# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page roll over blue text to see further important [instructions](#instructions): please read.

**N.B. DO NOT USE HIGHLIGHT, JUST DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **MKT 201 Introduction to Marketing** |  |
| [Replacing](#Ifapplicable)  | **MKT 301 Introduction to Marketing** |  |
| A.2. [Proposal type](#type) | **Course: revision**  |  |
| A.3. [Originator](#Originator) | **Julie Urda** | [Home department](#home_dept) | **Management & Marketing** |
| A.4. [Rationale](#Rationale) | **At the recommendation of the DAC, we are changing the course number of MKT 301 to MKT 201 to reflect the fact that it is taught primarily to second semester sophomores.****This will affect several programs that use this course, and the prerequisites of many MGT, and MKT courses (MKT 201 or MKT 301 will be used to ensure records allows students in with the older prefix).** |
| A.5. [Date submitted](#date_submitted) | **April 24, 2017** | A.6. [Semester effective](#Semester_effective) | **Fall 2017** |
| A.7. [Resource impact](#Resource) | *[Faculty PT & FT](#faculty" \o "Need to hire new full-time or part-time faculty? This is where you indicate if this proposal will be affecting FLH in your department/program.)*:  | **None** |
|  | [*Library*:](#library) | **None** |
|  | [*Technology*](#technology) | **None** |
|  | [*Facilities*](#facilities): | **None** |
| A.8. [Program impact](#prog_impact) | **Accounting, CIS, Communications, Community Health and Wellness, Finance, Healthcare Administration, Management, and Marketing majors; Management and Marketing minors; Risk Management and Insurance C.U.S.** |
| A.9. [Student impact](#student_impact) | **The new number will better indicate the level of the course material.** |
| A.10. The following screen tips are for information on what to do about catalog copy until the new CMS is in place; check the “Forms and Information” page for updates. [Catalog page.](#catalog)  [Where are the catalog pages](#catalog)? [Several related proposals](#catalog)? Do **not** list catalog pages here. **All** catalog copy for a proposal must be contained within a **single** file; put page breaks between sections. Make sure affected program totals are correct if adding/deleting course credits. |

B. [NEW OR REVISED COURSES](#delete_if) **DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL within specific categories, but do not delete any of the categories. DO NOT use highlight. Delete this whole page if this proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions)) | New |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **MKT 301** | **MKT 201** |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **Introduction to Marketing** | **Introduction to Marketing** |
| B.4. [Course description](#description)  |  |  |
| B.5. [Prerequisite(s)](#prereqs) |  |  |
| B.6. [Offered](#Offered) | **Fall | Spring | Summer |** | **Fall | Spring | Summer |** |
| B.7. [Contact hours](#contacthours)  |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  | **Letter grade**  | **Letter grade**  |
| B.11. [Instructional methods](#instr_methods) | **| Lecture Small group | Individual |**  | **| Lecture | Small group | Individual |** [**Hybrid |**](#Hybrid)  |
| B.12.[Categories](#required) | **Required for major/minor**  | **Required for major/minor |**  |
| B.13. Is this an Honors course? |  **NO** |  **NO** |
| B.14. [General Education](#ge)N.B. Connections must include at least 50% Standard Classroom instruction. | **| NO |****category:** |  **| NO |****category:** |
| B.15. [How will student performance be evaluated?](#performance) |  |  |
| B.16. [Redundancy statement](#competing) |  |  |
| B. 17. Other changes, if any |  |

| B.18**.** [**Course learning outcomes**](#outcomes) | [**Standard(s)**](#standards) | [**How will they be measured**](#measured)**?** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  | Click Tab from here to add rows |

| B.19. [**Topical outline**](#outline) |
| --- |
| 1. Sample
	1. Sample
	2. Sample
2. Sample
	1. Sample etc.
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## D. Signatures

##### D.1. Approvals

* Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Mike Casey | Chair of MGT & MKT |  |  |
| Dr. Jeffrey Mello | Dean, School of Management |  |  |
|  |  |  | Tab to add rows |

##### D.2. [Acknowledgements](#acknowledge)

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
| Jane Przybyla | Chair ACCT/CIS |  |  |
| Murat Aydogdu | Chair ECON/FIN |  |  |
| Marianne Raimondo | Director HCA |  |  |
| Carol Cummings | Director CHW |  |  |
| E.J. Min | Chair Communication |  |  |
| Earl Simson | Dean of FAS |  |  |
| Don Halquist | Dean of FSEHD |  |  |