

ROWAN UNIVERSITY CURRICULUM PROPOSAL

Minor Change

PROPOSAL TITLE: Change in Prerequisites for Principles of Marketing
(Minor Curriculum Change)

CHECK APPROPRIATE: UNDERGRADUATE GRADUATE SEMESTER HOURS

SPONSOR(S): Dr. R. Parker, Associate Professor of Marketing

DEPARTMENT/TELEPHONE # Marketing/4029/4013

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION
 ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

Step #1 (Department)	Step #2 (Receipt)	Step #3 (School)
<input checked="" type="checkbox"/> Approved (Date) <input type="checkbox"/> Not Approved (Date) <u>Richard Parker</u> Dept. Curriculum Chr. <u>9/29/97</u> Reviewed (Date) <u>Richard Parker</u> Dept. Chr.	SCC# 97-98- <u>18</u> <u>10-2-97</u> Date Received Senate _____ Senate Curriculum Chr.	Reviewed Date: <u>10/1/97</u> <input checked="" type="checkbox"/> Recommend to Approved <input type="checkbox"/> Recommend NOT to Approve Forward for Open Hearing: <input checked="" type="checkbox"/> WITHOUT Reservations <input type="checkbox"/> WITH Reservations: Comments: <u>[Signature]</u> School Committee Chr.

Step #4 (Academic Dean): Recommended NOT Recommended Conditionally Recommended (See Comments)

Comments:

Dean Signature/Date: [Signature] 11/5/97

Step #5 (Senate Curriculum Committee) Open Hearing Date 2-20-98 Approved by Curriculum Committee Date _____

Returned to Sponsor(s) for the following reason:

Step #6 (Senate) Date announced/voted on at Senate 2/24/98 If voted on Approved NOT Approved

Date forwarded to Executive Vice President: 2/25/98

Senate Curriculum Committee Chair Signature/Date: [Signature] 2/25/98

TWO 3/5/98

Step #7 (Executive Vice President/Provost): Date Received 2/26/98

Approved

NOT Approved If no, reasons are as follows:

Student Credit Hours _____

Faculty Load Hours _____

Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date) 2/26/98

Executive Vice President/Provost Signature C. Matthews

Registrar

Date Approved Course Description Received _____

Hegis Taxonomy and Course Number Assigned _____

Date/Signature of Registrar E. C. Ely 3/2/98

Notification Forward:

Senate Curriculum Committee Chairperson

Department Chairpersons

Academic Dean(s)

Registrar

Sponsor(s)

*Transmittal
3/5/98*

ROWAN UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION

MINOR CURRICULUM CHANGE

Change in Prerequisites for *Principles of Marketing*

Sponsor: Richard Parker, PhD, Associate Professor of Marketing,
College of Business Administration

Change Requested:

As a result of extensive deliberations, the Curriculum Committee of the Marketing Department, with the concurrence of the department as a whole, is proposing a change in the prerequisites for *Principles of Marketing*, course number 0509.300, effective September 1, 1997.

Current prerequisites:

Macroeconomics	2204.101
Microeconomics	2204.102
Junior Standing	

Proposed prerequisites:

Microeconomics	2204.102
Sophomore Standing	

Rationale:

This change is being made to allow more scheduling flexibility for both students and the department. It is the judgement of the Marketing faculty that Macroeconomics, which will be retained as a requirement for Marketing students as part of the major in Business Administration, need not be taken *prior* to Principles of Marketing. In addition, since many students take Microeconomics during the Freshman year, or as first semester Sophomores, the traditional requirement that students be Juniors before taking Principles of Marketing is unnecessary. Support for this view is found in the fact that this course is taken at the Sophomore level at most of the other marketing programs in the area. Students taking this course during the first semester of their Junior year typically found it difficult to schedule all of their remaining specialization courses in the two semesters prior to their Senior capstone course. The proposed change will give them an additional semester to select those courses, and will give the department more flexibility in scheduling.

Curricular effect:

There will be little impact on faculty. Students will have the option and flexibility of taking the course in question earlier. No additional resources of any kind will be required to implement these changes. However, the course number will need to be changed to a 200-level number to reflect that it can now be taken by Sophomores.

Consultations:

The College of Business Administration has approved in principle the reclassification of certain courses traditionally taken during the Junior year to Sophomore level courses. It is understood that Principles of Marketing is one of the courses that will be changed in this way. This past year the COBA called in as a consultant the Dean of the School of Business at Rider University, who affirmed that this change is in keeping with current curricula in business programs in the region and nationally.