

Central Connecticut State University
School of Business – Curriculum Committee
School of Business Subcommittee of the Curriculum Committee

February 19, 2014

Present:

Kuan Chiang (Marketing), Marianne D'Onofrio (MIS), Lisa Frank (Finance), Mark Jackson (Chair, Curriculum Committee), Juan Wang (Accounting)

The meeting was called to order at 1:00 pm (Lisa Frank)

New Business:

1. Marketing Program Revision – Adding a new course MKT360 Brand Marketing and to changing the course title for MKT350. Both proposals for MKT350 and MKT360 were approved in Spring 2013 - Approved

Lisa Frank questioned on the submitted form showing MKT339 Spatial Marketing in the old program but not listed in the new program. Mark Jackson commented that the old program listed on the curriculum form should be disregarded.

Next meeting is March 12 at 1 pm, RVAC-466.

The meeting adjourned at 1:25 PM

Respectfully submitted,
Kuan Chiang
Secretary, School of Business Subcommittee