

12-13-2002

SR-02-03-(25) 55 CC

Marshall University

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**CURRICULUM COMMITTEE
RECOMMENDATION**

SR-02-03-(25) 55 CC

Recommends approval of the listed **COURSE ADDITIONS** in the following colleges and/or schools:

• **COLLEGE OF EDUCATION & HUMAN SERVICES**

ATE 301 RBA Portfolio Development 1 hour
Study of the purpose, organization, and contents of an experiential learning portfolio for submission and evaluation through the Regents Bachelor of Arts Degree Program.

• **LEWIS COLLEGE OF BUSINESS**

MKT 375 Business to Business Marketing 3 hours
Study of marketing products and services to business, institutions and government. Focus on organizational buying, market planning and development of marketing mix.

MKT 445 Services Marketing 3 hours
Examination of the marketing of services offered by business and non-business organizations with particular emphasis on the unique aspect of the services marketing mix and the implementation of service strategy.

• **UNIVERSITY COLLEGE**

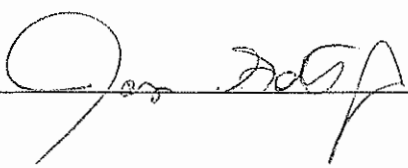
HON 201 Peer Mentoring for HON 101 1 hour
Honors students trained as peer advisors will lead discussions, campus field trips and work with faculty advisors in the design and implementation of the freshman introduction to campus life classes.

UNI 201 Peer Mentoring for UNI 101 1 hour
Students trained as peer advisors will lead discussions, campus field trips and work with faculty advisors in the design and implementation of the freshman introduction to campus life and classes.

RATIONALE:

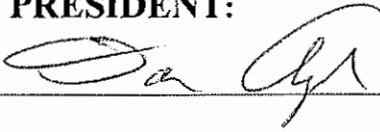
Each course is an appropriate addition to the respective programs.

FACULTY SENATE PRESIDENT:

APPROVED
BY SENATE:  DATE: 12-13-02

DISAPPROVED
BY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:  DATE: 1-3-03

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

