



College Document # _____

UCC Document # 46
Review Type: Edit Exp Full

CATALOG YEAR 2014-2015

COLLEGE/SCHOOL/SECTION: ARSSB, MKT 3351 – Personal Selling

Course: Add: Delete: X

(check all that apply) Change: Number Title SCH Description Prerequisite

Response Required: New course will be part of major minor as a required or elective course

Response Required: New course will introduce , reinforce , or apply concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

Course has not been offered since Spring 2007 and needs to be deleted from the University Catalog to reflect updated curriculum.

Program: Delete: Add: Change: Attach new/changed Program of Study description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.

Program Learning Outcomes: Add: Change: Attach listing of program learning outcomes.

Minor: Add: Delete: Change: Attach new/changed minor. If in current online catalog, provide change and attach text with changes in red.

College Introductory Pages: Add information: Change information: Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Other: Add information: Change information: Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Approvals:

Chair
Department Curriculum Committee Robert D. Evans Jr. 10/22/13

Chair
Department AT 10/23/10

Chair
College Curriculum Committee Robert D. Evans Jr. 10/22/13

Dean R. Stephen Sears 10/23/2013

Maklem

Provost _____

Date 11/4/13