

# Approval Form

Proposal Title: Special Topics in Marketing (new course) 0509-390

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/title/catalog change)

Undergraduate  Graduate 3 Credit Hours

<p><b>Step 1 (Department)</b></p> <p><input checked="" type="checkbox"/> Approved <u>1/2/92</u> <small>Date</small></p> <p><input type="checkbox"/> Not Approved <u>1/2/92</u> <small>Dept. CC Chairperson</small></p> <p><input checked="" type="checkbox"/> Reviewed <u>Oct 8, 1992</u> <small>Date</small></p> <p><u>[Signature]</u> <small>Dept. Chairperson</small></p>	<p><b>Step 2 (Receipt)</b></p> <p><input checked="" type="checkbox"/> SCC# <u>92-4314</u></p> <p>Proposal Received _____ <small>Date</small></p> <p><u>[Signature]</u> <small>SCC Chairperson</small></p>	<p><b>Step 3 (School CC)</b></p> <p>Reviewed <u>11/5/92</u></p> <p><input type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p><b>Comments:</b></p> <p>_____</p> <p><u>[Signature]</u> <small>School Curr Comm Chairperson</small></p>
<p><b>Step 4 (Academic Dean)</b></p> <p><input type="checkbox"/> Recommend <input type="checkbox"/> Not Recommend <input type="checkbox"/> Conditionally Recommend (see comments)</p> <p>Reviewed <u>1/1/93</u> <small>Date</small></p> <p><b>Comments:</b></p> <p><u>[Signature]</u> <small>Signature, Dean of School</small></p>		
<p><b>Step 5 (SCC)</b></p> <p>Open Hearing <u>1/30/93</u> <input checked="" type="checkbox"/> Approved by Senate Curriculum Committee <u>2/16/93</u> <small>Date Date</small></p> <p><input checked="" type="checkbox"/> Returned to sponsor(s) for the following reasons:  <u>approved with change in title</u>  <u>Revision of catalogue description</u></p>		
<p><b>Step 6 (Senate)</b></p> <p>Presented to Senate <u>2/19/93</u> <small>Date</small></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Notification to Executive Vice-President/Provost <u>2/26/93</u> <small>Date</small></p> <p><u>[Signature]</u> <small>Signature SCC Chairperson</small></p>		

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

Received \_\_\_\_\_  
Date

Approved  Yes  No

If no, reasons are as follows:

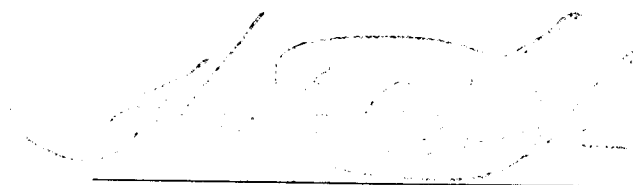
Student credit hours \_\_\_\_\_

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

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

MAR 20 1993

Official copy and approval sheet filed \_\_\_\_\_  
Date



Signature, Executive Vice-President/Provost

**Registrar**

Approved course description received 8 Mar. 93  
Date

Hegis Taxonomy and Course Number assigned 0509.390

B. J. Kelsey  
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  
NEW COURSE PROPOSAL

Course Title: Selected Topics in Marketing

Sponsor: Richard Parker, PhD, Associate Professor of Marketing,  
School of Business Administration

Credit Hours: 3

Course Level: Undergraduate (Juniors and Seniors)

Curricular effect: This course will be an additional elective  
for students specializing in marketing or  
other fields in business administration.

Prerequisite: 0509.300 Principles of Marketing

Suggested time and scale of implementation:

This course should be offered beginning in the Fall of 1993.  
Two sections per year are anticipated.

Adequacy of present staff and resources:

All current Marketing faculty would be qualified  
to teach this course. No new faculty or other resources  
would be required, and there would be no effect on the  
number of courses offered in any given semester by the  
department, because sections of this course would be offered  
in place of sections of other Marketing electives.

Rationale:

This course will provide a vehicle for faculty to acquaint  
students with new areas and developments in theory, research  
and practice in Marketing. Topics will vary each semester  
and will depend upon the expertise of the instructor and the  
interests of students. This type of course is found in  
other departments at the College, and in Marketing  
departments in many other institutions. It can serve  
various functions, including dissemination of cutting-edge  
research, and development of potential new course offerings.  
A need for such a course was also suggested in our Academic  
Program Review in 1984.

Essence of the course:

Objective: Students will be exposed to new developments and areas in theory, research and practice in Marketing. Instructors will be able to disseminate the latest knowledge even when it goes beyond the limits of current course offerings.

Topical Outline:

This cannot be specified in advance since it will vary each semester and be a function of the most recent developments in the field.

Evaluation of students: Students will be evaluated via objective examinations, written assignments, and other traditional methods.

Course evaluation: Student evaluations will be regularly conducted, and the course will be reviewed by the departmental curriculum committee.

Results of consultations:

Consultations with faculty in other departments is not applicable in this case because the course will not compete with or duplicate any other offerings, and because students concentrating in areas other than Marketing would not normally take this course.

Catalog description:

Undergraduate course:

0509.4~~90~~<sup>390</sup>

3 s.h.

Selected Topics in Marketing

(Prerequisite: 0509.300)

Students will investigate new areas and developments in theory, research and practice in Marketing. Specialized topics will vary each semester. Course activities will include in-depth study of current topics and preparation of case analyses and/or research papers. Students may consult with the department chairperson or the instructor for course details.