



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

ADMINISTRATIVE STUDIES
DEPARTMENT
(609) 445-6025

November 21, 1977

To: Dr. Francis Masat, Chairperson, Curriculum Committee

From: Dr. Raymond J. Barrett, Chairperson, Curriculum Committee,
Administrative Studies Department *RJB*

Subj: Proposed Course Change

Enclosed are sixty copies of a proposed course change. As outlined in the proposal, the change is designed to recognize where this course has actually come to fit in the Administrative Studies curriculum.

RJB/bhp

77-78-23

REC: 11-22-77

Approved 12-1-77
SEC: J. J. [unclear]

COURSE TITLE CHANGE PROPOSAL

1. Department and Sponsor:

- a. Department of Administrative Studies
- b. Dr. Charles J. Welsh

2. Changes Requested:

- a. Change title from "Introduction to Marketing" to "Principles of Marketing."
- b. Change HEGIS number from 0509.270 to appropriate 300 level number.
- c. Add prerequisites: Microeconomics and Macroeconomics, or Introduction to Economics, or permission of instructor.

3. Most students have been taking this course after the other basic courses in the Administrative Studies Program. In essence, they have found the need for some familiarity with management and similar concepts before studying marketing per se.

Furthermore, the accreditation model of the American Assembly of Collegiate Schools of Business suggests a Principles of Marketing course at the junior level. Thus, this proposal would move in that direction as well.

The course would be a requirement of the Management Studies Component rather than a requirement of the basic component for all Administrative Studies majors.

4. Consultation has been held with all interested members of the Administrative Studies faculty. The proposed changes have been approved by the Department's Curriculum Committee and by the full faculty at a departmental meeting. The Departments of Home Economics and of Political Science and Economics have been consulted and agree.

5. The revised course description for the catalogue would read as follows:

This course builds a relevant and dynamic framework for studying marketing strategy planning, including designing a marketing mix of product, place, price, and promotion.