

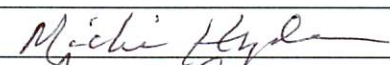
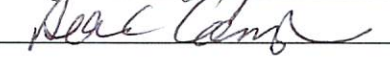
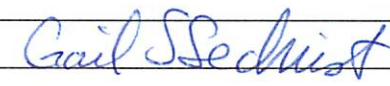


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		12-107	App-4/2/13	App-4/30/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person PARIMAL BHAGAT	Email Address BHAGAT@IUP.EDU
Proposing Department/Unit MARKETING	Phone 7-3315

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input checked="" type="checkbox"/> Catalog Description Change	
MKTG431 BUSINESS-TO-BUSINESS MARKETING	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Other <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track <input type="checkbox"/> Catalog Description Change <input type="checkbox"/> Program Revision	
<i>Current program name</i>	<i>Proposed program name, if changing</i>
4. Approvals	
Department Curriculum Committee Chair(s)	 02/19/13
Department Chair(s)	 2/19/13
College Curriculum Committee Chair	 3/11/13
College Dean	 3/13/13
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	 4/2/13

* where applicable

Received

MAR 26 2013

Liberal Studies

MKTG 431 Business-to-Business Marketing

Course Revision:

- 1. Deletion of prerequisite MKTG 420 Marketing Management**
- 2. Addition of prerequisite MKTG 320 Principles of Marketing.**

Summary and Rationale:

The Course MKTG 420 Marketing Management is no longer being offered in the new Marketing Major Curriculum approved and implemented AY2012-13. The prerequisite material needed for MKTG 431 Business-to-Business Marketing is covered in MKTG 320 Principles of Marketing. MKTG 320 Principles of Marketing is a Business Core course and intended to be a prerequisite for all subsequent marketing courses.

No other prerequisite is necessary for this course.

Catalog Description

Current catalog description:

MKTG 431 Business-to-Business Marketing

Prerequisite: MKTG 420

Concerned with major activities involved in the marketing of industrial goods and services, including the industrial marketing system, marketing information needs of the industrial firm, industrial marketing implementation and control, and channel, pricing, product, and promotional strategies for industrial goods.

New catalog description:

MKTG 431 Business-to-Business Marketing

Prerequisite: MKTG 320

Concerned with major activities involved in the marketing of industrial goods and services, including the industrial marketing system, marketing information needs of the industrial firm, industrial marketing implementation and control, and channel, pricing, product, and promotional strategies for industrial goods.