# 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): [if not working select “COMMents on rollover” in your Word preferences under view] please read these.

**N.B. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g., in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not ever delete any of the numbered categories—if they do not apply leave them blank. ALL numbered categories in section (A) must be completed. If there are no resources impacted it is okay to put “none” in A. 7**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A.1. [Course or program](#Proposal) | **Mkt 201w: introduction to marketing** | | |  |
| [Replacing](#Ifapplicable) |  | | |
| A. 1b. Academic unit | **School of Business** | | |  |
| A.2. [Proposal type](#type) | **Course: revision** | | |  |
| A.3. [Originator](#Originator) | **Julie Urda** | Management and Marketing | |  |
| A.4. [Context and Rationale](#Rationale)  Note: Must include additional information in smart tip for all [new programs](#type) | **The Management and Marketing department would like to change the prerequisites for MKT 201W from 45 to 30 credits for two reasons.**  **First, the 45-credit minimum is a relic from when it was a 300-level course. Now that it is a 200-level course, it makes better sense for the course to be available to all sophomore students. So, thirty credits is a more appropriate prerequisite. Second, the management major has many required management courses, almost all of which require MKT 201W. If students don’t take MKT 201W early enough, they can be ineligible to take courses they need later. This may delay graduation. Allowing students to take MKT 201W earlier, with only 30 credits, will loosen this bottleneck and help students graduate on time.** | | | |
| A.5. [Student impact](#student_impact)  Must include to explain why this change is being made? | **Having only a 30-credit prerequisite will allow the course to be more accessible to students who need it as a requirement. It could also help some students graduate more expediently.** | | | |
| A.6.a. [Impact on other programs](#impact) | **MKT 201W is required (or is a required elective) by these other programs:**   * **Communications** * **Computer Information Systems** * **Accounting** * **Finance** * **Health Care Administration** * **Wellness and Exercise Science** | | | |
| A.6.b. Will this impact [transfer agreements](file:///C:\Users\jurda\Downloads\Check%20relevant%20JAAs,%202+2s,%20and%20if%20a%20course%20you%20are%20revising%20or%20deleting%20is%20one%20with%20a%20transfer%20agreement)? Explain how and list what needs to be updated. | **No, it will change any JAAs or 2+2s of which MKT 201W is a part.** | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **None** | | |
| [*Library*:](#library) | **None** | | |
| [*Technology*](#technology) | **None** | | |
| [*Facilities*](#facilities): | **None** | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2022** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | **N/A** | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. | | | | |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (**to which your department does not have access**) if this proposal is approved, with an explanation as to what needs to be revised: | | | | |

B. [NEW OR REVISED COURSES](#delete_if)  **Delete section B if the proposal does not include a new or revised course. As in section A. do not highlight but simply delete suggested options not being used. Always fill in b. 1 and B. 3 for context.**

|  | Old ([for revisions only](#Revisions)) ONLY include information that is being revised, otherwise leave blank. | New Examples are provided within some of the boxes for guidance, delete just the examples that do not apply. |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title) | **MKT 201W** | **MKT201W** |
| 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) | **Completion of at least 45 college credits** | **Completion of at least 30 college credits** |
| B.6. [Offered](#Offered) |  |  |
| 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.11.a [Delivery Method](#instr_methods) | **On campus** | **On campus | Asynchronous** |
| B.12. CATEGORIES  12. a. [How](#required) to be used |  |  |
| 12 b. Is this an Honors  course? |  |  |
| 12. c. [General Education](#ge)  N.B. Connections must include at  least 50% Standard Classroom  instruction. |  |  |
| 12. d. Writing in the  Discipline (WID) |  |  |
| B.13. [How will student performance be evaluated?](#performance) |  |  |
| B.14 [Recommended class-size](#class_size" \o "Check appendix XVIII in the UCC Manual for Best Practices) |  |  |
| B.15. [Redundancy statement](#competing) |  |  |
| B. 16. Other changes, if any |  | |

| B.17**.** [**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.18. [**Topical outline**](#outline)**: DO NOT INSERT WHOLE SYLLABUS, JUST A TWO-TIER TOPIC OUTLINE. Proposals that ignore this request will be returned for revision.** |
| --- |
| Part 1. The World of Marketing  1. An Overview of Marketing  2. Strategic Planning for Competitive Advantage  3. Ethics and Social Responsibility  4. The Marketing Environment  5. Developing a Global Vision  Part 2. Analyzing Market Opportunities  6. Consumer Decision Making  7. Business Marketing  8. Segmenting and Targeting Markets  9. Marketing Research  Part 3. Product Decisions  10. Product Concepts  11. Developing and Managing Products  12. Services and Nonprofit Organization Marketing  Part 4. Distribution and Pricing Decisions  13. Supply Chain Management and Marketing Channels  14. Pricing  15. Retailing  Part 5. Promotion and Communication Strategies  16. Marketing Communications  17. Advertising, Public Relations, and Sales Promotion  18. Personal Selling and Sales Management  19. Social Media and Marketing |

## 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 their 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 signature copy of this whole 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. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Connie Milbourne | Chair of Management and Marketing | Connie Milbourne | 3/22/22 |
| Alema Karim | Dean of School of Business | *Alema Karim* | 3/24/22 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are 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; all faculty are welcome to attend.

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
| Giselle Auger | Chair of Communications | \*acknowledged by e-mail | 3/23/22 |
| Lisa Bain | Chair of CSIS | \*acknowledged by e-mail | 3/24/22 |
| Jason Sawyer | Chair Health and Physical Education/ Wellness and Exercise Science | \*acknowledged by e-mail | 3/31/22 |
| Susan Weiss | Chair of Accounting | Icon  Description automatically generated | 3/27/22 |
| Kemal Saatcioglu | Chair of Economics and Finance | \*acknowledged by e-mail | 3/31/22 |
| Marianne Raimondo | Director of Healthcare Administration | A picture containing text  Description automatically generated | 3/22/22 |
| Earl Simson | Dean of FAS | Earl Simson | 4/1/2022 |
| Jeannine Dingus-Eason | Dean of FSEHD | \*acknowledged by e-mail | 3/31/22 |