

Revised 7/23/07

**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title: Minor Cleanup – Marketing Course Prerequisites**

**Initiating Unit or Individual: Marketing Department**

**Contact Person's Name: Kay Anderson e-mail: andersok@ferris.edu phone: x2426**

**Date or Term of Proposal Implementation: Summer 2010**

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor**
- Group I - B – New minors or concentrations**
- Group II - A – Minor curriculum clean-up and course changes**
- Group II - B – New Course**
- Group III - Certificates**
- Group IV – Off-Campus Programs**

Group/Individual	Signature	Date	Vote/Action *
Program Faculty	<i>Rana Dix</i>	11/17/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty	<i>Rana Dix</i>	11/17/2009	<u>21</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Head	<i>[Signature]</i>	11/17/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	<i>[Signature] Anita Fagerman</i>	12-8-09	<u>4</u> Support <u>2</u> Support with Concerns <u>0</u> Not Support <i>last 2 pages</i>
Dean	<i>[Signature]</i>	12/17/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	<i>[Signature]</i>	1/25/10	<input checked="" type="checkbox"/> Support <u>8-0</u> <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	<i>Richard Huffer/ph</i>	1/25/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>[Signature]</i>	1/25/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

\* Support with Concerns or Not Support must include a list of specific concerns. (Votes must be shown for faculty groups. Administrators check appropriate action taken.

**To be completed by Academic Affairs**

\_\_\_\_\_  
President (Date Approved)      \_\_\_\_\_  
Board of Trustees (Date Approved)      \_\_\_\_\_  
President's Council (Date Approved)

VPAA  
JAN 25 2010  
PROVOST

**1. Proposal Summary**

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Minor cleanup of Marketing course prerequisites to assist with sequencing of courses and further enhance program mapping. Students will have the necessary "level" of coursework before entering a senior-level course or program capstone course.

The attached checksheet includes no changes other than the necessary clerical updates/corrections to the prerequisites included in this packet as well as some others recommended by the College Curriculum Committee and **inclusion of a semester by semester checklist** of course completion.

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**b. Courses to be Deleted From FSU Catalog:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**c. Existing Course(s) to be Modified:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
MKTG	476	Marketing Strategy
MKTG	472	Supply Chain Management

**d. Addition of existing FSU courses to program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**e. Removal of existing FSU courses from program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

FORM D CURRENT – PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

Ferris State University - College of Business  
 BACHELOR OF SCIENCE DEGREE IN BUSINESS  
 Marketing w/Marketing, Retailing, Sales, E-Commerce or Diversified Concentrations  
 120/121 Credits Required

NAME: \_\_\_\_\_ ID#: \_\_\_\_\_

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
<b>COMMUNICATION COMPETENCE - 12 Cr Required</b>					
<b>Choose COMM 105 or 121 - SALES CONCENTRATION MUST TAKE 121 AS IT IS A PREREQ FOR OTHER COMM COURSES!!!</b>					
COMM		COMM 105 Interp Comm <u>OR</u> COMM 121 Public Speak (see note above) - (none)	3		
ENGL	150	English 1 - (None)	3		
ENGL		211 Indust & Career Writing (ENGL 150) <u>OR</u> 250 English 2 - (ENGL 150 w/C- or better)	3		
ENGL	325	Advanced Business Writing - (ENGL 250 or 211)	3		
<b>SCIENTIFIC UNDERSTANDING - 7-8 Credits Required</b>					
Consult the Ferris website: <a href="http://www.ferris.edu/htmls/academics/gened/scicourses.html">www.ferris.edu/htmls/academics/gened/scicourses.html</a> for approved courses.					
		Scientific Understanding Elective w/lab	4		
		Scientific Understanding Elective	3-4		
<b>QUANTITATIVE SKILLS - 3 Credits Required</b>					
MATH	115	Intermediate Algebra - (MATH 110 w/C- or better, or 19 on ACT or 460 on SAT) . If MATH ACT is 24 or higher, substitute a general education elective.	3		
<b>CULTURAL ENRICHMENT - 9 Credits Required*</b>					
Consult the Ferris website: <a href="http://www.ferris.edu/htmls/academics/gened/cultcourses.html">www.ferris.edu/htmls/academics/gened/cultcourses.html</a> for approved courses					
		Cultural Enrichment Elective (200 level or above)	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
<b>SOCIAL AWARENESS - 9 Credits Required*</b>					
Consult the Ferris website: <a href="http://www.ferris.edu/htmls/academics/gened/soccourses.html">www.ferris.edu/htmls/academics/gened/soccourses.html</a> for level approved courses					
<b>SOCIAL AWARENESS REQUIREMENTS ARE SATISFIED WITH RELATED COURSES** (see below)</b>					
<b>GENERAL EDUCATION ELECTIVES - 8 Credits Required</b>					
		Gen Ed Elec - Sales Concentration take COMM 251 OR 332 (COMM121 or equiv)	3		
		General Education Elective	3		
		General Education Elective	2		
<b>RELATED COURSES - 9 Credits Required</b>					
**	ECON	221	Principles of Macroeconomics - (MATH 110 w/ grade of C- or better or ACT of 19 or SAT of 460)	3	
**	ECON	222	Principles of Microeconomics - (ECON 221)	3	
**	PSYC	150	Intro to Psychology - (ACT 17 Read or Verbal 430 SAT or READ 106 w/C or better)	3	
<b>NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES</b>					
Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.					

\* Global consciousness requirement must be met through Cult Enrich, Soc Awareness, Gen Ed, or major courses.

\*\* Courses meet the Social Awareness requirements.

**Advising Notes:**

FSUS 100 is satisfied by \_\_\_\_\_

Global consciousness requirement satisfied by \_\_\_\_\_

Race, ethnicity, gender requirement satisfied by \_\_\_\_\_

**NOTE: A 2.00 cumulative GPA is required in the major, concentration, business core and overall for completion of the Marketing degree.**

**SUGGESTED MARKETING ELECTIVES FOR MARKETING CONCENTRATION**

ADVG 375 Bus-to-Bus Advertising  
 ECOM 383 Bus-to-Cons E-Comm  
 MKTG 383 Direct Marketing  
 RETG 337 Principles of Retailing

ECOM 375 Bus-to-Bus E-Commerce  
 MKTG 375 Marketing for Non-Profit Organizations  
 MKTG 410 Industrial Mktg

MKTG 466 Purchasing  
 MKTG 475 Product Marketing  
 PREL 240 Public Relations Principles

**Ferris State University - College of Business**

**MARKETING MAJOR- Marketing, Sales, Retailing, E-Commerce or Diversified Concentrations**

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
<b>BUSINESS CORE - 30 Credits Required</b>				
ACCT	201	Principles of Accounting 1 - (MATH 110 w/C- or better or 19 ACT or 460 SAT)	3	
ACCT	202	Principles of Accounting 2 - (ACCT 201 with a grade of C- or better)	3	
BLAW	321	Contracts and Sales - (None)	3	
BUSN	499	Interdisc Int Experience - (FINC 322, MGMT 370, MKTG 321, and senior standing)	3	
FINC	322	Financial Management 1 - (ACCT 202, Math 115 or MATH 116 or MATH117 or MATH ACT 24)	3	
ISYS	321	Business Information Systems - (ACCT 202, MKTG 321, MGMT 301)	3	
MGMT	301	Applied Management - (None)	3	
MGMT	370	Quality/Operations Management - (Sophomore Standing or Instructor Permit)	3	
MKTG	321	Principles of Marketing - (Sophomore Standing)	3	
STQM	260	Introduction to Statistics - (MATH 115, 116 or 117 or 24 ACT or 560 SAT)	3	
<b>MARKETING MAJOR COURSES - 30 Credits Required</b>				
ADVG	222	Principles of Advertising - (none)	3	
MKTG	231	Professional Selling - (COMM 121 highly recommended)	3	
MKTG	322	Consumer Behavior - (MKTG 321, PSYC 150)	3	
MKTG	378	Marketing Data Analysis - (MKTG 321, STQM 260)	3	
MKTG	425	Marketing Research - (MKTG 321, STQM 260)	3	
MKTG	441	International Marketing - (MKTG 321, senior standing) satisfies Global requirement	3	
MKTG	472	Supply Chain Management - (MKTG 321)	3	
MKTG	476	Marketing Strategy - (Senior status or instructor approval)	3	
MKTG		Internship <b>HIGHLY RECOMMENDED</b> (subs any 200-400 level co-op) <b>OR</b> MKTG elec	3	
		Marketing Elective or MGMT 310 Small Bus Management - (2nd sem soph)	3	
<b>CHOOSE ONE OF THE FOLLOWING CONCENTRATIONS</b>				
<b>MARKETING CONCENTRATION - 12 Credits Required - Choose from ADVG, ECOM, MKTG, PREL or RETG</b>				
		Marketing Elective (see front page for suggestions)	3	
		Marketing Elective (see front page for suggestions)	3	
		Marketing Elective (see front page for suggestions)	3	
		Marketing Elective (see front page for suggestions)	3	
<b>RETAILING CONCENTRATION - 12 Credits Required</b>				
RETG	337	Principles of Retailing - (MKTG 321)	3	
RETG	339	Retail Merchandising - (RETG 337)	3	
RETG	438	Retail Management - (RETG 339)	3	
ADVG	485	Retail Promotion - (ADVG 222, RETG 337)	3	
<b>SALES CONCENTRATION - 12 Credits Required</b>				
COMM	205	Effective Listening - (None)	3	
MKTG	434	Advanced Selling - (MKTG 231, senior standing) - offered winter semesters only	3	
MKTG	436	Sales Management - (MKTG 231, MKTG 321) - offered fall semesters only	3	
MKTG	466	Purchasing - (MKTG 321) - offered fall semesters only	3	
<b>DIVERSIFIED CONCENTRATION - 12 Credits Required - DEPARTMENT APPROVAL REQUIRED</b>				
		PGM, PTM, MIMG transfers or credits from areas such as technology or pharmacy.	3	
		Credits towards an associate degree. Certificates: advertising, public relations,	3	
		direct marketing, small business management, e-commerce, sales, retailing, research,	3	
		hotel management, club management, etc.	3	
<b>E-COMMERCE MARKETING CONCENTRATION - 12 Credits Required</b>				
ECOM	375	Business-to-Business E-Commerce Marketing - (MKTG 321)	3	
ECOM	383	Business-to-Consumer E-Commerce Marketing - (MKTG 321)	3	
MKTG	383	Direct Marketing - (ADVG 222 and MKTG 321)	3	
<b>Choose one of the following two courses:</b>				
ADVG	375	Business-to-Business Advertising - (ADVG 222 and junior status)	3	
GRDE	226	Web Tools and Techniques	3	

**NOTE: A 2.00 cumulative GPA is required in the major, concentration, business core, and overall for completion of the Marketing program.**

**FORM D PROPOSED -- PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)**  
**Ferris State University - College of Business**  
**BACHELOR OF SCIENCE DEGREE IN BUSINESS -- MARKETING**  
**(E-Commerce Marketing, Marketing, Sales, Retailing, or Diversified Concentrations) - 120/121 credits**  
**Concentration: \_\_\_\_\_**

**NAME: \_\_\_\_\_**

**ID#: \_\_\_\_\_**

Required	Course Title - Prerequisites Shown in Brackets ( )	Cr	Gr	Gr Pt
<b>COMMUNICATION COMPETENCE - 12 Credits Required</b>				
COMM 150	COMM 105 Interp Comm OR COMM 121 Fund of Public Speaking (none)	3		
ENGL	English 1 (ENGL 074 with a grade of C- or better or a min score of 14 on ACT or min 370 on SAT)	3		
ENGL	ENGL 211 Industrial & Career Writing (ENGL 150) OR ENGL 250 English 2 (ENGL 150 w/ grade of C- or better)	3		
ENGL 325	Advanced Business Writing - (ENGL 250 or 211 with grade of C or better)	3		

**SCIENTIFIC UNDERSTANDING - 7-8 Credits Required**  
 Consult the Ferris website: [www.ferris.edu/html/academic/gened/courses.html](http://www.ferris.edu/html/academic/gened/courses.html) for approved courses.

	Scientific Understanding with lab.	4		
	Scientific Understanding	3-4		

<b>QUANTITATIVE SKILLS - 3 Credits Required</b>				
MATH 115	Intermediate Algebra (MATH w/C- or better, or 19 on ACT or 460 on SAT) if MATH ACT score is 24+, substitute a general education elective.	3		

**CULTURAL ENRICHMENT - 9 Credits Required\***  
 Consult the Ferris website: [www.ferris.edu/html/academic/gened/courses.html](http://www.ferris.edu/html/academic/gened/courses.html) for approved courses.

	Cultural Enrichment Elective	3		
	Cultural Enrichment Elective	3		
	Cultural Enrichment Elective (200-level or above)	3		

**SOCIAL AWARENESS - 9 Credits Required\***  
**\*\*SOCIAL AWARENESS CATEGORY SATISFIED THROUGH RELATED COURSE REQUIREMENTS.\*\***

**GENERAL EDUCATION ELECTIVES - 8 Credits Required\*** - Choose any general education courses.  
 Consult the Ferris website: [www.ferris.edu/html/academic/gened/courses.html](http://www.ferris.edu/html/academic/gened/courses.html) for approved courses.

	Gen Ed Elec - SALES majors, take COMM 251 or 332 or equiv. (COMM 121)	3		
	General Education elective	3		
	General Education elective	2		

**BUSINESS CORE - 30 Credits Required**

ACCT 201	Principles of Accounting 1 (MATH 110 w/C- or better or 19 ACT or 460 SAT)	3		
ACCT 202	Principles of Accounting 2 (ACCT 201 with a grade of C- or better)	3		
BLAW 321	Contracts and Sales (None)	3		
BUSN 499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, Sr status)	3		
FINC 322	Financial Mgmt 1 (ACCT 202, Math 115 or 116 or 117 or MATH ACT 24)	3		
ISVS 321	Business Information Systems (ACCT 202, MKTG 321, MGMT 301)	3		
MGMT 301	Applied Management	3		
MGMT 370	Quality/Operations Management (Soph Standing or Instructor Permit)	3		
MKTG 321	Principles of Marketing (Sophomore standing)	3		
STQM 260	Introduction to Statistics (MATH 115 or 116 or 117 or 24 ACT or 560 SAT)	3		

**RELATED COURSES - 12 Credits Required**

**ECON 221	Prin of Macroeconomics 1 (MATH 110 w/C- or better or 19 ACT or SAT of 460)	3		
**ECON 222	Prin of Microeconomics 2 (ECON 221)	3		
**PSYC 150	Intro to Psychology (ACT 17 READ or Verbal 430 SAT or READ 106 w/C or better)	3		

\* Global consciousness requirement must be met either through Cultural Enrichment, Social Awareness, General Education or major courses.  
 \*\* Courses meet the Social Awareness requirements.

Advising notes:  
 FSUS 100 requirement satisfied by \_\_\_\_\_  
 Global Consciousness requirement satisfied by \_\_\_ MKTG 441 \_\_\_\_\_  
 Race, Ethnicity, Gender requirement satisfied by \_\_\_ PSYC 150 \_\_\_\_\_

Required	Course Title - Prerequisites Shown in Brackets ( )	Cr	Gr	Gr Pt
<b>MARKETING MAJOR COURSES - 30 Credits Required</b>				
AIMC 222	Principles of Advertising (None)	3		
MKTG 231	Professional Selling (COMM 105 or 121 recommended, not required)	3		
MKTG 322	Consumer Behavior (MKTG 321 and PSYC 150)	3		
MKTG 378	Marketing Data Analysis (MKTG 321 and STCM 260)	3		
MKTG 425	Marketing Research (MKTG 321 and STQM 260)	3		
MKTG 441	International Marketing (MKTG 321, senior status) satisfied GLOBAL	3		
MKTG 472	Supply Chain Management (MKTG 321 and MGMT 370)	3		
MKTG 476	Marketing Strategy (MKTG 322 and ECON 221)	3		
	Internship RECOMMENDED (sub any 200-400 level co-op) OR MKTG Elec Mktg Elective or MGMT 310 Small Bus Management (2 <sup>nd</sup> sem soph)	3		

**CHOOSE ONE OF THE FOLLOWING CONCENTRATIONS:**  
**Diversified Concentration - 12 Credits Required**  
**DEPARTMENT APPROVAL REQUIRED - SEE ADVISOR.**

		3		
		3		
		3		
		3		

**E-Commerce Marketing Concentration - 12 Credits Required**

ECON 375	Business-to-Business E-Commerce Marketing (MKTG 321)	3		
ECON 383	Business-to-Consumer E-Commerce Marketing (MKTG 321)	3		
MKTG 383	Direct Marketing (ADVVG 222 and MKTG 321)	3		

Choose 1 of the following:

AIMC 375	Business-to-Business Advertising/IMC (ADVVG 222 and junior status)	3		
GRDE 226	Web Tools and Techniques	3		

**Marketing Concentration - 12 Credits Required - See list of suggested electives below.**

	Marketing Elective (see list)	3		
	Marketing Elective (see list)	3		
	Marketing Elective (see list)	3		
	Marketing Elective (see list)	3		

**Retailing Concentration - 12 Credits Required**

RETG 337	Principles of Retailing (MKTG 321)	3		
RETG 339	Retail Merchandising (RETG 337)	3		
RETG 438	Retail Management (RETG 339)	3		
	Directed Elective (see advisor for prior approval)	3		

**Sales Concentration - 12 Credits Required**

COMM 205	Effective Listening (None)	3		
MKTG 434	Advanced Selling (MKTG 231, senior standing) offered Spring only	3		
MKTG 436	Sales Management (MKTG 231 and MKTG 321) offered Fall only	3		
MKTG 466	Purchasing (MKTG 321) offered Fall only	3		

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**  
 Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**SUGGESTED MARKETING ELECTIVES (for marketing concentration):**

AIMC 375	Business-to-Business Adv/IMC	AIMC 486	Advertising/IMC Management
ECON 375	Bus-to-Bus E-Comm Marketing	ECON 383	Bus-to-Consumer E-Comm Mktg
MKTG 375	Mktg for Non-Profit Organizations	MKTG 383	Direct Marketing
MKTG 410	Industrial Marketing	MKTG 420	Sports Marketing
MKTG 466	Purchasing	MKTG 475	Product Marketing
PREL 240	Public Relations Principles	RETG 337	Principles of Retailing

# SUGGESTED SEMESTER COURSE COMPLETION

## FIRST YEAR

Fall Semester	CrHrs	Grade
ENGL 150	3	
English 1		
105 Interpersonal Communication <b>OR</b> 121 Fund of Public Speaking (SALES CONCENTRATION)	3	
COMM	3	
MATH 115	3	
Intermediate Algebra (if not needed, gen ed elective)	4	
Scientific Understanding elective w/lab	3	
Cultural Enrichment Elective	3	
<b>TOTAL</b>	<b>16</b>	

## SECOND YEAR

Fall Semester	CrHrs	Grade
ECON 221	3	
Principles of Macroeconomics		
ACCT 201	3	
Principles of Accounting 1		
General Education Elective <b>OR</b> <b>COMM 205 - SALES CONCENTRATION ONLY</b>	3	
Cultural Enrichment Elective (200-level or above)	3	
ADVG 222	3	
Principles of Advertising	3	
<b>TOTAL</b>	<b>15</b>	

## THIRD YEAR

Fall Semester	CrHrs	Grade
ENGL 325	3	
Advanced Business Writing		
BLAW 321	3	
Contracts and Sales		
FINC 322	3	
Financial Management 1		
MGMT 301	3	
Applied Management		
Marketing Elective <b>OR</b> MGMT 310	3	
<b>TOTAL</b>	<b>15</b>	

## FOURTH YEAR

Fall Semester	CrHrs	Grade
MKTG 425	3	
Marketing Research		
MKTG 441	3	
International Marketing (satisfies global)		
MKTG 472	3	
Supply Chain Management		
Concentration Requirements	3	
Concentration Requirements	3	
<b>TOTAL</b>	<b>15</b>	

**Notes: See front of sheet for:**

1. Prerequisite information by course
2. Specific course requirements and elective suggestions.
3. Graduation requirements
4. Interrupted studies – re-admission

## FIRST YEAR

Winter Semester	CrHrs	Grade
ENGL	3	
211 Indust & Career Writing OR 250 English 2		
PSYC 150	3	
Introduction to Psychology		
Cultural Enrichment Elective	3	
MKTG 231	3	
Professional Selling		
Scientific Understanding Elective	3-4	
<b>TOTAL</b>	<b>15-16</b>	

## SECOND YEAR

Winter Semester	CrHrs	Grade
ECON 222	3	
Principles of Microeconomics		
ACCT 202	3	
Principles of Accounting 2		
General Education Elective <b>OR</b> <b>COMM 221 or 332 (FOR SALES CONCENTRATION ONLY)</b>	3	
STQM 260	3	
Introduction to Statistics		
MKTG 321	3	
Principles of Marketing		
<b>TOTAL</b>	<b>15</b>	

## THIRD YEAR

Winter Semester	CrHrs	Grade
ISYS 321	3	
Business Information Systems		
MGMT 370	3	
Quality/Operations Management		
MKTG 322	3	
Consumer Behavior		
MKTG 378	3	
Marketing Data Analysis		
Mktg Elec (Intern highly recommended) <b>MKTG Concentration</b> <b>OR</b> REITG 337 Prin of Retailing – <b>REITG Concentration only</b>	3	
<b>TOTAL</b>	<b>15</b>	

## FOURTH YEAR

Winter Semester	CrHrs	Grade
MKTG 476	3	
Marketing Strategy		
Gen Ed elective	2	
BUSN 499	3	
Interdisciplinary Integrating Experience		
Concentration Requirements	3	
Concentration Requirements	3	
<b>TOTAL</b>	<b>14</b>	

**MODIFY COURSE**  
Course Data Entry Form

**FORM F**

**Modify Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE**

Notes:

1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below):

b. Term Effective (6 digit code only):  Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. CURRENT:** Include information that is in the current course database.

a. Course Prefix  b. Number  c. Enter Contact Hours per week in boxes.  
LECTure  LAB  INDEpendent Study – Check (x)   
Practicum:  Seminar:

d. Course Title:

**III. PROPOSED CHANGES:** Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix  b. Number  c. Enter Contact Hours per week in boxes.  
LECTure  LAB  INDEpendent Study – Check (x)   
Practicum:  Seminar:

d. Course Title:  (Limit to 30 characters/spaces.)

e. College Code:  f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable  Fixed h. Maximum Credit Hours  i. Minimum Credit Hours

j. May Be Repeated for Added Credit: Check (x)  Yes  No

k. Levels: Check (x)  Undergraduate  Graduate  Professional

l. Grade Method: Check (x)  Normal Grading  Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered:  (See instructions for listing.) o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces.

UCC Chair Signature/Date:  1/25/10

Academic Affairs Approval Signature/Date:  1/26/10

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_ Date Completed: \_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_

**MODIFY COURSE**  
**Course Data Entry Form**

**FORM F**

**Modify Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE**

Notes:

- 3. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
- 4. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below):

b. Term Effective (6 digit code only):  Examples: 200801(Spring), 200805(Summer), 200808(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. CURRENT:** Include information that is in the current course database.

a. Course Prefix       b. Number       c. Enter Contact Hours per week in boxes.  
LECTure       LAB       INDEpendent Study – Check (x)   
Practicum:       Seminar:

d. Course Title:

**III. PROPOSED CHANGES:** Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix       b. Number       c. Enter Contact Hours per week in boxes.  
LECTure       LAB       INDEpendent Study – Check (x)   
Practicum:       Seminar:

d. Course Title:  (Limit to 30 characters/spaces.)

e. College Code:       f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable     Fixed    h. Maximum Credit Hours     i. Minimum Credit Hours

j. May Be Repeated for Added Credit: Check (x)  Yes     No

k. Levels: Check (x)  Undergraduate     Graduate     Professional

l. Grade Method: Check (x)  Normal Grading     Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered:  (See instructions for listing.)    o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces.

UCC Chair Signature/Date: 

Academic Affairs Approval Signature/Date: 

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_ Date Completed: \_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_



Kay Anderson/FSU  
12/14/2009 02:08 PM

To Anita Fagerman/FSU  
cc  
bcc

Subject Fw: CCC Proposal for Review: AY2009-2010 #07

Anita,

All these things have been corrected/adjusted as the proposal went forward to the UCC. These were the concerns indicated with approval of the Marketing Prerequisite changes. <sup>Dean &</sup>

Revised packet attached for your perusal. Packet has been forwarded to UCC.

Thanks,  
Kay

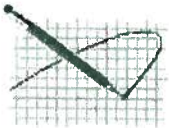
*Kay Anderson*



Marketing Department  
College of Business, BUS 212  
119 South Street  
Big Rapids, MI 49307-2284  
Phone: 231.591.2426  
Fax: 231.591.3521

----- Forwarded by Kay Anderson/FSU on 12/14/2009 02:08 PM -----

----- Forwarded by Annette Keyt/FSU on 11/30/2009 03:14 PM -----



Anita Fagerman/FSU  
11/30/2009 03:05 PM

To Annette Keyt/FSU@Ferris, Lynnae Selberg/FSU@FERRIS  
cc

Subject Re: CCC Proposal for Review: AY2009-2010 #07

Lynnae - Thanks for the detailed review. Wow! I'll log your info tomorrow on the CCC log.

Kay - perhaps you can forward this message to the relevant Curriculum Proposers so that they might address some of the issues before other CCC members react?

Anita

-----Lynnae Selberg/FSU wrote: -----

To: Anita Fagerman/FSU@FERRIS  
From: Lynnae Selberg/FSU  
Date: 11/30/2009 01:27PM  
Subject: Re: CCC Proposal for Review: AY2009-2010 #07

Ok, my only suggestions would be:

1. Where it lists the two scientific understanding, one must be a lab, so state that right on the check sheet (preferable where the 4 cr hr is required). Corrected
2. A certificate can only have 50% of its requirements embedded in the bachelors degree requirements (per FSU policy). Though there is much discussion around this at the University I would change the wording under the "diversified" concentration so it doesn't appear as though you can take all the

certificate classes in that section. Removed the statement regarding certificate completion - diversified concentration cannot be done without Advisor/Department approval of courses before completion. This will take away confusion as to 100% of courses being included in the major - we will advise accordingly.

- 3.As the major requires MKTG 441- list that on the line for meeting the "global" requirement, this doesn't make the student think they have to take an additional one. Done
- 4.As the program requires PSYC 150, list that on the REG line as meeting the requirement, this doesn't make the student think they have to take an additional one. Done
5. ENGL 325- the pre-req as of spring 2010 requires a "C" or better in the 200 level ENGL. Corrected
6. ENGL 150-Pre-Requisites:ENGL 074 with a grade of C- or better or a minimum score of 14 on ACT or a minimum score of 370 on SAT, not none as stated. Corrected

Those would be my suggestions.

Thanks  
Lynnae

Lynnae Selberg, MA, LPC  
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Big Rapids, MI 49307  
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phone: 231-591-2420  
Anita Fagerman/FSU

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To David L Kelson/FSU@Ferris, James H Jones/FSU@FERRIS, Laura  
Dix/FSU@FERRIS, Lynnae Selberg/FSU@FERRIS, Matt Pinter/FSU@FERRIS,  
Paul W Jackson/FSU@FERRIS, Stephen Jakubowski/FSU@FERRIS, Anita  
Fagerman/FSU@FERRIS

cc: Abdollah Ferdowski/FSU@FERRIS, Ahmed F Mekky/FSU@Ferris, Alison D  
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Cadwell/FSU@FERRIS, Daniel Cronk/FSU@FERRIS, Darlene J  
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Marion/FSU@FERRIS, David Nicol/FSU@FERRIS, Debora  
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Y Choi/FSU@FERRIS, Karen M Ottobre/FSU@FERRIS, Karen  
Nash/FSU@FERRIS, Kathleen G Vandemark/FSU@FERRIS, Kathryn A