

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval <u>12/5/22</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College College of Business <i>(To obtain a course number, contact erudolph@fau.edu)</i>		
Prefix MAR Number 2930	<i>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</i> Lab Code	Type of Course <input style="border: 1px solid red;" type="text" value="Lecture"/>	Course Title Special Topics in Marketing
Credits <i>(See Definition of a Credit Hour)</i> 1-3	Grading <i>(Select One Option)</i> Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>	Course Description <i>(Syllabus must be attached; see Template and Guidelines)</i> Specialized course presenting unique topics related to marketing. Content will vary by instructor and semester.	
Effective Date <i>(TERM & YEAR)</i> fall 2023	Prerequisites, with minimum grade*		Corequisites
		Registration Controls <i>(Major, College, Level)</i>	
*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course			
WAC/Gordon Rule Course <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement <i>(Select One Option)</i> None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See Intellectual Foundations Guidelines .	
Minimum qualifications to teach course Masters degree in marketing, MBA, or related disciplines, with 18 graduate credit hours related to marketing or the topic area.			
Faculty Contact/Email/Phone Marc Rhorer mrhorer@fau.edu		List/Attach comments from departments affected by new course	
Approved by Department Chair <u>MAR</u> College Curriculum Chair <u>Ethlyn Williams</u> College Dean <u>Paul Hen</u> UUPC Chair <u>Ethlyn Williams</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____		Date <u>10-20-22</u> <u>11/16/22</u> <u>11-21-22</u> <u>12/5/22</u> <u>12/5/22</u> _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.