduate Studies Committee (SGSC) Jeff Derksen	Signature <i>JD</i>	Date September 17, 2020
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**ADMINISTRATIVE SECTION (for DGS office only)**

Course Attribute: \_\_\_\_\_  
Course Attribute Value: \_\_\_\_\_  
Instruction Mode: \_\_\_\_\_  
Attendance Type: \_\_\_\_\_

If different from regular units:  
Academic Progress Units: \_\_\_\_\_  
Financial Aid Progress Units: \_\_\_\_\_



## MEMORANDUM

<b>ATTENTION:</b>	Senate Graduate Studies Committee
<b>FROM:</b>	Philippe Pasquier, Chair, FCAT Graduate Studies Committee
<b>RE:</b>	PUB Graduate Course Change: PUB 606
<b>DATE:</b>	July 20, 2020

FCAT GSC has voted to approve the course change for PUB 606.

Please put this item on the next SGSC agenda. In addition to this memo, please find enclosed the respective supporting documents.

Sincerely,

Philippe Pasquier, Ph.D.  
Associate Dean, Academic, FCAT  
Chair, FCAT Graduate Studies Committee

cc Hannah McGregor, Graduate Program Chair, PUB

stw/PP



FACULTY OF COMMUNICATION, ART, AND TECHNOLOGY

Publishing @ SFU

**MAILING ADDRESS**

515 W Hastings St  
Vancouver BC, Canada  
V6B 5K3

**ONLINE**

<http://publishing.sfu.ca>  
[pub-info@sfu.ca](mailto:pub-info@sfu.ca)

To: FCAT Graduate Studies Committee  
Re: Name Change for PUB 606

June 15th, 2020

Please find attached the paperwork for a Name and Description change for PUB 606 "Magazine Publishing Project." The new name and description reflect the evolution of this course in recent years, given changes in digital technology, audience behaviour, and industry focus.

This change was approved by Publishing's Graduate Committee June 3rd.

On behalf of Graduate Program Chair Hannah McGregor,

A handwritten signature in black ink, appearing to read "John W Maxwell". The signature is fluid and cursive, with the first name "John" being more legible than the last name "Maxwell".

John W Maxwell  
*Associate Professor & Director,*  
Publishing @ SFU  
Simon Fraser University  
[jmax@sfu.ca](mailto:jmax@sfu.ca) / 778.782.5287

## Graduate Course Change

Attach a separate document if more space is required.

Course Subject/Number <b>PUB606</b>	Units <b>4</b>	Effective Term and Year <b>Summer 2021</b>
Course Title <b>Magazine Publishing Project</b>		
Rationale for Change: <b>See attached.</b>		

### Proposed Changes (Check all that apply)

Course number  
  Units\*  
  Title  
  Description  
  Prerequisite  
  Other \_\_\_\_\_

### Complete only the fields to be changed

FROM	TO
Course Subject/Number	Course Subject/Number
Units	Units*
Course Title <b>Magazine Publishing Project</b>	Course Title (max 100 characters) <b>Media Project</b>
Course Short Title	Course Short Title (max 30 characters)
Description <b>See attached.</b>	Description <b>See attached.</b>
Prerequisite	Prerequisite
Other	Other



\* Program requirements may need to be revised when course units are changed. Please review the calendar and submit any relevant program revisions resulting from this course change.

**REMINDER:** All course changes must be identified on a cover memo and confirmed as approved when submitted to FGSC and SGSC.


**CONTACT PERSON**

Department / School / Program Publishing	Contact name Leanne Johnson	Contact email leanne_johnson_3@sfu.ca
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**DEPARTMENTAL APPROVAL**

Department Graduate Program Committee Hannah McGregor	Signature 	Date June 15, 2020
Department Chair John Maxwell	Signature 	Date June 24, 2020

**FACULTY APPROVAL**

Faculty Graduate Studies Committee (FGSC) Philippe Pasquier	Signature 	Date July 20, 2020
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**SENATE GRADUATE STUDIES COMMITTEE APPROVAL**

Senate Graduate Studies Committee (SGSC) Jeff Derksen	Signature 	Date September 17, 2020
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**ADMINISTRATIVE SECTION (for DGS office only)**

Course Attribute: \_\_\_\_\_  
Course Attribute Value: \_\_\_\_\_  
Instruction Mode: \_\_\_\_\_  
Attendance Type: \_\_\_\_\_

If different from regular units:  
Academic Progress Units: \_\_\_\_\_  
Financial Aid Progress Units: \_\_\_\_\_



## Rationale

The magazine publishing industry has changed significantly since the PUB 606 Magazine Project was first taught twenty-five years ago. Advances in digital technology changed how audiences consume media. As a result of new technology and other resultant changes, magazine companies have pivoted away from print towards digital media in order to reach their audiences. As a result, major stakeholders in the industry now define themselves as media publishers. We want to change our publishing course description in order to better reflect how the industry works today.

## Old Description

### **PUB 606 Magazine Publishing Project**

Teams of students take on industry roles such as editor, art director, and circulation manager and each team conceives a magazine to be published online, or in print with an online presence. Working with faculty and industry guests, the team researches audience potential, develops editorial and design concepts, and creates a comprehensive business and marketing plan for final presentation to a panel of publishing professionals.

## New Description

### **PUB 606 Media Project**

In the Media Project, students work in agile teams to develop a new media model. Teams build prototypes of their media model that are presented to faculty and industry guests for feedback. Working incrementally and iteratively, teams are tasked with finding a market need, building a media model, presenting the model to an audience, and developing ways to start and sustain their media enterprise.