

Minutes of the CBA Curriculum Committee  
11/16/05

Members Present: Cook Cordova, Miller, Nelson  
Members Absent: Clinton, Futtayeh, Hayes, Smith

Meeting called to order at 11:05am

**Proposals from Marketing**

1. Drop MGMT 309, Operations Management, as a required course in the marketing curriculum.
2. Require Marketing majors to take one of the following new courses:
  - a. MRKT 410, Professional Selling
  - b. MRKT 411, Integrated Marketing Campaigns

Course Descriptions:

**410. Professional Selling. 3cr.** An in-depth study of professional selling. Particular emphasis is placed on negotiating skills and customer relationship management (CRM) as well as general sales-related topics including sales automation, team selling, handling conflicts and ethical issues, and time/territory management. Students will be required to spend time in the field with professional salespeople and to prepare and deliver effective informational and persuasive sales presentations. Prerequisites: 301, 305. F

**411. Integrated Marketing Campaigns. 3cr.** The study of the integrated marketing communication campaign strategies used by businesses and non-profit organizations. Students will develop advertisements, public relations releases, sales promotion tools, and direct marketing pieces to coincide with their campaign plan. Prerequisites: 301, 407. F, Sp.

**Move to approve – Miller/Cook – motion passed**

**Proposals from Computer Information Systems:**

1. Prerequisites form CINS 306 updated to reflect the course number change of CINS 201 to CINS 220. Prerequisites will now read "205, 220"
2. New course: CINS 344 Information Security Management. Course will be an elective.

Course Description

**344. Information Security Management. 3cr.** Principles of information security and assurance, with an emphasis on the managerial component. A lifecycle approach is used to identify, assess and develop responses to security threats to organizational assets. Prerequisite: 340 or permission of the instructor.

**Move to approve – Cook/Cordova – motion passed**

**Correction from meeting on 11/4/05**

The UCC approved a title change and a change in course description for MGMT 413. Since it is a title change there needs to be a new course. The UCC approved a new course, number to be obtained, and the deletion of the old MGMT 413.

**Move to approve – Cook/Cordova – motion passed**

**Proposal from Marketing**

Delete PSYC 201 as a prerequisite for MRKT 302. (Proposal submitted immediately before the meeting.)

**Motion to table – Miller/Cordova – tabled.**

**Proposal from Aviation**

Delete Math 114 as a requirement for the Aviation Administration Concentration. (Proposal submitted immediately before the meeting.)

**Motion to table – Miller/Cordova – tabled.**

Meeting Adjourned – 11:50 am.

Respectively submitted: Paul Nelson