

Rowan University

PROCESS Non General Education Curriculum Proposal

SCC#05-06 131

Library Resource Form Required for New Non-Gen-Ed

Submission Deadlines: Fall - October 11, 2005 Spring - February 14, 2006

TITLE Removing Inactive Courses from the Registrar's course list

Sponsor(s) Berhe Habte-Giorgis e-mail: habt
e-mail:
e-mail:

DEPARTMENT Marketing
College Business

LAS-check: History/Humanities Social/Behavioral Sciences
 Math/Science

 x UNDERGRADUATE GRADUATE

 New non gen-ed Major

 Short-Term non gen-ed

 x Minor curricular changes (fewer than three) to:

 x Existing non gen-ed course

 Non gen-ed degree requirements

 Major

 Minor, specialization, concentration, track, certificate program



Signatures Required: representing approval before submission to Office of the Senate

Department Chair: Berhe Habte-Giorgis Date: 02/07/06
Department CURRICULUM Chair: Manuel Lopez Date: 02/09/06
Academic DEAN: M. Van Zandt Date: 2/9/06

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 3/28/06
Approved
Not Approved

Signature: College Curriculum Chair [Signature]

Signature: SENATE CURRICULUM CHAIR [Signature]
Date: 4/12/06

Comments:

Signature: Executive Vice President/Provost: [Signature]
Date: 5/11/06
Approved: ✓
Not Approved:

Signature: REGISTRAR [Signature]
Date: 5/25/06

Course Description Received & Approved
Hegis Taxonomy & Course

**Rowan University
Department of Marketing**

**Proposal for Minor Curricular Changes --
Removing Some Inactive Courses from the Registrar's Course List**

1. Details

- a. Changes Requested:** Eliminate the following Marketing courses from the Registrar's course list:

509230	Personal Marketing
509270	Intro to Marketing
509373	Salesmanship
509385	Retail Buying and Merchandising
509405	Management Communication and Public Relations

- b. Sponsor:** Berhe Habte-Giorgis, Department of Marketing

2. Rationale:

- a. Need for Change:** the above courses have not been taught for more than 10 years, nor will be offered in the future as part of the Marketing curriculum. Most of them were superseded by up-to-date versions. They are no longer in the University Catalogue, but are still in the Registrar's course list. Thus, there is a need to remove these courses from the Registrar's course list to keep the system updated.
- b. Curricular Effect:** Removing these inactive marketing courses from the Registrar's list will have no impact on the current Marketing curriculum and other business programs.

3. Letters of Consultation: Not necessary.