Minneapolis State University, Mankato
Curriculum Proposal

Please type or select the requested information. Print completed forms, add appropriate paper attachments, and route through MSU’s curricular process for recommendations and decisions.

(Check all that apply):
- Allied Health and Nursing
- Undergraduate
- Human Performance
- Graduate Program
- Sport Management
- CIP #

Type of Change: COURSE PROPOSALS
Proposed Change in Title:

Title Current: Sport Promotion and Marketing
Title Proposed: Sport Marketing

24-Char. Abbrev.: HP 468

Course Designator and Number: HP 468
Number of Credits: 3

Include a course or program description for the Bulletin (30-40 words maximum for courses, 100 for programs):

Rationale or Justification for change:
The sport management faculty are recommending the separation of HP 468/668 due to the current size of the class (over 50 students) and because we would like to add more depth to the graduate portion of the class. The new name is a reflection of the change in content emphasis. The proposed course will emphasize more marketing rather than promotion.

***For General Education or Cultural Diversity Courses Only***

<table>
<thead>
<tr>
<th>GE Category #</th>
<th>GE Category Name (Maximum of 3 Categories)</th>
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<tbody>
<tr>
<td>N/A</td>
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</table>

* For Writing Intensive Courses, attach a description of the kind and quantity of writing.
* For Upper Division Courses, include a description of the respects in which it is broad and general rather than narrow and specific, and so suitable as GE.

Attach paper copies of the following:
- a. Syllabus or course outline.
- b. Course’s student learning outcomes associated with each GE competency or CD designation.
- c. List of strategies to be used to assess students’ achievement of each GE competency or CD designation.

***For New Courses***

(Check all that apply):
- Instructional Type: Lecture
- Course is an elective.
- Course is required for program
- Pre- or Co-requisites:
- Other courses are being changed or eliminated. (Explain.)

Course will be offered:
- Fall Semester
- Spring Semester
- Summer Session

☐ Course content or title is similar to courses in other departments. (Attach copy of letter of agreement with other program(s) contacted. Indicate the nature of the discussions and/or resolution of differences or potential conflicts.)

Attach paper copies of the following:
- a. Syllabus or course outline.
- b. Course’s student learning outcomes.
- c. A list of resources required to offer and support this course.
- d. A description of how teaching this course will affect department staffing.
- e. If 400/500 level course, an explanation of added expectations of graduate students.

Revised September 2002
## Signature Page

### Department

- **Recommended** (Category/ies)  
  - Signature: [Signature]  
  - Date: 11/3/06

- **Not Recommended** (Category/ies)

**Comments:**

### College Curriculum Committee

- **Recommended** (Category/ies)  
  - Signature: [Signature]  
  - Date: 11/7/06

- **Not Recommended** (Category/ies)

**Comments:**

### College Dean

- **Recommended** (Category/ies)  
  - Signature: [Signature]  
  - Date: 11/7/06

- **Not Recommended** (Category/ies)

**Comments:**

### General Education Subcommittee

- **Recommended** (Category/ies)  
  - Signature: [Signature]  
  - Date: [Date]

- **Not Recommended** (Category/ies)

**Comments:**

### Undergraduate Curriculum and Academic Policy Committee

- **Recommended** (Category/ies)  
  - Signature: [Signature]  
  - Date: 3-1-07

- **Not Recommended** (Category/ies)

**Comments:**

### Faculty Association Graduate Committee

- **Recommended** (Category/ies)

- **Not Recommended**

**Comments:**

### Graduate Dean

- **Recommended** (Category/ies)

- **Not Recommended**

**Comments:**

### Academic Affairs Council

- **Recommended** (Category/ies)  
  - Signature: [Signature]  
  - Date: 3/12/07

- **Not Recommended** (Category/ies)

**Comments:**

### Senior Vice President and Vice President for Academic Affairs

- **Approved** (Category/ies)  
  - Signature: [Signature]  
  - Date: 3/13/07

- **Not Approved** (Category/ies)

**Comments:**

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Revised September 2002