Glassboro State College Senate Curriculum Committee

Approval Form

Proposal Title: Modification of the Marketing Specialization (Minor Curr. Change)

Sponsor(s): Dr. Richard Parker
Dept.: Marketing
Ext. 6461

Check one: □ Course □ Specialization □ Concentration □ Minor □ Achievement Certificate
□ Certification Program □ Major Program □ Minor Change

☐ Undergraduate □ Graduate

<table>
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<tr>
<th>Step 1 (Department)</th>
<th>Step 2 (Receipt)</th>
<th>Step 3 (School CC)</th>
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<tr>
<td>☑ Approved Date</td>
<td>☑ SCC# 93-74-16</td>
<td>Reviewed 11/3/92</td>
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<tr>
<td>□ Not Approved</td>
<td>Proposal Received Date</td>
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<tr>
<td>Dept. CC Chairperson</td>
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<td>☑ Reviewed 6/9/92</td>
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<td>Dept. Chairperson</td>
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<th>Step 4 (Academic Dean)</th>
<th>Comments:</th>
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<tr>
<td>Reviewed Date</td>
<td>NOV 24, 1992</td>
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<td>Signature, Dean of Scho</td>
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<th>Step 5 (SCC)</th>
<th>Step 6 (Senate)</th>
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<tr>
<td>Open Hearing 11/2/92</td>
<td>Presented to Senate 11/19/93</td>
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<tr>
<td>☑ Approved by Senate Curriculum Committee 11/3/92</td>
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<td>□ Returned to sponsor(s) for the following reasons:</td>
<td>□ Not Approved</td>
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<td>☑ Send to department of new minor - Strategic Marketing/Mangement</td>
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Notification to Executive Vice-President/Provost 1/26/93

Signature: L. B. Schuman
Signature: S. C. Chairperson
Step 7 (Executive V.P./Provost)

Received __________ Date

If no, reasons are as follows:

Student credit hours __________

Faculty load hours __________

Equalized credit hours __________

Official copy and approval sheet filed __________ Date __________

MAR. 2 9 1993

Signature, Executive Vice President Provost

Registrar

Approved course description received __________ Date __________

Hegis Taxonomy and Course Number assigned __________ Date __________

B P Ryan

Signature, Registrar

Notification forwarded:

☐ Senate Curriculum Committee Chairperson

☐ Department Chairperson(s)

☐ Academic Dean(s)

☐ Registrar

☐ Sponsor(s)
MINOR CURRICULUM CHANGE

Modification of the Marketing Specialization

Sponsor: Richard Parker, PhD, Associate Professor of Marketing, School of Business Administration

Change Requested: As a result of extensive deliberations, the Curriculum Committee of the Marketing Department, with the concurrence of the department as a whole, is proposing a change in the course sequence required for a Marketing specialization within the School of Business Administration, effective September 1, 1993.

Current requirements:

Requirements in General Education (48 sh): Communications (9 sh), Math & Science (12 sh), Social & Behavioral Science (12 sh), History, Humanities & Language (12 sh), Art (3 sh), Physical Education (3 sh), and Free Electives (15 sh): No Changes

Business Core (30 sh): No Changes

Marketing Specialization (30 sh)

Required courses (12 sh):
  Consumer Behavior 0509.376
  Research Methods in Marketing 0509.374
  Management of Advertising & Promotion 0509.350
  Seminar in Marketing 0509.377

Marketing electives (12 sh):
  choice of any four additional marketing courses
  (No Change)

Business electives (6 sh):
  choice of 2 courses as approved

Proposed requirements:

Marketing Specialization (30 sh)

Required courses (15 sh):
  Consumer Behavior 0509.376
  Research Methods in Marketing 0509.374
  Management of Advertising & Promotion 0509.350
  International Marketing 0509.379
  Strategic Marketing Management (new course)

Marketing electives (12 sh):
  choice of any four additional marketing courses
  (No Change)
Business electives (3 sh):  
choice of 1 course as approved

Rationale:

Need for the change:

In both the Academic Program Review conducted in 1984 and the guidelines of the American Assembly of Collegiate Schools of Business (from which we are seeking accreditation), there are calls for marketing curricula to exhibit a more global and more strategic orientation. Therefore the courses International Marketing and Strategic Marketing Management will be added to the required portion of the specialization. One previous required course, Seminar in Marketing, will become an elective, and students will be required to take one fewer business elective, so that there is no net increase in the number of courses they are required to take.

Curricular effect:

There will be little impact on either faculty or students, except for a substantive reorientation in line with the recommendations cited above. No additional resources of any kind will be required to implement these changes.

Consultations:

Consultation with faculty outside the Marketing department is not applicable in this case because the proposed changes are expected to have no effect outside the department. The courses involved are offered by the department and taken almost exclusively by students specializing in Marketing. There will be no significant effect on courses students take outside the School of Business Administration.