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OFFICE OF THE DEAN
PROCESS A
APR 1 2004

NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM REQUIRED

SCC #03-04- 165
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Deadlines

October 3, 2003 to be implemented Fall 2004

February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: Change in Requirements for 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) 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: _____ Date: _____
Department Curriculum Chair: Manuel Pontes Date: 10/03/03
Academic Dean: Edward J. Moran Date: 10/6/03

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 11/17/03 Approved Not Approved
COLLEGE CURRICULUM CHAIR: _____
Senate Curriculum Chair Signature: Shelly C. [Signature] Date: Senate Announcement 11/16/03
Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 4/25/04

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

Leanne 5/24/04

MINOR CURRICULAR CHANGE
**Change in List of Business Electives That Can Be Used To Fulfill the Business Elective
(3SH) Requirement in the Marketing (509) Specialization**

I. Details

A. Changes Requested

From: The Business elective can be any 300 or 400 non-required course in Marketing, Business, or Accounting

To: The Business elective can be any 300 or 400 non-required course offered by the Marketing, Management/MIS, or Accounting/Finance departments except any internship course offered by any other department. Currently:

0506.361	Supervised Internship
0503.300	Supervised Internship in Accounting
0504.430	Supervised Internship in Finance

B. Sponsors

Manuel Pontes and Berhe Habte-Giorgis, Department of Marketing

II. Rationale

A. Need

To ensure that students have adequate coursework to function effectively in their internship position.

B. Impact on Program

Codifies and clarifies current practice

III. Results of Consultation

No consultation needed