

5-6-1976

One Hundred and Sixteenth Report of the Curricular Affairs Committee

University of Rhode Island Faculty Senate

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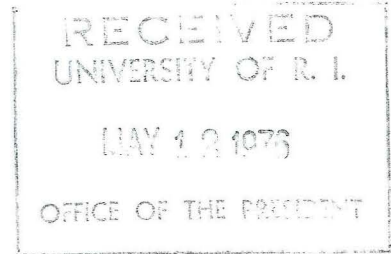
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UNIVERSITY OF RHODE ISLAND
Kingston, Rhode Island

FACULTY SENATE
BILL

Adopted by the Faculty Senate



TO: President Frank Newman

FROM: Chairman of the Faculty Senate

- The attached BILL, titled One Hundred and Sixteenth Report of the Curricular Affairs Committee.

is forwarded for your consideration.

- The original and two copies for your use are included.
- This BILL was adopted by vote of the Faculty Senate on May 6, 1976 (date)
- After considering this bill, will you please indicate your approval or disapproval. Return the original or forward it to the Board of Regents, completing the appropriate endorsement below.
- In accordance with Section 8, paragraph 2 of the Senate's By-Laws, this bill will become effective on May 27, 1976 (date), three weeks after Senate approval, unless: (1) specific dates for implementation are written into the bill; (2) you return it disapproved; (3) you forward it to the Board of Regents for their approval; or (4) the University Faculty petitions for a referendum. If the bill is forwarded to the Board of Regents, it will not become effective until approved by the Board.

May 7, 1976
(date)

W. Donald Rankin
W. Donald Rankin
Chairman of the Faculty Senate

ENDORSEMENT 1.

TO: Chairman of the Faculty Senate

FROM: President of the University

- Returned.
- Approved ✓. Disapproved _____
- (If approved) In my opinion, transmittal to the Board of Regents is not necessary.

RECEIVED

MAY 20 1976

UNIVERSITY OF RHODE ISLAND
FACULTY SENATE

5/19/76
(date)

F. Newman
President

(OVER)

ALTERNATE ENDORSEMENT 1.

TO: Chairman of the Board of Regents

FROM: The University President

1. Forwarded.
2. Approved.

(date)

President

ENDORSEMENT 2.

TO: Chairman of the Faculty Senate

FROM: Chairman of the Board of Regents, via the University President.

1. Forwarded.

(date)

(Office)

ENDORSEMENT 3.

TO: Chairman of the Faculty Senate

FROM: The University President

1. Forwarded from the Chairman of the Board of Regents.

(date)

President

Original received and forwarded to the Secretary of the Senate and Registrar for filing in the Archives of the University.

(date)

Chairman of the Faculty Senate

UNIVERSITY OF RHODE ISLAND
Kingston, Rhode Island

April 19, 1976

Faculty Senate Curricular Affairs Committee One Hundred and Sixteenth Report

On March 26, 1976, the Faculty Senate Curricular Affairs Committee considered the following matters now submitted to the Faculty Senate.

S E C T I O N I

Curricular Matters Submitted to the Faculty Senate for Confirmation:

College of Resource Development

Department of Food and Resource Chemistry.

CHANGE: Name of department to "Food Science and Technology!"

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S E C T I O N II

Joint Report of the Graduate Council and Curricular Affairs Committee on 400-Level Courses.

At the March 26, 1976 meeting of the Curricular Affairs Committee and the March 19, 1976 meeting of the Graduate Council, the following matters were considered and are now submitted to the Faculty Senate for confirmation:

College of Business Administration

Department of Marketing Management

ADD: The following courses:

- 1) MMG 410 Product Management 1,2
Development of product policies and strategies in a competitive environment. Emphasis on organization of the product management function, planning and developing new products, adjusting product strategies, and deleting products. (Lec 4 for one-half semester, Independent work required) Pre: 323 or permission of instructor. Staff

- 2) MMG 411 Marketing Communications 1,2
The "Communications Mix" is explored in terms of a total promotional program. Characteristics of advertising media, sales promotion, public relations and publicity are surveyed. (Lec 4 for one-half semester, Independent work required)
Pre: 323 or permission of instructor. Staff

- 3) MMG 417 Channels of Distribution 11,2,
Functions of distribution channels in society with emphasis on forces which shape their configuration and efficiency. Study of channel management with focus on channel development, control, policy, and practice. (Lec 4 for one-half semester, Independent work required) Pre: 323 or permission of instructor.
Staff

- 4) MMG 419 Pricing Decisions 11,2
Analysis of pricing problems and environmental factors influencing pricing decisions. Emphasis on behavioral dimensions of demand as well as the effects of cost, competition, product characteristics, and the firm's objectives. (Lec 4 for one-half semester, Independent work required) Pre: 323 or permission of instructor. Staff

SBG:SEW