

**COLLEGE OF BUSINESS ADMINISTRATION
FACULTY MEETING MINUTES
September 2, 1994
1:00 p.m.**

Dean Kraft opened the meeting and introduced Bob Cramer, Assistant Director of the Career Resource Center.

1. He will act as liaison to students and faculty of the College.
2. He is hosting a weekly business career search session.
3. He is available to speak in classes.
4. He is available to speak to any of the student organizations.

It was moved and seconded that the April meeting minutes be approved. All were in favor.

Rich Lutz has accepted a position as Associate Dean for Student Affairs and Academic Programs in the Graduate School. His appointment will begin October 1, 1994.

The College of Business Administration TIP Committee will be meeting soon to begin work on this year's protocol and this year's process. The whole process will be completed by November 30.

All new faculty were introduced by their Chairs.

Enrollment management

- TV enrollments are down
- Course enrollments are down
- Undergraduate enrollment must be considered and appropriate strategies identified

The general faculty meeting was adjourned and the graduate faculty meeting opened. It was moved and seconded that the April meeting minutes be approved. All were in favor.

Motion was made and passed to waive requirement of 10-day previous review of curriculum changes.

The following curriculum change requests were made:

1. MAR 6646 - Marketing Research for Managerial Decision Making
Credit change from 4 credits to 3

2. MAR 6816 - Advanced Marketing Management
Credit change from 4 to 3
3. MAR 6336 - Promotional Strategy & Planning
Credit change from 4 to 3
4. MAR 6506 - title change from "Consumer Behavior" to "Customer Analysis" for the MBA course only. The graduate course will keep the old title.
5. There are three (3) MBA electives being taught as special topics. Marketing faculty want to give these courses a title and number. The proposed new courses are:

MAR 6832 - Product Development and Management

MAR 6405 - Sales Management and Control

MAR 6840 - Services Marketing
6. Management requested MAN 6930 special topics course be changed from a three (3) credit course to variable (1 to 3).

All of these requests were discussed and approved by majority vote.

J. B. Ray was nominated and unanimously approved to serve as a parliamentarian for this year.

Meeting was adjourned at 1:43 p.m.