

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Dennis Pitta	Phone: x4891
DEPARTMENT / DIVISION: <i>Marketing & Entrepreneurship</i>		
SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 below and program name OR course name, code, & number as applicable):		
12. Add minor in Marketing Communications CLA (all majors)		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

Box 1: TYPE OF ACTION	ADD(NEW) <input checked="" type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION	Non-Credit <input type="checkbox"/>	Undergraduate <input checked="" type="checkbox"/>	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	N, O, P	a, c, e	AC
	2. Course Title	N, O		ACD
	3. Course Credits	N, O, (P)		ACD
	4. Course Number	N, O		ACD
	5. Course Level	N, O		ACD
	6. Pre & Co-Requisite	N, O		ACD
	7. Course Description	N, O, P		ABCDEF
	8. New Course	N, O, P		ABCDEF
	9. Deactivate a Course	N, O		ACDEF
	10. Program Requirements	N, O	(b, c, d, e)	ACDEF
	11a. UG Specialization (24 credits or less)	N, O	a, b, c, d, e	ACDEF
	11b. Masters Specialization (12 credits or less)	N, O	a, b, c, d, e	ACDEF
	11c. Doctoral Specialization (18 credits or less)	N, O	a, b, e	ACDEF
<input checked="" type="checkbox"/>	12. Minor (add or delete)	N, O	a, b, c, d, e	ACDEF
	13. Closed Site Program	N, O	e	ACDEIL
	14. Program Suspension	N, O, S	a, e	ACDEFGI,IL
	15. Program Reactivation	N, O		
	16a. Certificate Program (ug/g) exclusively within existing degree program	N, O	a, c, e	ACDEFJIM
	16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	N, O, Q, R, S	a, c, e	ACDEFIKM
	17. Off-Campus Delivery of Existing Program	N, O, S	a, b, c, e	ACDEJM
	18a. UG Concentration (exceeds 24 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18b. Masters Concentration (exceeds 12 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18c. Doctoral Concentration (exceeds 18 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	19. Program Title Change	N, O, S	a, c, d, e	ACDEFGIKM
	20. Program Termination ²	N, O, S	d, e	ACDEFGIKM
	21. New Degree Program ³ ,	N, O, Q, R, S	a, c, d, e	ACDEFGIKM
	22. Other	Varies	Varies	Varies

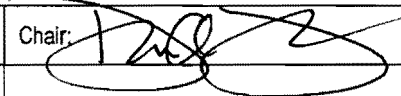
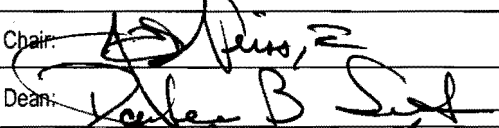
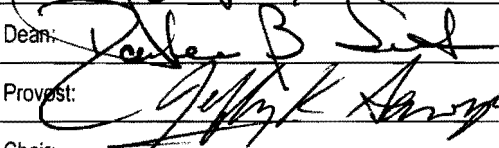
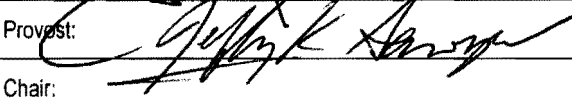
Box 4: DOCUMENTATION (check boxes of documents included)					
<input checked="" type="checkbox"/>	N. This Cover Sheet	<input type="checkbox"/>	Q. Full 5-page MHEC Proposal	<input type="checkbox"/>	T. Other
<input checked="" type="checkbox"/>	O. Summary Proposal	<input type="checkbox"/>	R. Financial Tables (MHEC)	<input type="checkbox"/>	
<input type="checkbox"/>	P. Course Definition Document	<input type="checkbox"/>	S. Other documents as may be required by MHEC/ USM. See http://www.ubalt.edu/downloads/program_approval_Grid_8-3-09.docx	<input type="checkbox"/>	

¹ Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
² See USM Policy on the Review and Abolition of Academic Programs (<http://www.usmd.edu/regents/bylaws/SectionII/III702.html>) for list of information that must be provided for this action.
³ Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.

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Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	2/4/10
B. General Education (as required for #7, #8)		
C. Final faculty review body within each School	Chair: 	2/4/10.
D. College Dean	Dean: 	2/4/10
E. Provost and Senior Vice President for Academic Affairs	Provost: 	3/8/10
F. Curriculum Review Committee (UFS subcommittee)	Chair:	
G. University Faculty Senate (UFS option)	Chair:	
H. University Council ⁴	Chair:	
I. President	President:	
J. Board of Regents – notification only		
K. Board of Regents – approval		
L. MHEC – notification only		
M. MHEC – approval		
N. Middle States Association notification	Required only if the mission of the University is changed by the action	

⁴ University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

UNIVERSITY OF BALTIMORE

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL:	LAW <input type="checkbox"/>	MSB <input checked="" type="checkbox"/>	YGCLA <input type="checkbox"/>	Contact Name: Dennis Pitta	Phone: x4891
DEPARTMENT / DIVISION: Marketing and Entrepreneurship					
SHORT DESCRIPTION OF PROPOSAL (State Document N, Box 3, action item and program name OR course name, code, & number as applicable):					
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PROPOSED SEMESTER OF IMPLEMENTATION: Fall, 2010					

O-1: Briefly describe what is being requested:

TARGET: Students in Liberal Arts who are interested in acquiring a general knowledge of the fundamental language, culture and practice of marketing as a communication tool in business.

Submitter: Dr. Dennis Pitta, Department Chair Marketing and Entrepreneurship

ADMISSION REQUIREMENTS: Students who have completed 24 credit hours with a 2.5 cumulative GPA may file an application for the minor in the Merrick School of Business.

GRADUATION REQUIREMENTS: To graduate with a minor in the Merrick School of Business a student must earn a "C" in all courses applied to the minor.

DEGREE REQUIREMENTS:**Required Courses Marketing Communications Minor (9 cr)**

ACCT 201 Introduction to Financial Accounting (3)
 ECON 200 The Economic Way of Thinking (3)
 MKTG 301 Introduction to Marketing (3)

Electives (6 cr) Choose two of the following:

INSS 401	Internet and Business (3)	<i>prereq: INSS 300 or permission</i>
MKTG 415	Advertising and Promotion (3)	<i>prereq: MKTG 301</i>
MKTG 430	Personal Selling	<i>(new course)</i>

For new courses or changes in existing courses (needed by Registrar)

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title:	Course # / HEGIS Code:	Credits:

O-2: Set forth the rationale for the proposal: Provide students in Liberal Arts an introduction to the fundamental language, culture and practice of marketing as a communication tool in business.