New York City College of Technology, CUNY

CURRICULUM MODIFICATION PROPOSAL FORM

This form is used for all curriculum modification proposals. See the [Proposal Classification Chart](http://openlab.citytech.cuny.edu/collegecouncil/files/2014/08/2013-10-09-Proposal_Classification_Chart.pdf) for information about what types of modifications are major or minor. Completed proposals should be emailed to the Curriculum Committee chair.

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| **Title of Proposal** | **Math Requirement for MKT** |
| **Date** | **March 27th, 2015** |
| **Major or Minor** | **Minor** |
| **Proposer’s Name** | **Anne Zissu** |
| **Department** | **Business Department** |
| **Date of Departmental Meeting in which proposal was approved** | **3/27/2015** |
| **Department Chair Name** | **Anne Zissu** |
| **Department Chair Signature and Date** |  |
| **Academic Dean Name** | **David Smith** |
| **Academic Dean Signature and Date** | **3/31/2015** |
| **Brief Description of Proposal**  (Describe the modifications contained within this proposal in a succinct summary. More detailed content will be provided in the proposal body. | **We recommend that we keep the MAT 1190 as an option, and just change the requirements to state “MAT 1190 or MAT 1275 or higher”. This would allow students to satisfy the requirement with the 3-credit MAT 1190 or one of the 4-credit STEM classes starting with MAT 1275.** |
| **Brief Rationale for Proposal**  (Provide a concise summary of why this proposed change is important to the department. More detailed content will be provided in the proposal body). | **A minor proposal was announced at curriculum committee February 10, 2015 that will make it impossible to take MAT 1190 for credit if a student has already taken a higher STEM math. This change will probably be implemented for Spring 2016 semester, and it could be a problem for students enrolled in the Marketing Management and Sales program as it currently require MAT 1190 or (MAT 1375 or higher).** |
| **Proposal History**  (Please provide history of this proposal: is this a resubmission? An updated version? This may most easily be expressed as a list). | **First submission, technical update due to the Math department’s minor proposal from February 10th, 2015.** |

Please include all appropriate documentation as indicated in the Curriculum Modification Checklist.

For each new course, please also complete the New Course Proposal and submit in this document.

Please submit this document as a single .doc or .rtf format. If some documents are unable to be converted to .doc, then please provide all documents archived into a single .zip file.

# Section AIII: Changes in Degree Programs

**The following revisions are proposed for the AAS in Marketing Management**

**Program: Associate in Applied Science in MARKETING MANAGEMENT AND SALES**

**Program Code: 01339**

**Effective Date: Fall 2015**

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| **FROM:** | **TO:** |
| **GENERAL EDUCATION COMMON CORE 21-22 CREDITS**  I – REQUIRED CORE (3 COURSES, 9-10 CREDITS )\*  English Composition (1 course, 3 credits)  ENG 1101 English Composition I 3  Mathematical and Quantitative Reasoning (1 course, 3-4 credits)  MAT 1190 Quantitative Reasoning  or  ~~MAT 1375 Precalculus (MAT 1375 strongly recommended) or higher~~  ~~3-4~~  Life and Physical Sciences (1 course, 3 credits)  Any Approved Course 3    II – FLExIBLE CORE (4 COURSES, 12 CREDITS) \*  In addition to the two required courses listed below,  select one course each from any two of the other four areas;  no more than two courses may be selected from any discipline. 6  World Cultures and Global Issues  Any Approved Course  US Experience in its Diversity  Any Approved Course  Individual and Society  ECON 1401 Microeconomics 3  COM 1330 Public Speaking  or higher 3  Creative Expression  Any Approved Course  Scientific World  MAT 1272 Statistics 3  Writing Intensive Requirement 4  Students at New York City College of Technology must complete two courses designated WI for the associate level, one from GenEd and  one from the major; and two additional courses designated WI for the baccalaureate level, one from GenEd and one from the major.  PROGRAM-SPECIFIC DEGREE REQUIREMENTS 39-40 CREDITS \*  ACC 1162 Elements of Accounting 3  or  ACC 1101 Principles of Accounting 4  BUS 1122 Business Law 3  BUS 2339 Financial Management 3  BUS 2341 Financial Forecasting 3  BUS 2425 Business Management 3  MKT 1100 Essentials of Marketing 3  MKT 1102 Principles of Selling 3  MKT 1210 Marketing Research 3  MKT 1212 Consumer Behavior 3  MKT 1214 Advertising 3  MKT 2300 Direct Marketing and Interactive Marketing  or  MKT 2327 Entrepreneurship 3  MKT 2373 Supply Chain Management  or  MKT 2410 Marketing Management 3  MKT 2414 Sales Management 3  ECON 1401 Microeconomics Met as GenEd  ENG 1101 English Composition I Met as GenEd  MAT 1272 Statistics Met as GenEd  MAT 1190 Quantitative Reasoning  or  ~~MAT 1375 Precalculus~~  Met as GenEd  COM 1330 or higher Public Speaking  Met as GenEd  **TOTAL PROGRAM-SPECIFIC REQUIRED AND ELECTIVE COURSES 39-40**  **TOTAL NYSED LIBERAL ARTS/SCIENCE CREDITS 20-21**  **TOTAL CREDITS REQUIRED FOR THE DEGREE 60** | **GENERAL EDUCATION COMMON CORE 21-22 CREDITS**  I – REQUIRED CORE (3 COURSES, 9-10 CREDITS )\*  English Composition (1 course, 3 credits)  ENG 1101 English Composition I 3  Mathematical and Quantitative Reasoning (1 course, 3-4 credits)  MAT 1190 Quantitative Reasoning  or  MAT 1275 College Algebra and Trigonometry (MAT 1275 strongly recommended) or higher  3-4  Life and Physical Sciences (1 course, 3 credits)  Any Approved Course 3    II – FLExIBLE CORE (4 COURSES, 12 CREDITS) \*  In addition to the two required courses listed below,  select one course each from any two of the other four areas;  no more than two courses may be selected from any discipline. 6  World Cultures and Global Issues  Any Approved Course  US Experience in its Diversity  Any Approved Course  Individual and Society  ECON 1401 Microeconomics 3  COM 1330 Public Speaking  or higher 3  Creative Expression  Any Approved Course  Scientific World  MAT 1272 Statistics 3  Writing Intensive Requirement 4  Students at New York City College of Technology must complete two courses designated WI for the associate level, one from GenEd and  one from the major; and two additional courses designated WI for the baccalaureate level, one from GenEd and one from the major.  PROGRAM-SPECIFIC DEGREE REQUIREMENTS 39-40 CREDITS \*  ACC 1162 Elements of Accounting 3  or  ACC 1101 Principles of Accounting 4  BUS 1122 Business Law 3  BUS 2339 Financial Management 3  BUS 2341 Financial Forecasting 3  BUS 2425 Business Management 3  MKT 1100 Essentials of Marketing 3  MKT 1102 Principles of Selling 3  MKT 1210 Marketing Research 3  MKT 1212 Consumer Behavior 3  MKT 1214 Advertising 3  MKT 2300 Direct Marketing and Interactive Marketing  or  MKT 2327 Entrepreneurship 3  MKT 2373 Supply Chain Management  or  MKT 2410 Marketing Management 3  MKT 2414 Sales Management 3  ECON 1401 Microeconomics Met as GenEd  ENG 1101 English Composition I Met as GenEd  MAT 1272 Statistics Met as GenEd  MAT 1190 Quantitative Reasoning  or  MAT 1275 College Algebra and Trigonometry  Met as GenEd  COM 1330 or higher Public Speaking  Met as GenEd  **TOTAL PROGRAM-SPECIFIC REQUIRED AND ELECTIVE COURSES 39-40**  **TOTAL NYSED LIBERAL ARTS/SCIENCE CREDITS 20-21**  **TOTAL CREDITS REQUIRED FOR THE DEGREE 60** |

**Rationale: A minor proposal was announced at curriculum committee February 10, 2015 that will make it impossible to take MAT 1190 for credit if a student has already taken a higher STEM math. This change will probably be implemented for Spring 2016 semester, and it could be a problem for students enrolled in the AAS Marketing Management and Sales program as it currently require MAT 1190 or (MAT 1375 or higher). This will provide greater flexibility in the program without sacrificing academic quality.**