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Lumpkin College of Business and Applied Sciences

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**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES
CURRICULUM COMMITTEE MEETING**

January 12, 2009

The LCBAS Curriculum Committee met at 1:00 p.m., January 12, 2009, in LH 3109.

Members Present: Richard Wilkinson, Karen Nantz, Karen Drage,
Dean Hoadley

Guest Present: Mike Boorum

Members Absent: Larry Coblantz, Brian Andries

MINUTES

The minutes of the December 8, 2008 meeting were approved as published.

COMMUNICATIONS

College of Sciences – December 12, 2008

College of Education and Professional Studies – December 8, 2008

College of Arts and Humanities – December 2, 2008, December 10, 2008

EXECUTIVE ACTION/CAA/CGS UPDATE

- a. New Course Proposals – FCS 3810, 3812, 4240, 4242, 4244, 4246, 4250, 4256, 4262, 4264, 4680, 4685, 4686 (pending CAA approval)
- b. Change in Course Description – ACC 4275, Internship in Accounting (pending CAA executive action)
- c. Change in Prerequisites – MAR 4700, Marketing Strategies (pending CAA executive action)
- d. Changes in terms offered – MAR 3875, Retail Management; MAR 3490, Business to Business Marketing (sent to Janet Fopay as a catalog revision effective FA09)

MARKETING MAJOR REVISION

Mike Boorum presented the proposal to the committee. These changes were brought about by assessment results. Students mathematical skills will be strengthened by requiring MAR 3875, Retail Management since this course involves math calculations. Also, since MAR 3490, Business to Business Marketing overlaps with both MAR 3720, Consumer Behavior, and MAR 4470, Professional Sales, MAR 3490 will be moved from the required core of marketing courses to the marketing electives. The proposal was put on the agenda for voting at the next meeting.

NEXT MEETING

The next meeting is scheduled for February 9, 2009 at 1:00 in the Dean's Conference Room.

Respectfully Submitted,
Mary Hennig, Recorder