

Appendix D
College of Micronesia -FSM

COURSE MODIFICATION REQUEST

BU 270 – Principles of Marketing

**Business
Administration**

Course Number and Title

Department

Recommended Course Number and Title

Department

New Course Objectives:

Changing Textbook

Lamb, Charles W. & Hair, Joseph F. & McDaniel, Carl. *Essentials of Marketing* 5th (or current) Edition, South-Western College Publisher, 2005, ISBN: 032431664X

New Course Description:

Justification for Revising the Course:

This new textbook will be used to introduce new concepts and case studies in marketing.

Division Chairperson

Date

Chairperson, Curriculum Committee

Date

President, COM-FSM

Date

Official Use Only

New Course Number and Title:
