Minutes  
Undergraduate Committee  
November 4, 2002; Noon 

Present: Pat Dintrone, George Easton, Gary Grudnitski, Max Holvik (ABSC representative), Don Jung, Kathy Krentler,  
Absent: Larry Gitman 

1. Curriculum Proposals  
   a. MKT 373 – Name Change  
      Proposal is to change the name of MKT 373 from Marketing Communications & Promotions to Integrated Marketing Communications. New title more accurately reflects the comprehensive topics included in the course and positions the course in the new marketing specialization in Integrated Marketing Communications. 
      • Proposal Passed Unanimously  
   b. MKT 472 – Name Change, Prerequisite Change  
      Proposal is to change name of MKT 472 from Advertising & Promotion Management to Advanced Integrated Marketing Communications (see justification under 1a above). Also, proposal is to maintain existing prerequisites and add the following: 
      1. Minimum grade of C in MKT 373 
      2. Completion of MKT 470 & MKT 470L 
      3. Grade average of 2.0 between MKT 371 and MKT 470/470L 
      Additional prerequisites designed to make course prerequisites consistent with other capstone course in the department. 
      • Proposal was returned to the Marketing Department with the request that the Department consider merging MKT 472 and 478 into a single course.  
   c. MKT 478 – Name Change, Number Change, Prerequisite Change  
      Proposal is to change name of MKT 478 from Advertising & Promotion Management Project to Advanced Integrated Marketing Communications Project (see justification under 1a above). Proposal is also to maintain existing prerequisites and add the same as listed in 1b above (see justification under 1b above). Finally, proposal is to change the course number to 472L to reduce confusion among students who are required to take 472 and 478 concurrently. 
      • Proposal was returned to the Marketing Department with the request that the Department consider merging 472 and 478 into a single course.
d. **Program Change – MKT 475**
Proposal is to add MKT 475 (recently added Marketing elective) to list of Marketing electives that can be taken to satisfy 16 units of Marketing electives.
- Proposal Passed Unanimously

2. **International Business Update**
a. Grudnitski reported on the status of two tabled I.B. Program proposals: SanBrazil and TransAmerica. The Undergraduate Committee is awaiting information requested from I.B. before acting on the two proposals.
b. Krentler reported on a meeting she had with Mike Hergert. The meeting was designed to explore ways to enhance the process of reviewing I.B. program proposals. Hergert suggested the Undergraduate Committee develop a standardized list of information that they would like to see accompany all new program proposals to be reviewed. If I.B. (and other Departments) proposing new programs had this list, and could thus provide the required information with the original proposal, it should serve to speed the Committee’s review of the proposal.
c. The Undergraduate Committee proposed the following items to be included on the list referred to in 2b above:
   1. Catalog Description
   2. Prerequisites
   3. Text Used
   4. Topical Coverage and Class Hours devoted to each topic
   5. Evaluation Mechanism
   6. Writing Component
   7. Information about a sample of faculty who teach the course. Information should include:
      - Highest academic degree, year awarded, awarding institution
      - Professional certifications associated with teaching area.

   This information would be requested for those courses proposed to be taken at a partner school of SDSU, and that satisfy requirements for the following SDSU courses: FIN 323, FIN 329, IDS 302, MGT 350, MGT 405, MKT 370, MKT 376.

3. **Committee Web Site Update**
Easton informed the Committee that he has several MBA students working on sample web site designs. The Committee should be able to look at working examples of sites under construction within the next week.
4. **120-Unit Degree Update**
   Krentler reported that the CBA Steering Committee has passed the proposal to achieve 120-Unit degrees in the College of Business by deleting the College’s 60-Unit Rule.

Meeting Adjourned at 1:50 p.m.

**Next Meeting:**  Monday, November 18, 2002, Noon; Dean’s Conference Room