



PROPOSAL SCC #99/00- 141

CURRICULUM PROPOSAL FORM 1999-2000

ROWAN UNIVERSITY SENATE **NON-GENERAL EDUCATION PROCESS A**

***DEADLINES:** Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

PROPOSAL TITLE: Change in course prerequisites within marketing specialization

SPONSOR(S): Berhe Habte-Giorgis, Berrin Guner

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(s)

non-gen-ed degree requirements

major

minor, specialization, concentration, track, certificate program

DEPARTMENT
(Signature indicates approval)

[Signature] 2/25/00
Dept. Curriculum Chair / Date

[Signature] 2/25/00
Dept. Chairperson / Date

ACADEMIC DEAN

Approved Not Approved Comments: _____

Dean's Signature/Date *[Signature]* _____

COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) _____ Approved Not Approved _____

Comments:

Signature of College Chair/Date: [Signature] 3/24/00

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed 4/1/00

Comments:

Curriculum Chair Signature [Signature] Date Announced At Senate 5/11/00

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 [Signature] 5/22/00

REGISTRAR

Date Approved Course Description Received 5/24/00 Hegis Taxonomy & Course Number Assigned None

Registrar Signature/Date Robert A. Schubert 5/24/00

NOTIFICATION FORWARD

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

MINOR CURRICULAR CHANGE

Changes in Course Prerequisites within Marketing Specialization

I. Details

A. Changes Requested

Please see attached for prerequisite changes in Marketing courses.

B. Sponsors

Berhe Habte-Giorgis, Berrin Guner, Department of Marketing

II. Rationale

A. Need

In accordance with the Standards for Accreditation of Business Administration programs of AACSB - The International Association for Management Education, no student will be permitted to enroll in upper division courses (level 300 and higher) offered by the College of Business unless he or she (1) is a Business Administration or Accounting Major, (2) is pursuing a Business Minor, (3) is taking an upper division course as a recommended elective as part of a major program offered by another College of Rowan University, or (4) is taking an upper division course as a non-matriculated for transfer to another academic institution.

B. Impact on Program

Will eliminate the need for most Prerequisite Waiver Forms.

III. Results of Consultation

These prerequisite changes were approved by the faculty in attendance at the College of Business Faculty meeting on February 4, 2000.

Prerequisite Changes for Marketing Major Courses

1. From: 0509.315 Personal Selling
(Prerequisite: 0509.~~300~~)
2
To: 0509.315 Personal Selling
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
2. From: 0509.330 Marketing Channels
(Prerequisite: 0509.~~300~~)
2
To: 0509.330 Marketing Channels
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
3. From: 0509.350 Management of Advertising and Promotion
(Prerequisite: 0509.~~300~~)
2
To: 0509.350 Management of Advertising and Promotion
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
4. From: 0509.360 Services Marketing
(Prerequisite: 0509.~~300~~)
2
To: 0509.360 Services Marketing
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
5. From: 0509.372 Retailing
(Prerequisite: 0509.~~300~~)
2
To: 0509.372 Retailing
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
6. From: 0509.374 Research Methods in Marketing-WI
(Prerequisite: 0509.~~300~~ and 1702.260)
2
To: 0509.374 Research Methods in Marketing-WI
(Prerequisites: 0509.200, 1702.260 and Junior Standing as a Business or Accounting Major)

7. From: 0509.375 Physical Distribution
(Prerequisite: 0509.~~300~~₂ and 0506.303)
- To: 0509.375 Physical Distribution
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
8. From: 0509.376 Consumer Behavior
(Prerequisite: 0509.~~300~~₂)
- To: 0509.376 Consumer Behavior
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
9. From: 0509.378 Product, Price, New Venture Management
(Prerequisite: 0509.~~300~~₂)
- To: 0509.378 Product, Price, New Venture Management
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
10. From: 0509.379 International Marketing (M/G)
(Prerequisite: 0509.~~300~~₂)
- To: 0509.379 International Marketing (M/G)
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
11. From: 0509.382 Sales Force Management
(Prerequisite: 0509.~~300~~₂)
- To: 0509.382 Sales Force Management
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)
12. From: 0509.390 Selected Topics in Marketing
(Prerequisite: 0509.~~300~~₂)
- To: 0509.390 Selected Topics in Marketing
(Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)

13. From: 0509.391 Business and Industrial Marketing
(Prerequisite: 0509.~~3~~₂00)
- To: 0509.391 Business and Industrial Marketing
(Prerequisites: 0509.200 and Junior Standing as a
Business or Accounting Major)
14. From: 0509.403 Strategic Marketing Management
(Prerequisite: 0509.~~3~~₂00, 0509.374, 0509.376,
0509.379)
- To: 0509.403 Strategic Marketing Management
(Prerequisites: 0509.200, 0509.384, 0509.376,
0509.379 and Senior Standing as a Business or
Accounting Major)
15. From: 0509.405 Management Communications and Public Relations
(Prerequisite: 0509.~~3~~₂00)
- To: 0509.405 Management Communications and Public Relations
(Prerequisites: 0509.200 and Junior Standing as a
Business or Accounting Major)
16. From: 0509.411 Supervised Internship in Marketing
(Prerequisite: 0509.~~3~~₂00 and Junior Standing as a
Rowan University major)
- To: 0509.411 Supervised Internship in Marketing
(Prerequisites: 0509.200 and Junior Standing as a
Business or Accounting Major)