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UW-RIVER FALLS



Faculty Senate • [http://www.uwrf.edu/faculty\\_senate/welcome.html](http://www.uwrf.edu/faculty_senate/welcome.html)

Senators: Chair – David Rainville, Vice Chair – Kristen Hendrickson, Secretary – Kris Hiney, Executive Committee – Glenn Potts, David Furniss

To: Connie Foster, Chancellor  
116 North Hall  
University of Wisconsin-River Falls

From: David Rainville, Chair  
Faculty Senate  
University of Wisconsin-River Falls

RE: UW-RF Faculty Senate Motion 2008/2009/30

At the November 5, 2008 meeting of Wisconsin-River Falls Faculty senate, motion 2008-2009/30 was passed. This motion is forwarded for your action.

A motion from AP & P to approve a program change in Business Administration.

X Approved

\_\_\_\_\_ Disapproved

Connie Foster  
Connie Foster, Chancellor

11-17-08  
Date

**TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals**

**I. INFORMATION:**

A. Check all that apply: New Program  Existing Program

Name Change  Credits Change   
 Substantial Major / ~~Minor~~ Content Change  Emphasis/Option Change

B. Program Title: Business Administration (Broad Area): Marketing Option

C. Department(s) (Originating): Management & Marketing

D. College(s) (Originating): CBE

E. Other Programs / Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):

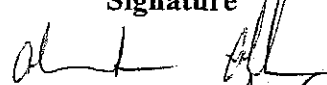
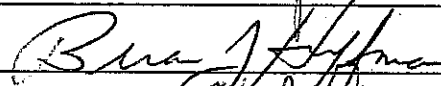
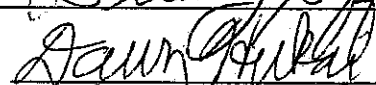
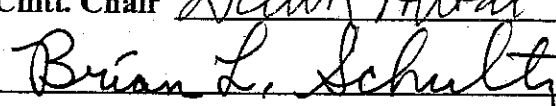
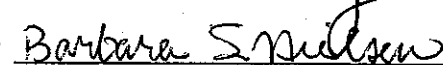

- 1) CSIS
- 2)
- 3)
- 4)

F. Date of Implementation: Spring Semester 2009 Year

G. Have all courses in this program been approved? Yes  No  If "No", which ones?

H. Attach Request Narrative

**II. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in "E" above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.**

	Signature	Date
CSIS Department Curriculum Committee Chair (optional)		10/12/08
Department Chair		9/12/08
College Curriculum Cmtt. Chair		9/29/08
Dean of College		9/30/08
University Curriculum Cmtt. Chair		10/3/08
Academic Policy & Program Cmtt. Chair		10/20/08
Faculty Senate Chair	_____	
Provost / Vice Chancellor	_____	
Chancellor	_____	

\*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), & Department Chair(s)] of approvals & necessary actions to implement changes.

**TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals**

**Department & College Approval Signatures**

	Signature	Date
Department Chair	<u>Ron J. Hyman</u>	<u>9/12/08</u>
College Curriculum Cmtt. Chair	<u>Dawn Helka</u>	<u>9/29/08</u>
Dean of College	<u>Brian L. Schultz</u>	<u>9/30/08</u>

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	Signature	Date
<i>CSIS</i> Department Chair	<u>[Signature]</u>	<u>10/12/08</u>
College Curriculum Cmtt. Chair	_____	_____
Dean of College	_____	_____

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	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtt. Chair	_____	_____
Dean of College	_____	_____

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	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtt. Chair	_____	_____
Dean of College	_____	_____

The Department of management and Marketing wishes to add CSIS 225 Web Development I to the list of support electives for the Marketing Option within the Business Administration Major. The Internet has become a major medium for marketing practice for communicating information, conducting market research, managing inventory, and generating transactions. The design of effective web sites is integral to these processes. Thus, CSIS 225 Web Development I is a logical support elective for the Business Administration Marketing Option. In fact, several students have requested this and the department has accepted it via program exceptions.

From: "Ahmad Abuhejleh" <ahmad.abuhejleh@uwrf.edu>  
 Subject: Re: CSIS 225  
 Date: Mon, October 13, 2008 12:15 pm  
 To: "Darryl Miller" <darryl.w.miller@uwrf.edu>

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Darryl,

The CSIS department has no objections to your proposal.

Ahmad

Darryl Miller wrote:

>Ahmad,  
 >We would like to add CSIS 225 Web Development I as a support elective for  
 >the Marketing Option within the Business Administration Major. Does your  
 >department approve?  
 >  
 >

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 \*\*\*\*\*  
 Ahmad Abuhejleh  
 Chair/Professor  
 Computer Science & Information Systems Department  
 University of Wisconsin - River Falls  
 Phone: (715) 425-3335  
 Fax : (715) 425-0707  
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