

Memorandum

To: Arts & Sciences Curriculum Committee
University Curriculum Committee

From: Marlene Jensen,
Marcia Kurzynski,
Susan Strayer
Department of Business Administration, Computer Science and
Information Technology

Date: January 22, 2009

Subject: Addition of Marketing Prerequisite to MANG317 and name change

We are seeking the addition of a prerequisite to MANG317 of either MRKT200, Introduction to Marketing, or RECR330, Marketing Recreation Services, in addition to the existing MANG315 requirement. The goal of this prerequisite addition is to return the course to the 9 contact hours of marketing contained in the syllabus. In the past couple of years, the time required to cover the marketing material has expanded to 18 hours and once even to 21 hours. This is due to the very slow grasp of marketing displayed by a small portion of the class. The problem is that without a good marketing plan, the business plan is degraded.

The majority of the students have already taken MRKT200 or the equivalent. Those students who have already had a basic grounding in marketing have expressed annoyance at the amount of overlap of content with the MRKT200 class. It has also been frustrating to the teachers that other critical aspects of small business development and entrepreneurship have had to be cut back to accommodate the needed marketing content. This change will enable us to return to the content both desired by the professors and approved by the curriculum committee. If another department wishes to get an exemption for a student, we will allow the exemption with the understanding that the student needs a marketing foundation to do well in the class.

The course name is also being changed from *Entrepreneurship and Small Business Development* to *Entrepreneurship*.