

ROWAN UNIVERSITY CURRICULUM PROPOSAL (Form ??)

MINOR Chg

PROPOSAL TITLE: Modification of the Marketing Specialization (Minor Curriculum Change)

CHECK APPROPRIATE: UNDERGRADUATE GRADUATE SEMESTER HOURS

SPONSOR(S): Dr. R. Parker, Marketing Dept.

DEPARTMENT/TELEPHONE # Marketing 4013/4029

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION

ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

<p>Step #1 (Department)</p> <p><input checked="" type="checkbox"/> Approved (Date)</p> <p><input type="checkbox"/> Not Approved (Date)</p> <p><i>Rick Parker</i> Dept. Curriculum Chr</p> <p><i>10/23/97</i> Reviewed (Date)</p> <p><i>Belle Hatcher-Gos. J.</i> Dept. Chr</p>	<p>Step #2 (Receipt)</p> <p>SCC# <i>97-98-213</i></p> <p><i>11-12-97</i> Date Received Senate</p> <p><i>S. Reeves</i> Senate Curriculum Chr</p>	<p>Step #3 (School)</p> <p>Reviewed Date <i>11/17/97</i></p> <p><input checked="" type="checkbox"/> Recommend to Approve</p> <p><input type="checkbox"/> Recommend NOT to Approve</p> <p>Forward for Open Hearing</p> <p><input checked="" type="checkbox"/> WITHOUT Reservations</p> <p><input type="checkbox"/> WITH Reservations</p> <p>Comments</p> <p><i>[Signature]</i> School Committee Chr</p>
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Step #4 (Academic Dean): Recommended NOT Recommended Conditionally Recommended (See Comments)

Comments

Dean Signature/Date *[Signature]* *11/21/97*

Step #5 (Senate Curriculum Committee) Open Hearing Date: *2/25/98* Approved by Curriculum Committee: *[Signature]*

Returned to Sponsor by the following date:

Step #6 (Senate) Date of Approval: *2/25/98* Approved by: *[Signature]* NOT Approved

Returned to Sponsor by the following date:

Tm 3/5/98

Step #7 (Executive Vice President/Provost): *[Signature]* Date Received: *[Signature]*

Approved

NOT Approved. If no, reasons are as follows:

Student Credit Hours _____

Faculty Credit Hours _____

Legalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date) *2/26/18*

Executive Vice President/Provost Signature *[Signature]*

Registrar

Date Approved Course Description Received _____

Legal Taxonomy and Course Number Assigned _____

Date Signature of Registrar *S. P. Ely* *3/2/18*

Notification Forward:

- Senate Curriculum Committee Chairperson
- Department Chairperson
- Academic Dean
- Registrar
- Sponsor

Transmittal
3/5/18

ROWAN UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION

MINOR CURRICULUM CHANGE

Modification of the Marketing Specialization

Sponsor: Richard Parker, PhD, Associate Professor of Marketing,
College 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 College of Business Administration, effective September 1, 1997.

Current 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 0509.403

Marketing electives (12 sh):

choice of any four additional marketing courses

Business elective (3 sh)

Proposed requirements:

Marketing Specialization (30 sh)

Required courses (12 sh):

Consumer Behavior 0509.376

Research Methods in Marketing 0509.374

International Marketing 0509.379

Strategic Marketing Management 0509.403

Marketing electives (15 sh):

choice of any five additional marketing courses

Business elective (3 sh) [no change]

Rationale:

This change is being made to allow more scheduling flexibility for both students and the department. It is the judgement of the Marketing faculty that *Management of Advertising & Promotion*, while a valuable course in the specialization, is not absolutely required for students who do not plan to pursue careers in those areas. Support for this view is found in the fact that this course is not a requirement in any of the other marketing programs in the area. By removing the course from the category of required courses, while retaining it as an optional elective, it remains available to interested students, but need not be offered every semester. Meanwhile, students can more easily schedule the remaining four courses in the required component of the specialization, and can elect a different course, consistent with their interests, in the marketing elective component.

Curricular effect:

There will be little impact on either faculty or students, except that the course in question need no longer be offered every semester. 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 taken almost exclusively by students specializing in Marketing. There will be no effect on courses students take outside the College of Business Administration.