

November 16, 2005

TO: Lane Crothers, Chair, Academic Senate

FROM: Gregory Ferrence, Chairman
University Curriculum Committee

RE: Proposal from Department of Marketing

The University Curriculum Committee has approved the Department of Marketing's proposal to create two new sequences: Integrated Marketing Communication Sequence and Professional Sales Sequence within the Major in Marketing. The Committee is forwarding the proposals to the Academic Senate for review. The following is a synopsis of the reviewers' summary of the proposal.


New Sequence in Integrated Marketing Communication. This specialization within Marketing has grown rapidly over the past fifteen years and continued growth is expected. Students have been specializing informally in this area for many years, therefore the creation of the sequence will allow student transcripts to reflect their studies more accurately. Faculty are currently in place to support this sequence. Two new courses were proposed and have been approved. Marketing provided information on the number of available seats, which are ample for the projected number of students.

New Sequence in Professional Studies: This specialization within Marketing has existed informally since 1987; creation of the sequence will allow student transcripts to reflect their studies more accurately. Faculty are currently in place to support this sequence. Three new courses were proposed and approved, although two are actually revisions of existing courses. Marketing provided information on the number of available seats, which are ample for the projected number of students.

We should also note that two Marketing courses were deleted to make way for new courses.

The University Curriculum Committee supports the addition of the new sequences.

Sincerely,



GF/jr