

LSC Use Only
 Number: _____
 Submission Date: _____
 Action-Date: _____

UWUCC USE Only
 Number: 97-239
 Submission Date: _____
 Action-Date: App. 4/21/98

CURRICULUM PROPOSAL COVER SHEET
 University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Vince Taiani Phone 5770
 Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE _____
Suggested 20 character title

New Course* _____
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval+ _____
 for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: _____ Major _____ Minor _____ Track

New Program* _____
Program Name

Program Revision* - B.S. Marketing - Controlled Electives
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name



revised

III. Approvals (signatures and date)

Vince Taiani Department Curriculum Committee
William DeWalt College Curriculum Committee
John Moran Department Chair
John C. Long College Dean
Michael D. ... + Director of Liberal Studies (where applicable) *Provost (where applicable)

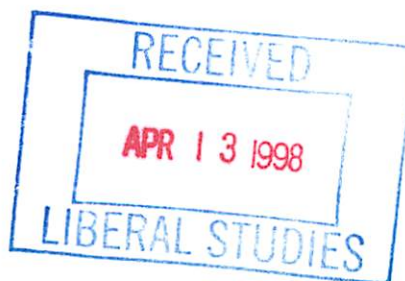
Revised

Part II Description of Curriculum Change

1. Catalog descriptions remain the same
2. Summary of Changes: All of the requested changes are limited to the 'Controlled Electives' section of the program.

a. Table Comparing Old and New Programs

Old Program		New Program	
Liberal Studies:As outlined in LS section Mathematics:MA 121 Social Science: EC121, PC101 LS Electives: MA 214, EC 122, BE/CO/IM 101, no courses with MK prefix	54-56	Liberal Studies: As outlined in LS section Mathematics: MA 121 Social Science: EC 121, PC 101 LS Electives: MA214,EC122,BE/CO/IM 101, no courses with MK prefix	55-58
College of Business Administration Core Required Courses AD 321 Business & Interpersonal Communication AG201 Accounting Principles I AG 202 Accounting Principles II BL235 Introduction to Business Law FI 310 Finance I IM 300 Information Systems:Theory and Practice MG 310 Principles of Management MG 330 Production and Operations Management MG 495 Business Policy MK 320 Principles of Marketing QB 215 Business Statistics	33	College of Business Administration Core Required Courses AD 321 Business and Interpersonal Communication AG 201 Accounting Principles I AG 202 Accounting Principles II BL 235 Introduction to Business Law FI 310 Finance I IM 300 Information Systems: Theory and Practice MG 310 Principles of Management MG 330 Production and Operations Management MG 495 Business Policy MG 320 Principles of Marketing QB 215 Business Statistics	33
Major: Marketing Required courses AG 300 Managerial Accounting MK 321 Consumer Behavior MK 420 Marketing Management MK 421 Marketing Research MK 422 Seminar in Marketing EC-- Advanced Economics 300/400-level course	27	Major: Marketing required Courses AG 300 Managerial Accounting MK 321 Consumer Behavior MK 420 Marketing Management MK 421 Marketing Research MK 422 Seminar in Marketing EC-- Advanced Economics 300/400-level course	18
Controlled Electives	9	Controlled Electives	9
Three courses from: DE 332, DE 333, EC 331, EC 345 MK 430, Mk 431, MK 432, MK 433 MK 493 (3sh max)		Three courses from: <u>MG/MK 350</u> , MK 430, MK 431, MK 432, MK 433, <u>MK 434, MK 435, MK 436,</u> <u>MK 437</u> , MK 493 (3sh max), EC 331, EC 345.	
Other Requirements Free Electives:	8-10	Other Requirements 0 Free Electives	6-9
Total degree Requirements	124	Total Degree Requirements	124



- b. Changes:**
- (1) Replace DE 332 with MK 436-Retail Marketing**
 - (2) Replace DE 333 with MK 435-Professional Selling & Sales Mgt**
 - (3) Add MK 350-International Business**
 - (4) Add MK 434-Marketing Logistics -an approved course of instruction**
 - (5) Add MK 437-Services Marketing**
 - (6) Change LS Requirements from 54-56 to 55-58**
 - (7) Change Free Electives from 8-10 to 6-9**

3. Rationale for changes:(1) The Retail Management and (2) Principles of Selling courses have been transferred to the marketing department-Retail Management and Selling were erroneously placed in the Office Systems department. (3) International Business (MG 350) has been redesignated as MG/MK 350. (4) MK 434 Marketing Logistics was approved over four years ago as a direct result of the increased emphasis placed on logistics (logistics absorbs more than 30 percent of the sales dollar). (5) MK 437 Services Marketing, as with Mk 434, addresses the needs of the marketplace. (6) This is a correction resulting from our requirement for a 4 credit mathematics requirement + students options under Natural Science 8-10 credit hours and Health & Wellness (3 credits) or Military Science (4 credits). As a result of (6) our majors must complete between 6-9 Free Electives.

Part III Implementation

- 1. They will provide our majors/non majors with additional electives to choose from. The program changes as noted above will constitute available controlled electives for both present and future students. As such, students currently in the program will be permitted to count the new courses towards the controlled electives requirement.**
- 2. Proposed changes will not have any material impact on faculty workloads in that each of these marketing-area electives will be rotated so as to provide our majors with the greatest degree of choice and flexibility. In short, fewer sections but more alternatives.**
- 3. Present resources are adequate.**
- 4. The department does not foresee any material changes to enrollment as a result of the proposed changes and inclusions. These changes and additions will however update our curriculum to meet the latest changes within our discipline.**
- 5. Changes to the LS and Free Electives requirements are requested to correct the error in the catalog.**

Krish S Krishnan

From: JORIFE@grove.iup.edu
Sent: Wednesday, March 18, 1998 12:19 PM
To: KRISHNAN@grove.iup.edu
Cc: BOBCAMP@grove.iup.edu; JORIFE@grove.iup.edu
Subject: MK 435 Professional Selling and Sales Management

The areas of Professional Selling and Sales Management are traditional marketing areas and therefore the Department of Management supports the Marketing Department's efforts in developing new courses in this area.

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John N. Orife, Ph.D. | Domain Network Server: JORIFE@grove.iup.edu |
Management Department | Bitnet: JORIFE@IUP |
Indiana Univ. of PA | Phone: (412) 357-7563 |
Indiana, PA 15705 | Fax: (412) 357-5743 |
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Subject: Replacement of DE 332 and DE 333 with MK 436 and MK 435

Date: Mon, 17 Nov 1997 13:16:55 -0500 (EST)

From: DONNA STREIFTHAU <STRE@grove.iup.edu>

To: KRISHNAN@grove.iup.edu

CC: STRE@grove.iup.edu

Good afternoon Krish,

Please accept this e-mail as my approval for the replacement of DE 332 and DE333 with MK 436 and MK 435. I will forward a copy to Darlene Richardson for UWCC records.

Donna Streifthau

Chrp., Human Development and Environmental Studies Department



Krish S. Krishnan, Ph.D.
Chairperson & Professor of Marketing
Director, MBA Program, The Eberly College of Business
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November 6, 1997

To: ECOB Curriculum Committee
From: Marketing Department Curriculum Committee
Subj: Follow Up On New Marketing Courses Before the UWCC

Recently the screening committee that was reviewing the new Marketing courses sent to the UWCC by us, pointed out to us that we had to make appropriate catalog changes in the program requirements for Marketing to accommodate them in the "controlled electives" part of the program. We request the following change be approved:

(Page 27 of undergraduate catalog):

Controlled Electives:

Delete	DE 332	Retail Management
	DE 333	Principles of Selling
ADD	MK 435	Professional Selling & Sales Management
	MK 436	Retail Management
	MK 437	Services Marketing
	MK 434	Logistics
	MK 350	International Business

Note: MK 434 was approved as a marketing elective 2 years ago and is currently in the catalog but the controlled electives part of the catalog does not reflect this. MK 350 /MG 350 International Business also was approved for inclusion as a controlled marketing elective, but was not so reflected in the catalog.

Appropriate paperwork to reflect this catalog change will be prepared by Marketing Department and after review by ECOB Curriculum chair will be forwarded to UWCC. We request approval of the above catalog change to expedite the processing by UWCC of the courses approved last year by us. Thank You.