**Purdue Northwest Curriculum Document Coversheet**

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| **Document No:**  (According to [Instruction](http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/)s[[1]](#footnote-1)) | COB18-01 | **Approval by Faculty Senate:**  (Leave Blank) | 12/14/18 |
| **Proposed Effective Date** | Spring 2019 | **Date Reviewed by Senate Curriculum**  **Committee:**  (Leave blank) | 11/9/18 |
| **Submitting Department:**  (Name of both Dept & College/School ) | Managerial Studies, College of Business | **Name(s) of Library Staff Consulted:**  (NA if not required) |  |
| **Date Reviewed by Department** | 9/22/2018 |  |  |
| **Submission Date:**  (Date sent to College/School Curr Comm after Dept Review) | 10/5/2018 | **Will New Library**  **Resources Used?** | **Yes** **No**  Double-click to check Yes / No. |
| **Date Reviewed by College/School Curriculum Committee** | 10/26 /2018 | **Form 40 Needed?**  (Double-click one box.)  Registrar will complete Form 40 **after** Senate approval of document. | **Yes** New courses or any course change, check **YES**  **No** For **all other** curriculum matters, check **NO**. |
| **Contact Person(s):**  (Name & Title) | Claudia C. Mich  Associate Professor of Marketing |  |  |

Unless marked “Leave blank” all parts of this form must be filled in **before** sending to Secretary of the Faculty Senate.

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| **Task (check all that apply and fill out sections appropriate for each change).**  Program/Concentration Change or New Program/Concentration Proposal: Complete Section I, III, & IV  Minor Change or New Minor Proposal: Complete Section I (delete sections III & IV)  Certificate Change or New Certificate Proposal: Complete Section I (delete sections III & IV)  Course Change or New Course Proposal: Complete Section II (delete sections III & IV) |
| **Program name**.  Marketing |
| **Degree name(s).** (If applicable.)  BS in Marketing |

## Section II: This section is for changes in courses only

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| **Subject.** (Brief description of proposed change, addition or deletion.)  Deletion of prerequisites for Principles of Marketing (MKG 22400). Deletion of ECON 25100 and ECON 25200. |
| **Justification.** (Briefly list main reasons for proposed change, addition or deletion.)  The deletion of prerequisites for this course will allow nonbusiness majors exposure to the general principles of marketing without any hidden prerequisites. Business students already have the two economic courses listed in their plans of study, so there is no negative effect in removing them from this particular course. |

Use the **Current** and **Proposed** spaces below for course changes only. Otherwise, mark “N/A”

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| **Current:** (Course changes: include entire present catalog information. Leave blank if new course)  **MKG 22400 – PRINCIPLES OF Marketing**  **Credits:** 3 *(Class 3, Lab 0)*  **Prerequisites:**  ECON 25100 and ECON 25200 or Permission of instructor  An introduction to the principles and concepts underlying marketing decisions. The topics covered include distribution channels, pricing, promotion, product, consumer behavior, and environmental influences on marketing.  The objectives of this course are for you to:   1. Be able to apply key concepts to marketing situations   Prepare and deliver effective business documents and presentations (BS Program Objective 3) | | **Proposed:** (Course changes: include entire new catalog information.)  **MKG 22400 – PRINCIPLES OF Marketing**  **Credits:** 3 *(Class 3, Lab 0)*  **Prerequisites:**  None  An introduction to the principles and concepts underlying marketing decisions. The topics covered include distribution channels, pricing, promotion, product, consumer behavior, and environmental influences on marketing.  The objectives of this course are for you to:   1. Be able to apply key concepts to marketing situations   Prepare and deliver effective business documents and presentations (BS Program Objective 3) |
| **Is this course also:** | **General Education** | **Currently Designated ExL (see** [**instructions[[2]](#footnote-2)**](http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/)**)** |

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| **Course Objectives / Learning Outcomes.** (New courses only. List main outcomes. If lengthy, attach separate page.)  1.  2.  3. |
| **Impact on Students.** (State “N/A” if proposal will not greatly affect students.)  Nonbusiness majors will benefit from exposure to general principles of marketing without hidden prerequisites. |
| **Impact on University Resources.** (State “N/A” if proposal will not require new resources, faculty or funds.)  None |
| **Impact on other Academic Units.** (State “N/A” if proposal will not affect other units.) (Include name of person in affected area this was discussed with.)  None |

(Boxes will expand and spill over onto next page to accommodate your typing.)

1. <http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/> [↑](#footnote-ref-1)
2. <http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/> [↑](#footnote-ref-2)