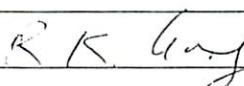
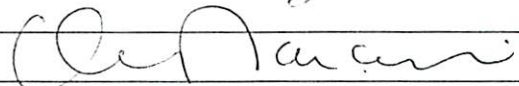
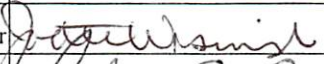
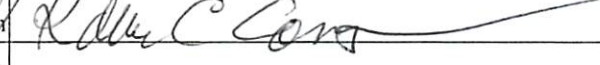


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		02-113	Withdrawn 4/22/03	

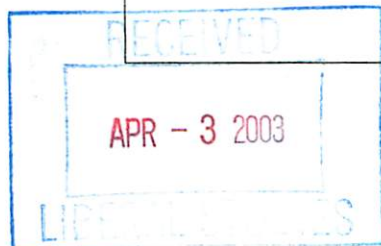
Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Rajendar Garg	Email Address Garg@iup.edu
Proposing Department/Unit Marketing	Phone 7-3170

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

1. Course Proposals (check all that apply) ☐ New Course ☐ Course Prefix Change ☐ Course Deletion ☐ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
<u>Current Course prefix, number and full title</u> <u>Proposed course prefix, number and full title, if changing</u>		
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☒ Program Revision ☐ New Minor Program ☐ New Track ☐ Other Minor - Marketing		
<u>Current program name</u> <u>Proposed program name, if changing</u>		
4. Approvals		
Department Curriculum Committee Chair(s)		Date 3-13-03
Department Chair(s)		17 MAR 03
College Curriculum Committee Chair		3-26-03
College Dean		3/31/03
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		

* where applicable



Minor – Marketing

Current Program:

(for Business Majors in the Eberly College of Business and Information Technology only)

Required Courses:

MKTG 320	Principles of Marketing	3 sh
MKTG 321	Consumer Behavior	3 sh
MKTG 420	Marketing Management	3 sh
Two additional MKTG courses		

Proposed Program:

(for Business Majors in the Eberly College of Business and Information Technology only)

Required Courses

MKTG 320	Principles of Marketing	3 cr
MKTG 321	Consumer Behavior	3 cr
MKTG 420	Marketing Management	3 cr
Three additional MKTG courses		

This revision is due to a state mandate.