

Faculty Senate Curriculum Committee

Approval Form

Proposal Title: Change in Specialization in Marketing

Sponsor(s): Bruce Bradway Dept.: School of Business Admin.

Check one: Course Specialization Concentration Achievement Certificate
 Certification Program Major Program Minor Change (please name: deletion or credit/title/catalog change)

Undergraduate Graduate _____ Credit Hours

<p>Step 1 (Department)</p> <p><input checked="" type="checkbox"/> Approved <u>11/14/85</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p><u>[Signature]</u> Dept. CC Chairperson</p> <p><input type="checkbox"/> Reviewed _____ Date</p> <p><u>[Signature]</u> Chairperson, Dept.</p>	<p>Step 2 (Receipt)</p> <p>SCC# <u>85-86-32</u></p> <p>Proposal Received <u>11/15/85</u> Date</p> <p><u>Brenda A. Bolay</u> Chairperson, SCC</p>	<p>Step 3 (School CC)</p> <p>Reviewed <u>11/14/85</u> Date</p> <p><input checked="" type="checkbox"/> Approved</p> <p><input type="checkbox"/> Not Approved</p> <p>Comments:</p> <p><u>[Signature]</u> Chairperson, School Curr. Comm.</p>
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Step 4 (Academic Dean) **Comments:**

Reviewed _____
Date

Signature, Dean of School

Step 5 (SCC)

Open Hearing _____
Date

Approved by Senate Curriculum Committee _____
Date

Returned to sponsor(s) for the following reasons:

Step 6 (Faculty Senate)

Presented to Faculty Senate : _____
Date

Approved Not Approved

Notification to Vice-President Academic Affairs 2/3/86
Date

Brenda A. Bolay
Signature, SCC Chairperson

Step 7 (Vice-President for Academic Affairs)

Received 2/13/24
Date

Approved Yes No

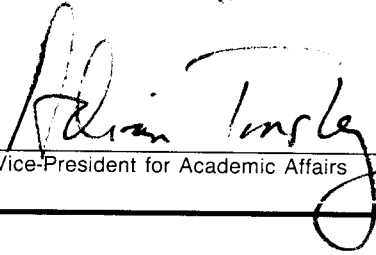
If no, reasons are as follows:

Student credit hours N.A.

Faculty load hours N.A.

Equalized credit hours N.A.

Official copy and approval sheet filed _____
Date

Signature 
Vice-President for Academic Affairs

Registrar

Approved course description received _____
Date

Hegis Taxonomy and Course Number assigned _____

Signature _____
Registrar Date

Notification forwarded: Senate Curriculum Committee Chairperson, Department Chairperson(s), Academic Dean(s), Registrar, Sponsor(s).

TRANSMITTAL 4/15/24

SCHOOL OF BUSINESS ADMINISTRATION

MARKETING

PROPOSAL FOR CHANGE IN SPECIALIZATION

1. DETAILS

a. Title of the Proposal:

Specialization in Marketing

b. Sponsor:

Bruce Bradway

c. Scope or Size of the Program:

This program will affect future students in the Marketing Specialization. The current program graduates approximately 150 students per year. The specialization will increase from 27 sh to 30 sh, have one course, Intro to Advertising, deleted, and one new course, Promotion and Advertising Management, added.

d. Relationship to curriculum:

All courses listed as required in the specialization are in addition to the business core and general education requirements and do not affect courses currently offered as Business or Free Electives.

e. Prerequisites or Eligibility:

Any student accepted by the School of Business Administration and who is in good academic standing is eligible to elect Marketing as his or her Business Specialization.

f. Suggested Time and Scale of Implementation:

The School of Business Administration is undergoing some major changes in anticipation of an accreditation visit by the American Assembly of Collegiate Schools of Business. Most of these changes will take effect in the Fall Semester of 1986. These proposed changes also would most effectively be made at that time.

g. Until such time that additional faculty lines become available, the present faculty is adequate to handle the curricular changes requested.

2. RATIONALE

Our present Marketing Curriculum course titles generally are in keeping with other AACSB colleges and universities. However, the substance of the course, Seminar in Marketing, should be changed to conform to the consultants' recommendations. Also, a new course, Promotion & Advertising Management, was strongly recommended as a required course, replacing Retail Sales Promotion Management. We believe these changes will make our Marketing graduates more adept at handling career assignments.

3. ESSENCE OF THE SPECIALIZATION

a. Major Goals of the Program:

The principle goal of the program is to bring Glassboro's Marketing Specialization into line with other colleges and universities which have been accredited by AACSB.

b. Specific Objectives of the Program:

1. As with all School of Business Administration Specializations, a key objective is to expose students to the general body of knowledge expected to be part of a graduate's intellectual equipment.
2. In addition, the proposed Seminar in Marketing course will expose the student to problems and issues, both classic as well as those which have not yet been addressed by textbooks (e.g., the Tylenol Affair and biogenetic engineering marketing opportunities--a field which is only six years old).
3. Minor additions to the Research Methods in Marketing course will satisfy the consultants critique that the course as now constituted does not review Marketing Information Systems requirements and opportunities.
4. The new Promotion and Advertising Management course will, for the first time, address the management (rather than the creative) approach to directing and evaluating corporate promotional and advertising activities, including the selection of promotion, advertising and incentive agencies.

c-1. Structure (present)

All Marketing Specialization students are required to take the following three courses (9 s.h. in total):

Marketing and Consumer Behavior
Research Methods in Marketing
Seminar in Marketing

In addition, all Marketing Specialization students are asked to choose four courses (12 s.h.) in their specialization from among the following courses:

Retailing
Physical Distribution & Channel Management
Sales Force Management and Salesmanship
International Marketing
Product, Price & New Venture Management
Intro to Advertising

In addition, all Marketing students may elect 6 s.h. in an Internship or Co-op program as a Business Administration elective, or may choose other business courses or business related courses recommended by an advisor.

c-2. Structure (proposed)

All Marketing Specialization students will be required to take the following four courses (12 sh in total):

Marketing and Consumer Behavior
Research Methods in Marketing
Seminar in Marketing
Promotion and Advertising Management

In addition, all Marketing Specialization students are asked to choose four courses (12 s.h.) in their specialization from among the following courses:

Retailing
Physical Distribution & Channel Management
Sales Force Management and Salesmanship
International Marketing
Product, Price & New Venture Management
~~Intro to Advertising~~

*DELETE AS PER PHONE B. BANAWAY
3/17/06*

In addition, all Marketing students may elect 6 s.h. in an Internship or Co-op program as a Business Administration elective, or may choose other business courses or business related courses recommended by an advisor.

d. Administration

The revised Specialization can be administered by the current marketing faculty without significant effect on students who are in an on-going program.

4. RESULTS OF CONSULTATION

The changes reflect the recommendations of three consultants who spent three days on campus with the specific task of making recommendations which would facilitate the School of Business' qualifying for accreditation by the American Assembly of Collegiate Schools of Business. Our GSC recommendations reflect the consultants' recommendation.

The Marketing faculty has approved the recommended changes.

The Business School faculty also has been consulted and has approved the Specialization as proposed.

The Communication Department has been contacted and is in accord with the changes.