



SACRAMENTO
STATE

Course Change Proposal Form A



Academic Group (College): College of Business Administration	Academic Organization (Department): Marketing Area	Date: March 29, 2007
Type of Course Proposal: New ___ Change <u>X</u> Deletion ___	Department Chair: (Associate Dean) Russell K.H. Ching	Submitted by:
Does this course fulfill a requirement for single-subject or multiple subject credential students? Yes ___ No <u>X</u>	For Catalog Copy: Yes <u>X</u> No ___ CCE: Yes ___ No <u>X</u>	Semester Effective: Fall ___ Spring <u>X</u> , 2008 ___

This course replaces experimental course Subject Area (prefix) and Catalog Number (course number):	
This Catalog Number (course number) is being replaced:	GM 196

Change from:

Subject Area (prefix) & Catalog No. (course no.): GM 196	Title: Experimental Offerings in Business Problems.	Units: 3
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Change to:

Subject Area (prefix) & Catalog No. (course no.): MKTG 196	Title: Experimental Offerings in Marketing	Units: 3
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JUSTIFICATION:
GM 196 (originally was MGMT 196) served as a "catch-all" course for experimental (new) courses for Finance, International Business, Strategic Management, Insurance, Operations Management and Marketing. Unlike MGMT 199 which had a suffix code (A-D) to identify each experimental course by concentration, GM 196 did not have such designations. Each time a new GM 196 was offered, the Marketing area faculty had to approve the course as an "accepted" elective for the concentration. This proposal provides a vehicle to offer on a "trial" basis new courses within the marketing curriculum.

NEW COURSE DESCRIPTION: (Not to exceed 80 words, and language should conform to catalog copy. See <http://www.csus.edu/acad/univmanual/crspsl.htm> - Guidelines for Catalog Course Description)

For advanced students who wish to explore special topics in Marketing that are not currently offered in the curriculum.

Note:

Prerequisite: MKTG 101, senior status or instructor permission.
Enforced at Registration: Yes X No ___

Corequisite:
Enforced at Registration: Yes ___ No ___

CAN (California Articulation Number):

Graded: Letter ___ <u>X</u> ___ Credit/No Credit ___	Instructor Approval Required? Yes <u>X</u> No ___
Course Classification (e.g., lecture, lab, seminar, discussion):	Title for SIS+/CMS (not more than 30 characters) Experimental Offerings Mktg
Cross Listed? Yes ___ No <u>X</u> ___	If yes, do they meet together and fulfill the same requirement, and what is the other course.

How Many Times Can This Course be Taken for Credit? 1

Can the course be taken for Credit more than once during the same term? Yes ___ No ___

FOR NEW COURSE PROPOSALS OR SUBSTANTIVE CHANGES ONLY:

Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc." See the example at <http://www.csus.edu/acad/example.htm>

****Attach a list of the required/recommended course readings and activities [Note: it is understood that these are updated and modified as needed by the instructor(s).] This attachment should be forwarded only to your Dean's office, not Academic Affairs.**

Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above:

For whom is this course being developed?

Majors in the Dept ___ Majors of other Depts ___ Minors in the Dept ___ General Education ___ Other ___

Is this course required in a degree program (major, minor, graduate degree, certificate)? Yes ___ No ___

If yes, identify program(s):

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer facilities, faculty, etc.)? Yes ___ No ___

If yes, attach a description of resources needed and verify that resources are available.

Indicate which department or programs will be affected by the proposed course (if any). _____

The Department Chair's signature below indicates that affected programs have been sent a copy of this proposal form.

Approvals: If proposed change, new course or deletion is approved, sign and date below. If not approved, forward without signing to the next reviewing authority, and attach an explanatory memorandum to the original copy.

Signatures:

	Date
Department Chair:	11-3-07
College Dean or Associate Dean:	4-3-07
CPSP (for school personnel courses ONLY)	
Associate Vice President and Dean for Academic Programs	

Distribution: Academic Affairs (original), Department Chair and College Dean. Dean's office to send original after approval to Academic Affairs, at mail zip 6016. An electronic copy must also be sent.