CURRICULUM PROPOSAL FORM 1999-2000

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]

Dept. Curriculum Chair / Date

[Date]

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: 3/24/00

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed __________

Comments:

Curriculum Chair Signature __________ Date Announced At Senate __________

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 __________ 5/21/00

REGISTRAR

Date Approved Course Description Received 5/24/00 Hegis Taxonomy & Course Number Assigned N/A

Registrar Signature/Date: Robert C. Bublit 5/24/00

NOTIFICATION FORWARD

☑ Senate Curriculum Committee Chairperson ☐ Academic Dean(s)

☑ Department Chairpersons ☐ Registrar ☐ Sponsor(s)

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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: 0509.400)  
   To: 0509.315  Personal Selling  
   (Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)

2. From: 0509.330  Marketing Channels  
   (Prerequisite: 0509.400)  
   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: 0509.400)  
   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: 0509.400)  
   To: 0509.360  Services Marketing  
   (Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)

5. From: 0509.372  Retailing  
   (Prerequisite: 0509.400)  
   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: 0509.400 and 1702.260)  
   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 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)  
   To: 0509.376  Consumer Behavior  
   (Prerequisites: 0509.200 and Junior Standing as a Business or Accounting Major)  

   (Prerequisite: 0509.300)  
   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)  
   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)  
   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)  
   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: 0509.400)
   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: 0509.400, 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: 0509.400)
   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: 0509.400 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)