# 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) | **mkt462 – strategic marketing management** | | | |  |
| [Replacing](#Ifapplicable) |  | | | |  |
| A.2. [Proposal type](#type) | **C****ourse revision** | | | |  |
| A.3. [Originator](#Originator) | **Mike Casey** | [Home department](#home_dept) | **MGT and MKT** | | |
| A.4. [Rationale](#Rationale) | **We would like to appropriately reduce the MKT462 prerequisites and increase when the course will be offered. This change will allow for a little more flexibility, should students need to take some of these other courses concurrently or later, while the new prerequisites are effective for them to be sufficiently prepared for the seminar. This is because too many students' graduations were being pushed to a future semester because of having to cover all of these prerequisites before enrolling in this course, whereas it is fine for students to take MKT 333 or MKT 334 concurrently.** | | | | |
| A.5. [Date submitted](#date_submitted) | **4/25/17** | 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) | **none** | | | | |
| A.9. [Student impact](#student_impact) | **Will make the course more accessible to students.** | | | | |
| 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) |  |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title) |  |  |
| B.4. [Course description](#description) |  |  |
| B.5. [Prerequisite(s)](#prereqs) | MKT 301, MKT 315, MKT 333, MKT 334, and one additional 300-level marketing course. | **MKT 201 or MKT 301, and TWO from MKT 215 or MKT 315, MKT 333, or MKT 334.** |
| B.6. [Offered](#Offered) | **Fall** | **Spring, Fall** |
| B.7. [Contact hours](#contacthours) |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  | |
| B.10. [Grading system](#grading) |  |  |
| B.11. [Instructional methods](#instr_methods) |  |  |
| B.12.[Categories](#required) |  |  |
| B.13. Is this an Honors course? |  |  |
| B.14. [General Education](#ge)  N.B. Connections must include at least 50% Standard Classroom instruction. |  |  |
| 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)**?** |
| --- | --- | --- |
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|  |  |  |
|  |  | Click Tab from here to add rows |

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

### 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](mailto: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 |  |  |
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##### D.2. [Acknowledgements](#acknowledge)

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
|  |  |  |  |
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