

CURRICULUM PROPOSAL FORM 2001-2002

NON-GENERAL EDUCATION PROCESS A

***DEADLINES:** Deadline dates for 2001/2002 submissions: Regular proposals: October 19, 2001 to be implemented in Fall 2002; Short-Term proposals: December 7, 2001 to be implemented in Fall, 2002; Regular proposals February 15, 2002 to be implemented in Spring, 2003; March 22, 2002 for short-term courses to be implemented in Spring 2003.

PROPOSAL TITLE: Change in course pre-requisite within Marketing specialization. *Course: Strategic Marketing (0509.403)*

SPONSOR(S): Harold W. Lucius & Berhe Habte-Giorgis *- change prerequisite*

DEPARTMENT: Marketing

COLLEGE: Business

IF LAS CHECK ONE: History/Humanities Math/Sciences Social/Behavioral Sciences

Check one: 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

DEPARTMENT

(Signature indicates approval)

Dept. Curriculum Chair / Date

Dept. Chairperson / Date

[Signature] 10/18/01
Berhe Habte-Giorgis 10/10/01

ACADEMIC DEAN

Approved Not Approved Comments:

Dean's Signature/Date

[Signature] 10/10/01

COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) 1/19/01 Approved Not Approved _____

Comments:

Signature of College Chair/Date: [Signature] / 12-19-01

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed _____

Comments:

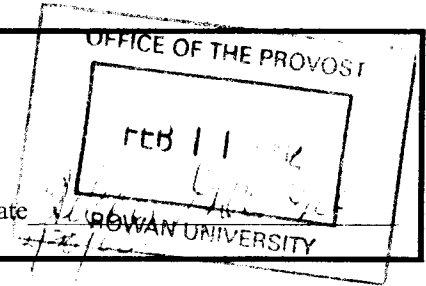
Curriculum Chair Signature [Signature] Date Announced At Senate 1-29-02

EXECUTIVE VICE PRESIDENT/PROVOST

Approved Not Approved _____ If no, reasons are as follows:

Student Credit Hours _____ Faculty Load Hours _____ Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date): _____ Executive VP/Provost Signature/Date _____



REGISTRAR

Date Approved Course Description Received _____ Hegis Taxonomy & Course Number Assigned _____

Registrar Signature/Date [Signature] / [Date]

NOTIFICATION FORWARD

Senate Curriculum Committee Chairperson Academic Dean(s) [Signature] / 3/6/02
 Department Chairpersons Registrar _____ Sponsor(s) _____

MINOR CURRICULUM CHANGE
Change in Prerequisite
0509403 Strategic Marketing

1. Details

A. Change Requested:

Remove Research Methods in Marketing-WI (0509-384) as a prerequisite for Strategic Marketing (0509-403)

B. Sponsors:

Harold Lucius – Department of Marketing

Berhe Habte-Giorgis – Department of Marketing

2. Rationale

Topics covered in Marketing Research, which is a methodology course, are not essential for Strategic Marketing. The ability to analyze data for decision making is developed in Statistics I and other courses taken at earlier stages in the program.

A. Need

Students do not need this prerequisite.

B. Impact on Program

Does not affect adherence to accreditation standards and facilitates student advising. There will be no additional resource requirement or curricular change.