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

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

**N.B. DO NOT USE HIGHLIGHT, please 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)  |  |
| A.2. [Proposal type](#type) | **Course: revision**  |
| A.3. [Originator](#Originator) | **Julie Urda** | [Home department](#home_dept) | **Management & Marketing** |
| A.4. [Context and Rationale](#Rationale)  | **In accordance with the direction of the majority of RIC’s curriculum and the current scheduling pattern of the College, the Management and Marketing department has decided to move most of its general management, operations management, and marketing curriculum courses from 3-credit to 4-credit courses. Doing so will also allow faculty to spend more in-class time engaging students in active learning, writing in the discipline, and the content of the course itself.**  |
| A.5. [Student impact](#student_impact) | **More contact time with professors. More active learning. More writing in the discipline instruction. More exposure to course content.** |
| A.6. [Impact on other programs](#impact)  | **Community Health and Wellness concentrations in Recreation and Leisure Studies and Movement and Wellness Studies (just the lower number by one) [the other CHW concentrations are dropping this course in another proposal and so will not be affected); Communications concentration in Public Relations and Advertising use it as a required elective (the overall total will not be raised, just ups the lower number); Accounting will be raised by one credit; CIS will be raised by one credit; Finance will be raised by one credit; and Health Care Administration major will be raised by one credit.** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **Three four-hour courses instead of four three-hour courses.** |
| *Library* | **None** |
| *Technology* | **none** |
| [*Facilities*](#facilities): | **Better fit with current two-hour course-block schedule.** |
| A.8. [Semester effective](#Semester_effective) | **Fall 2019** | A.9.  |  |

B. [NEW OR REVISED COURSES](#delete_if)  **DO NOT use highlight. Delete this whole page if the proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions))Only include information that is being revised, otherwise leave blank (delete provided examples that do not apply) | NewExamples are provided for guidance, delete the ones that do not apply |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **MKT 201** |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **Introduction to Marketing** |  |
| B.4. [Course description](#description)  |  |  |
| B.5. [Prerequisite(s)](#prereqs) |  |  |
| B.6. [Offered](#Offered) |  |  |
| B.7. [Contact hours](#contacthours)  | **3** | **4** |
| B.8. [Credit hours](#credits) | **3** | **4** |
| 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? | **no** |  |
| B.14. [General Education](#ge)N.B. Connections must include at least 50% Standard Classroom instruction. | **no** |  |
| 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)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
| --- | --- | --- |
|  |  |  |
|  |  | Click Tab from here to add rows |

| B.19. [**Topical outline**](#outline)**: Do NOT insert whole syllabus, we just need a two-tier outline** |
| --- |
|  |

D. Signatures

* 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.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. may include multiple departments, e.g., for joint/interdisciplinary prposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Constance Milbourne | Chair of Management & Marketing |  |  |
| Jeffrey Mello | Dean of School of Business |  |  |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
| Anthony Galvez | Chair, Communications |  |  |
| Carol Cummings | Chair, Health and Physical Education (Community Health & Wellness) |  |  |
| Lisa Bain | Chair, Accounting/CIS |  |  |
| Alema Karim | Chair, Finance |  |  |
| Marianne Raimondo | Director, Healthcare Administration |  |  |
| Earl Simson | Dean FAS |  |  |
| Julie Horwitz | Co-interim Dean FSEHD |  |  |
| Gerri August | Co-interim Dean FSEHD |  |  |