

LSC Use Only Proposal No: _____ UWUCC Use Only Proposal No: 14-066v
 LSC Action-Date: _____ UWUCC Action-Date: App-9/23/14 Senate Action Date: App 10/7/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Mr. Jeffrey A. Miller	Email Address jmill@iup.edu
Proposing Department/Unit Hospitality Management	Phone 724-357-2626

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

<input type="checkbox"/> New Course	<input checked="" type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input checked="" type="checkbox"/> Catalog Description Change

Current course prefix, number and full title: HRIM 320 Hospitality Marketing

Proposed course prefix, number and full title, if changing: HOSP 320 Hospitality Marketing

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

3. Other Designations, as appropriate

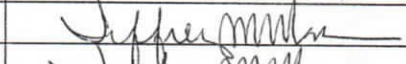
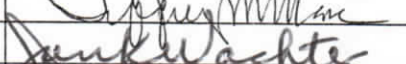
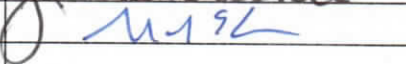
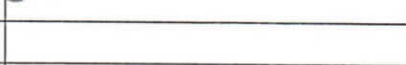
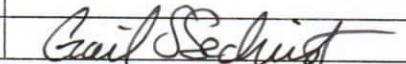
<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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4. Program Proposals

<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		4-9-14
Department Chairperson(s)		4-9-14
College Curriculum Committee Chair		6-10-14
College Dean		9.4.14
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		9/23/14

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 Liberal Studies

Part II. Description of Curriculum Change

1. A complete catalog description including the course name, class and lab hour designation, number of credits, the prerequisites, and the new course description.

HOSP 320 Hospitality Marketing 3c-0l-3cr

Students gain an understanding of the principles and concepts of marketing as they apply to hospitality management. Analyzes consumer behavior related to the hospitality industry. Students learn to make effective marketing decisions as they apply to customer satisfaction.

2. A listing of the proposed change(s) including the complete old catalog description.

Prefix changed

Prerequisite eliminated

Old Catalog Description and Prerequisite

HRIM 320 Hospitality Marketing 3c-0l-3cr

Prerequisite: HRIM 256

Students gain an understanding of the principles and concepts of marketing as they apply to hospitality management. Analyzes consumer behavior related to the hospitality industry. Students learn to make effective decisions as they apply to customer satisfaction.

3. Justification / rationale for the change(s).

Prefix was never changed from previous program name (Hotel, Restaurant, and Institutional Management) to one reflective of the current program (Hospitality Management).

Prerequisite lacks specific content relevance for course.