



# NJCU

## NEW JERSEY CITY UNIVERSITY

**TO:** Dr. Christopher Shamburg, University Senate President

**FROM:** Senate Graduate Studies Committee (GSC)  
 Dr. Chris Carnahan, Co-Chair  
 Dr. Helen Friedland  
 Dr. J.D. Jayaraman  
 Dr. Venessa Garcia

Dr. John Melendez, Co-chair  
 Dr. Freda Robbins  
 Student Rep, TBA

**DATE:** March 17, 2020

**SUBJECT:** GSC March 2020 Report

The Graduate Studies Committee (GSC) reviewed six (6) proposals for the March University Senate meeting. It recommend approval of 2 new course proposals (Trauma and Crisis Intervention and Clinical Practice I ), 2 course title changes (MKTG-732 E-Marketing to MKTG-732 Digital Marketing Strategy and MKTG-733 Global and Multicultural Marketing to MKTG-733 Global Marketing Strategy), and 1 new program (Master of Business Administration with Specialization in Supply Chain and Maritime Port Management). The GSC reviewed and **does not** recommend the MBA specialization in Health Care Management and Administration. This program appears duplicative to Health Sciences—Health Administration, M.S. graduate degree.

Requested Action	New Course
<b>Abbreviated Course Title</b>	Trauma and Crisis Intervention
<b>Full Course Title</b>	PSYCH XXX Trauma and Crisis Intervention
<b>Credits</b>	3.0
<b>Course Level</b>	600 level (Graduate)
<b>Catalog Description</b>	This course prepares graduate candidates to take on as leadership role in crisis prevention and intervention planning and develop interventions to help recovery processes for P-12 students. Furthermore, this course prepares candidates to build counseling skills based on trauma informed care.
<b>Enrollment &amp; Scheduling</b>	One section of this course will be offered per academic year. The maximum number of students per section is 20.
<b>Prerequisites</b>	Candidate acceptance into graduate psychology program
<b>Component Workload</b>	Lecture (3.0 credits)

<b>Proposed by</b>	Frank Nascimento, Psychology
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<b>Requested Action</b>	<b>New Course</b>
<b>Abbreviated Course Title</b>	EDU XXX : Clinical Practice I
<b>Full Course Title</b>	EDU XXX : Clinical Practice I
<b>Credits</b>	1.0
<b>Course Level</b>	600 level (Graduate)
<b>Catalog Description</b>	This course takes place throughout the semester and consists of weekly one and a half day field experiences in elementary or secondary school classrooms appropriate to the area of teaching licensure. Students participate in classroom activities, develop lessons and provide instruction supported by a clinical supervisor and cooperating teacher.
<b>Enrollment &amp; Scheduling</b>	The course will be offered each fall semester. Class size is not applicable given this is an internship. Enrollment in the course will vary each academic year given the number of students who have reached the clinical practice portion of the MAT degree
<b>Prerequisites</b>	Matriculation in the MAT, a grade of B- or better in education coursework, minimum 3.0 cumulative GPA, passing scores on the Praxis Core and departmental consent.
<b>Component Workload</b>	Clinical (1.0 credits)
<b>Proposed by</b>	Adrian Martin, Elementary/Secondary Education Department

<b>Requested Action</b>	<b>Course Title Change</b>
<b>Abbreviated Course Title</b>	MKTG-733 Global and Multicultural Marketing to MKTG-733 Global Marketing Strategy
<b>Full Course Title</b>	MKTG-733 Global Marketing Strategy
<b>Credits</b>	3.0
<b>Course Level</b>	700 level (Graduate)
<b>Catalog Description</b>	Strategic marketing in an era of globalization is comprehensively examined. The global economy, social and cultural awareness in marketing theory and practice, global brand strategy, adaptation of domestic successes to international markets, and opportunities in emerging and developing markets are an important course focus.
<b>Enrollment &amp; Scheduling</b>	Existing
<b>Prerequisites</b>	MKTG-615 Contemporary Marketing Perspectives: Trends, Strategies, and Practice
<b>Component Workload</b>	Lecture (3.0 credits)
<b>Proposed by</b>	Zui Chih (Rick) Lee, Marketing Department

<b>Requested Action</b>	<b>Course Title Change</b>
<b>Abbreviated Course Title</b>	MKTG-732 E-Marketing to MKTG-732 Digital Marketing Strategy
<b>Full Course Title</b>	MKTG-732 Digital Marketing Strategy
<b>Credits</b>	3.0
<b>Course Level</b>	700 level (Graduate)

<b>Catalog Description</b>	This course explores the conduct and management of e-commerce and its opportunities, limitations and risks as well as the impact of the internet on marketing and media. Topics include search engine marketing, social networks, mass customization, on-line research, and internet communication and entertainment. Relevance of e-commerce to current business models and competitiveness is emphasized
<b>Enrollment &amp; Scheduling</b>	Existing
<b>Prerequisites</b>	MKTG-615 Contemporary Marketing Perspectives: Trends, Strategies, and Practice
<b>Component Workload</b>	Lecture (3.0 credits)
<b>Proposed by</b>	Zui Chih (Rick) Lee, Marketing Department

<b>Requested Action</b>	<b>New Program</b>
<b>Program Title</b>	Master of Business Administration with Specialization in Supply Chain and Maritime Port Management
<b>Credits</b>	36
<b>Course Level</b>	Graduate Specialization
<b>Objective</b>	Currently the School of Business offers a Masters of Business Administration with specializations in Finance, Marketing, and Organizational Management and Leadership. This proposal requests a change for adding a Supply Chain and Maritime Port Management specialization to the MBA program. The purpose of the change is to add an area of specialization in a skill set that is currently in demand in the industry. This will bring a stronger and more comprehensive degree program offering to our students, and one that is more marketable in our regional footprint and growing international partnerships
<b>Proposed by</b>	EunSu Lee; Amit Mokashi, School of Business