



PROCESSA NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM REQUIRED

SCC #03-04- 167

Deadlines

October 3, 2003 to be implemented Fall 2004;

February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: Change in Course Title from Business and Industrial Marketing to Business to Business Marketing

Sponsor(s): Dr. Manuel Pontes E-Mail: pontes@rowan.edu Ext: 3408

Dr. Phillip Lewis E-Mail: lewi8025@rowan.edu Ext: 3407

DEPARTMENT: Marketing

COLLEGE: Business

If Liberal Arts & Sciences CHECK : History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course
 Short-term non-gen-ed course

Minor curricular changes (fewer than three) to

Existing non-gen-ed course
 Non-gen-ed degree requirements
 Major
 Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date: [Signature]

Department Curriculum Chair: Manuel Pontes Date: 10/03/03

Academic Dean: Edward J. Klean Date: 10/6/03

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 11/17/03 Approved Not Approved

COLLEGE CURRICULUM CHAIR: [Signature]

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement 4/6/2004

Comments: Course Name Change

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 5/10/04

Approved Not Approved

REGISTRAR

Date: 5/10/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: _____

Registrar Signature: [Signature]

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar IR CAP
 VP Student Affairs Others

Trans 5/10/04

MINOR CURRICULAR CHANGE
Change in Course Name for Business and Industrial Marketing (0509.391)

I. Details

A. Change in Course Name

From:

Business and Industrial Marketing (0509.391)

To:

Business to Business Marketing (0509.391)

B. Sponsors

Manuel Pontes and Phillip Lewis, Department of Marketing

II. Rationale

A. Need

The course content and the textbooks used have evolved and changed so the new course name and description better reflect the current (Fall 2003) course material. There are no changes to the prerequisites.

B. Impact on Program

None

III. Results of Consultation

No consultation needed.