

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 (please name deletion or credit/catalog change)

Undergraduate  Graduate \_\_\_\_\_ Credit Hours

<p><b>Step 1 (Department)</b></p> <p><input checked="" type="checkbox"/> Approved <u>11/15/92</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p><u>11/15/92</u> Dept. CC Chairperson</p> <p><input checked="" type="checkbox"/> Reviewed <u>Oct 8, 1992</u> Date</p> <p><u>J. H. [Signature]</u> Dept. Chairperson</p>	<p><b>Step 2 (Receipt)</b></p> <p><input checked="" type="checkbox"/> SCC# <u>93-9316</u></p> <p>Proposal Received _____ Date</p> <p><u>NOV 16 1992</u></p> <p><u>[Signature]</u> SCC Chairperson</p>	<p><b>Step 3 (School CC)</b></p> <p>Reviewed <u>11/15/92</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p><b>Comments:</b></p> <p><u>[Signature]</u> School Curr Comm Chairperson</p>
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**Step 4 (Academic Dean)**

Recommend  
 Not Recommend  
 Conditionally Recommend (see comments)

Reviewed \_\_\_\_\_  
Date

**Comments:**

NOV 22 1992

[Signature]  
Signature, Dean of School

**Step 5 (SCC)**

Open Hearing 11/2/92  Approved by Senate Curriculum Committee 11/30/92  
Date Date

Returned to sponsor(s) for the following reasons:  
pending approval of new courses - Strategic Marketing/Management

**Step 6 (Senate)**

Presented to Senate 2/19/93  
Date

Approved  Not Approved

Notification to Executive Vice-President/Provost 2/26/93  
Date

[Signature]  
Signature SCC Chairperson

**Step 7 (Executive V.P./Provost)**

Received \_\_\_\_\_

Date

If no, reasons are as follows:

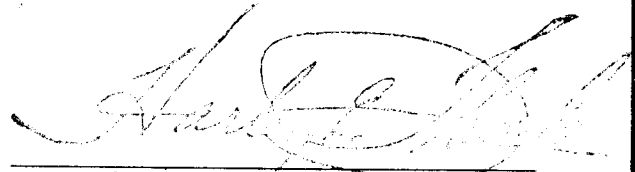
Approved  Yes  No

Student credit hours \_\_\_\_\_

Faculty load hours \_\_\_\_\_

Equalized credit hours \_\_\_\_\_

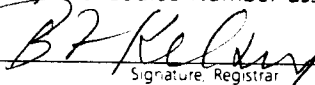
Official copy and approval sheet filed MAR. 29 1993  
Date

  
\_\_\_\_\_  
Signature, Executive Vice President/Provost

**Registrar**

Approved course description received 8 Mar. 93  
Date

Hegis Taxonomy and Course Number assigned Minor Curric. Cg.

  
\_\_\_\_\_  
Signature, Registrar

8 Mar 93  
Date

**Notification forwarded:**

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

ROWAN COLLEGE OF NEW JERSEY  
SCHOOL OF BUSINESS ADMINISTRATION

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.