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FHSU Faculty Senate, "Fort Hays State University Faculty Senate Minutes, November 9, 1965" (1965). *Faculty Senate*. 494.
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Economics: Marketing Program and courses presented to the Senate.
Discussed but no action taken.
New course presented, 170 Internship in Accounting,
RECOMMENDATION: Moved that the course, 170 Internship in Accounting,
be approved. Carried.

Minutes of the Meeting of the Faculty Senate, Tuesday, November 9, 1965
at 4:30 p.m., in the Office of the Dean of the Faculty.

Members present: Mrs. Cobb, Dr. Coder, Mr. Dalton, Dr. Edwards, Mr. Evans,
Miss Felten, Dr. Fleharty, Mrs. Hoffman, Dr. Hollister,
Mr. Osborne, Dr. Proctor, Dr. Rice, Mr. Schmidt, and
Dr. Garwood, Chairman.

Others present: Mr. Crites, Dr. Little.

The meeting was called to order by the chairman, Dr. Garwood. He said
that applications for new courses were to be considered today.

New Course. Economics. Six new courses in the marketing area are being
proposed. The sub-committee went over these course proposals with members
of the Economics staff. Mr. Crites and Dr. Little were present to answer ques-
tions and to explain the courses and the need for them. Mr. Crites said that they
are concerned about the lack of marketing courses in the division. At present
there are two courses in the curriculum. The proposal is that six new courses
be added and drop one, 46 Selling and Sales Administration. It was explained
that these six courses are needed as the basic number to go into a marketing pro-
gram. The Division faculty has approved this program. Mr. Crites handed out
the proposed program in marketing showing the courses needed in the area and
the place in the students' programs. He also handed out pages showing the market-
ing courses offered by institutions which specialize in a marketing program, and
the courses offered by institutions which do not specialize in this area.

The courses requested are:

- (1) Salesmanship. 3 cr. hrs.
- (2) Sales Management 3 cr. hrs.
- (3) Retail Management. 3 cr. hrs.
- (4) Sales Promotion 3 cr. hrs.
- (5) Distribution Systems 3 cr. hrs.
- (6) Market Research and Analysis 3 cr. hrs.

Other changes requested are:

- a. Change the name of Economics and Business 70 (Marketing) to
Economics and Business 70 (Principles of Marketing).
- b. Remove Economics and Business 36 (Economic Principles and
Problems) as a prerequisite to Econ. and Bus. 70.
- c. Drop Econ. & Bus. 46 (Selling and Sales Administration) as a
course.

The following items regarding the proposed program were discussed:

1. Staff
2. Need for courses.
3. Possibility of decreased enrollments in the other courses.

It was suggested that the numbers and descriptions be given to these courses in order to know whether they are upper-division courses, etc. It was decided that no action would be taken on these courses until further study had been made.

Internship in Accounting 170, a new course was presented for consideration. The description of the course is as follows:

Internship in Accounting 170. Three credit hours. Prerequisite, 18 semester hours of accounting including 61, 130 and 163. Selected senior accounting students serve an internship of approximately six weeks as junior accountants in firms of practicing certified public accountants. The work experience is supervised by the faculty and in addition, classroom work and written reports are required.

It was explained that this course is designed for the very best accounting students and there will be a small enrollment, probably eight to twelve. One of the reasons for offering this course is that representatives of firms ask, "Do you have an Internship in Accounting Program?" This course will strengthen the professional education of students participating. Students would be expected to plan their programs so that their absences from the campus could be arranged. This was discussed.

RECOMMENDATION: It was moved that the course, 170 Internship in Accounting, three credit hours, as described above be approved. Seconded and carried.

It was suggested that a letter be sent to Dr. Little and Mr. Crites explaining the reactions of the Senate regarding the marketing courses. It was suggested that the program should be revised and submitted again.

Dr. Garwood said that the Faculty Senate will not meet on Tuesday, Nov. 16, and the next meeting will be Tuesday, Nov. 23.

John D. Garwood, Chairman

Florence Bodmer, Recorder