



2-chgs

**PROCESS A** NON-GENERAL EDUCATION - CURRICULUM PROPOSAL

SCC #02-03- 111

**Deadlines:**

Regular proposals: October 18, 2002 to be implemented Fall 2003; Short-Term proposals: December 6, 2002 to be implemented Fall 2003  
Regular proposals: February 14, 2003 to be implemented Spring 2004; March 21, 2003 short-term courses to be implemented Spring 2004

**PROPOSAL TITLE:** Change in Prerequisites for Courses in the Marketing Specialization

Sponsor(s): Dr. Manuel Pontes E-Mail: pontes@rowan.edu Ext: 3408  
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**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)
- 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: 10/18/02

Department Curriculum Chair: Manuel Pontes Date: 10/18/02

Academic Dean: [Signature] Date: 11/11/02

College Curriculum Chair: \_\_\_\_\_ Date: \_\_\_\_\_

College Curriculum Committee OPEN HEARING Date: 4/21/03 Approved  Not Approved

**UNIVERSITY CURRICULUM COMMITTEE**

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement/Vote: \_\_\_\_\_

Comments: \_\_\_\_\_

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 4/25/03

Approved ~ Not Approved due to the following:  Student Cr Hrs  Faculty Load Hrs  Equalized Cr Hrs

**REGISTRAR**

Date: 4/21/03 Course Description Received & Approved ~ Hegis Taxonomy & Course #: \_\_\_\_\_

Registrar Signature: [Signature]

**NOTIFICATION FORWARD**

SCC Chair  Academic Dean  Department Chair  Registrar  Sponsor(s)

7/11 5/19/03

## MINOR CURRICULAR CHANGE

### Changes in Prerequisites for Courses in the Marketing Specialization Proposal Number 02-03-117

Revised January 2003

#### I. Details

##### A. Changes Requested

1. From: 0509.200 Principles of Marketing  
(Prerequisite: 2204.102 (Microeconomics)).  
  
To: 0509.200 Principles of Marketing  
(Prerequisite: 1501.111 (College Comp 1) and completion of 12 credits).
2. From: 0509.403 Strategic Marketing Management  
(Prerequisite: 0509.200 (Principles of Marketing), 0509.376 (Consumer Behavior), 0509.379 (International Marketing), and Senior Standing as a Business Administration (0501) or Accounting (0503) major).  
  
To: 0509.403 Strategic Marketing Management  
(Prerequisite: 0509.376 (Consumer Behavior), Business Administration (0501) or Accounting (0503) major, and completion of 87 credits).

##### B. Sponsors

Manuel Pontes, Harold W. Lucius, Department of Marketing

#### II. Rationale

##### A. Need

To enable the Marketing department and the students to schedule their courses more efficiently

##### B. Impact on Program

Will provide students with greater flexibility to select courses and increase the likelihood that they will graduate in 4 years

#### III. Results of Consultation

These prerequisite changes were approved by the faculty in the Marketing Department on October 24, 2002.