

ACADEMIC SENATE PROPOSAL TRACKING SHEET

(Document To Be Originated By Academic Senate Secretary On Canary Color Paper)

All proposals MUST have their originating college faculty body (Ex. Arts & Sciences, Education and Nursing; Technical Sciences) approval and must be signed by the submitter and the college dean before being submitted to the Academic Senate Secretary.

1. Submit all proposals (using the appropriate Academic Senate program/degree and/or course revision forms) to the Academic Senate Secretary.
2. The Academic Senate Secretary logs and numbers items and forwards them to the appropriate Academic Senate subcommittee(s): Teacher Education (if applicable), General Education (if applicable), or Curriculum.
3. The Academic Senate subcommittee(s) consider(s) the proposal. If approved, the proposal is forwarded to the next committee. If a committee disapproves the proposal, the originator may request that the item be forwarded to the next body for consideration. The committee will provide written rationale to the originator when a proposal is disapproved and the proposal is returned to the originator.
4. The Academic Senate considers the proposal and approves or disapproves. If approved, the proposal is forwarded to the Full Faculty for consideration. If the Academic Senate disapproves the proposal, the originator may request that the item be forwarded to the Full Faculty for consideration. The Academic Senate will provide written rationale to the originator when proposals are disapproved and the proposal is returned to the originator.
5. The Full Faculty considers Academic Senate approved proposals. If faculty approve, the proposal will then be forwarded to the Provost. The Provost approves or disapproves the proposal. If approved, the proposal is then forwarded to the Chancellor.
7. The Chancellor approves or disapproves the proposal.

Subcommittee and Academic Senate college representatives will notify their respective colleges' of the progress of submitted proposals or the proposal may be tracked via the web page --

<http://www.msun.edu/admin/provost/asproposals.htm>

Documentation and forms for the curriculum process is also available on the web page:

<http://www.msun.edu/admin/provost/asforms.htm>

***** (If a proposal is disapproved at any level, it is returned through the Academic Senate secretary to the Dean of the submitting college who then notifies the originator.)

Proposal # <u>08-23</u>	Title: <u>Changing course info SBM 338</u>
(proposal explanation, submitter and college dean signatures on attached program/degree or course revision form)	

	Date			
Received by ACAD Senate	<u>2-9-09</u>		Approved _____	Disapproved _____
Forwarded to Teacher Ed Council	_____		Signature _____	Date _____
Forwarded to Gen Ed Committee	<u>3-5-09</u>	N/A	Approved _____	Disapproved _____
			Signature _____	Date <u>3/10/09</u>
Returned to ACAD Senate			Approved <input checked="" type="checkbox"/>	Disapproved _____
Forwarded to Curriculum Committee	<u>02-23-09</u>		Signature _____	Date _____
Returned to ACAD Senate for Vote	<u>3-9-09</u>		Approved _____	Disapproved <u>3-27-09</u>
			Signature _____	Date _____
Sent to Provost's office for Full Faculty vote	_____		Approved _____	Disapproved _____
Voted on at Full Faculty meeting	_____		Signature _____	Date _____
Forwarded to Provost for Approval/Disapproval	<u>3-30-09</u>		Approved _____	Disapproved _____
			Signature _____	Date _____
Forwarded to Chancellor for Approval/Disapproval	_____		Approved _____	Disapproved _____
			Signature _____	Date _____
Copies sent to originating college and registrar's office	_____			

COURSE REVISION FORM

NEW _____ DROPPED _____ MAJOR REVISION X FOR INFORMATION ONLY _____

College COTS Program Area Business Date 2/5/09

Submitter L. Wilke Dean [Signature] Date 2.23.09
Signature Signature (indicates "college" level approval)

Please provide a brief explanation & rationale for the proposed revision(s):
Changing the course name, description, and outcomes to better reflect the actual content of the course and the needs of the students.

Please provide the following information:

College: COTS
Program Area: Business
Date: February 5, 2009
Course Prefix & No.: SBM 338

Course Title: Advertising and Promotion
Credits: 3
Required by: Marketing Minor
Small Business Management Minor
Health Promotion

BS
2/5
BB
BLO

Selective in: None
Elective in: None
General Education: None

Lecture: 3
Lecture/Lab:
Gradable Lab:
Contact hours lecture: 45
Contact hours lab: 0

Current Catalog Description (include all prerequisites):
The course will build a strong foundation in the primary skills of advertising, public relations, direct marketing, and promotional techniques. These skills will be related to such topics as forecasting, budgeting, and assessing promotional efficiency. Developing a promotional campaign and the related components of costs, creativity, ethics, and regulations will also be incorporated improving these conditions on the job.

Proposed or New Catalog Description (include all prerequisites):
Advertising and promotion form the means by which organizations communicate the distinctive characteristics of their offerings to potential buyers. This course examines the theory and practice of promotions and advertising. The primary focus is on how advertising and promotions contribute to the overall marketing plan. While this course is not intended to train students to be **proficient** at the skills of creating effective advertising, they will gain a **working knowledge** of those skills by designing and implementing a full range of ads using various media as part of an overall advertising campaign.

Course Outcome Objectives:

The student will:

1. Demonstrate an understanding of the characteristics of the various advertising media.
2. Demonstrate an understanding of the principles underlying the development of advertising and sales promotion strategy and tactics.
3. Demonstrate an understanding of the various elements of the marketing mix.
4. Demonstrate the ability to design and implement a full range of ads using various media as part of an overall advertising campaign.

Additional instructional resources needed (including library materials, special equipment, and facilities). Please note: approval does not indicate support for new faculty or additional resources.

None

Updated 09/29/05