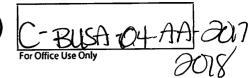


## Course Modification (Non-Gen Ed) Proposal Form



Instruc	tions: All course	proposals must be signed	by the Chair and Dean ar	nd submitted to the Office of the	ne Provost.
Faculty Initiating Re	quest: Carol Si	argent	Submissio	<b>n Date:</b> March 29, 2018	
Department/School:	School of Bus	iness			
		Course Pref	in AAVTC'	Course Number	
Course Subject: Mark	æting	Course Prei	ix: ivinid	Course Number	.[5101
Course Title: Princi	ples of Marketir	ng			
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	Tu 2010		Eurostad Samos	ter Enrollment: 50	
Effective Semester:	aH 2018				
Credit Hours: 3.0		Lecture Hours:	3.0	Laboratory Hours	:0
		<del></del>			
Prerequisites: None			Corequisites:	None.	
Prerequisites: None			Corequisites:	None.	
Prerequisites: None			Corequisites:	None.	
		exactly as it will appear		None.	
	of the course	exactly as it will appear		None.	
Provide a description MKTG 3161 Principles	of the course of Marketing		in the catalog.		
Provide a description MKTG 3161 Principles	of the course of Marketing	rinciples of marketing an	in the catalog.	nment with a focus on deve	elopment of an

Current Course	This is an introduction to t	the basic principles of marketing	ng and the marketing envi	ronment with a focus on	a
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Is this course a requirement in any program outside of the home department or school? Yes © No What outside programs require this course? (List program, school, department, Dean, and Chair) N/A fable speed in a requirement in programs outside of the home department or school. Deans and Chairs responsible for those programs