

Faculty Senate

Northern Kentucky University

Highland Heights, Kentucky 41076

FACULTY SENATE MEETING

October 21, 1985

3:05 pm

110 BEP

AGENDA

- I. Call to Order
- II. Approval of September 16 minutes of meeting.
- III. Additions and/or deletions
- IV. Presidential Reports and Recommendations

1. Mike Adams
2. Women's Studies
3. COSFL
4. Cost Containment Committee
5. Admissions Committee - any volunteers? - need 2
6. Student Retention Study
7. Elections Committee
8. R, P, and T reasons in writing negotiations
9. Anti-smoking Campaign - Volunteers?

V. Voting Items

VI. Committee Reports

1. Professional Concerns
 - a) Voting item - Change of term of office for Peer Review
2. Budget & Commonwealth Affairs
 - a) Salary setting criteria - Voting item?
3. Curriculum
 - a) Voting item - Marketing minor Course Changes/additions
4. Faculty Benefits

VII. Discussion From The Floor

1. Old Business
2. New Business

10. Supplemental Compensation Committee
11. Morale Study
to term of office of chair
2. teaching load formula
3. extra contractual requests
4. criteria for salary appeals
approved
approved 16 to 12
as attached
what's happening with Health Insurance.



Northern Kentucky University
Highland Heights, Kentucky 41076

MEMORANDUM

TO: Kathie Verderber, Chair
College of Business Curriculum Committee

FR: Lynn Langmeyer
Coordinator of Marketing

DA: September 23, 1985

RE: Proposed Curriculum Changes

Attached you will find a number of requests for changes in the marketing program. These changes are the result of extended discussion within the marketing area and relate directly to the desire of the marketing faculty to strengthen and sequence our curriculum. Two of the requests appear as new course requests however they are actually redefinitions and renumberings of two existing courses. The deletion requests are for removal of those same existing courses. The new course request is for "Special Topics", to allow us to teach specialized electives without adding a new course each time.

One of the attached requests is for approval of a minor in marketing. This request is in accordance with the new policy of a required minor or area of concentration for all students starting with the Freshman class of 1985.

Again, note, that these changes are the result of careful evaluation of the current curriculum and the desire of the marketing faculty to further strengthen and broaden that curriculum.

If you or the Committee require further explanation or justification, please do not delay in contacting me.

Thank you.

LL/pg



September 20, 1985

The minor in marketing consists of 24 semester hours -- 15 required, 9 elective. All prerequisites or corequisites for courses must be met.

<u>Required Courses</u>	<u>Semester Hours</u>
IFS 100 Computers in Business and Society	3
BUS 100 Introduction to Business (or MGT 300 Principles of Management [if junior standing or above])	3
MKT 300 Principles of Marketing	3
MKT 303 Advertising and Promotion	3
MKT 320 Consumer Behavior (or PSY 304 Consumer Psychology)	3
Electives chosen from: Sales Management (MKT 301) Retail Management (MKT 302), Professional Selling (MKT 310), Direct Marketing (MKT 330), Industrial Marketing (MKT 340), Contemporary Issues in Marketing (MKT 350), Marketing Research (MKT 460), Marketing Strategies and Policies (MKT 480).	9
Other electives may be chosen from appropriate courses with the approval of an adviser from marketing.	
	<u>24</u>

Students who are likely to select a minor in marketing include management and information systems majors with the College of Business, psychology majors, communications majors and english majors from outside the College of Business. The minor is designed to provide these students with a general yet strong foundation in marketing -- its concepts, functions, and applications.

1. Department Submitting Proposal: Department of Management, Marketing and Aviation

2. Action Proposed: (a) ___ New Degree Program (b) ~~XXX~~ New Minor
 (b) ___ Program Change (d) ___ Program Deletion

3. Title of Proposed New Degree/Minor or Program to be Changed or Deleted: _____
The Minor in Marketing

4. Proposed Date of Initiation (Semester and Year): Fall 1986

5. Originator(s) of Proposal: Lynn Langmeyer

Distribution: Department Chair, Dean, U.C.C. Chair, Graduate Council Chair (if appropriate)
Provost, Registrar, University Editor

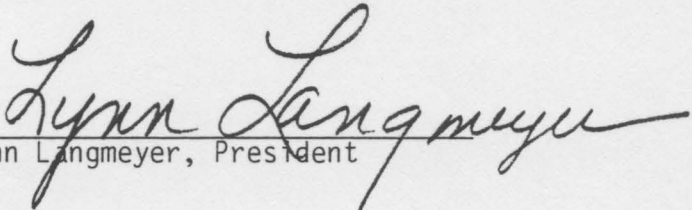
A
R E S O L U T I O N
R E L A T I N G T O T H E
1 9 8 5 U N I T E D A P P E A L C A M P A I G N
N O R T H E R N K E N T U C K Y U N I V E R S I T Y

WHEREAS: Northern Kentucky University will once again mount the annual United Appeal Campaign with the Northern Kentucky sector of United Appeal;

AND WHEREAS: United Appeal responds to community needs and concerns with over 100 supported agencies, thereby benefiting over 500,000 people;

B E I T T H E R E F O R E R E S O L V E D

That the Faculty Senate of Northern Kentucky University urges the faculty and community of the University to consider supporting this worthy endeavor and **MAKING IT BETTER** by giving to the 1985 United Appeal Fund Raising Campaign.


Lynn Langmeyer, President