

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2015

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG 323

Course Title: Marketing Management

Reason for initiating, revising, or canceling:

This course describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, industrial, institutional, and governmental markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promoting, and distributing goods and services in business and nonprofit contexts.


Barbara Hunter

3/27/15

Proposer

Date


Chavel Green

3/27/15

Department Chair

Date


Barbara K. Meralen

4/9/15

Dean of Academic Programs and Services

Date