

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM DATA TRANSMITTAL SHEET

DEPARTMENT TOURISM & HOSPITALITY DATE 3/2/15

Title of Course or Degree: TA4160: Cruise Line Marketing + Sales

Change(s) Initiated: (Please check)

- | | |
|---|--|
| <input type="checkbox"/> Closing of Degree | <input checked="" type="checkbox"/> Change in Degree or Certificate Requirements |
| <input type="checkbox"/> Closing of Certificate | <input type="checkbox"/> Change in Degree Requirements (adding concentration) |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Pre/Co-Requisite |
| <input type="checkbox"/> New Degree Proposal | <input type="checkbox"/> Change in Course Designation |
| <input type="checkbox"/> New Course | <input checked="" type="checkbox"/> Change in Course Description |
| <input type="checkbox"/> New 82 Course | <input type="checkbox"/> Change in Course Titles, Numbers, Credits &/or Hours |
| <input type="checkbox"/> Deletion of Course | <input type="checkbox"/> Change in Academic Policy |
| <input type="checkbox"/> Other (please describe): _____ | |

PLEASE ATTACH PERTINENT MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

I. DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date approved 3/2/15 Signature, Committee Chairperson: [Signature]

Signature, Department Chairperson: [Signature]

II. PROVOST ACTION

Provost to act within 30 days of receipt and forward to College-wide Curriculum Committee exercising one of the following options:

- A. Approved B. Returned to department with comments

Recommendations (if any): _____

Signature, Provost: _____ Date: _____

III. CURRICULUM SUB-COMMITTEE RECOMMENDATIONS:

- A. Approved B. Tabled (no action will be taken by Curriculum Committee)

Recommendations (if any): _____

Signature, Sub-Committee Chair: _____ Date: _____

IV. COLLEGE-WIDE CURRICULUM COMMITTEE ACTION

Committee to act within 30 days of receipt, exercising one of the following options:

- A. Approved (forwarded to Steering Committee)
B. Tabled (Department notified)
C. Not Approved (Department notified)

Signature, Chairperson of Curriculum Committee _____ Date: _____

Spring 2015 Curriculum Committee

Proposed: Change in Course Description for:

TAH 6600: Cruise Line Marketing and Sales

From: Introduction to marketing and sales strategies specific to the cruise line industry. Technology support platforms, geography, safety and sustainability and customer service concepts, case studies and other simulated activities.

To: Introduction to cruise line marketing, sales, strategies, technology, geography, safety and sustainability and customer service practices, case studies and other simulated activities. Industry certification in the Associate Degree Cruise Program (ACD) from Cruise Lines International Association (CLIA) and National Restaurant Association (NRA).

Rationale: Tourism and Hospitality curriculum committee felt it was important to include this course as an option under the Tourism Concentration for the A.A.S. in Tourism and Hospitality as it has been an active elective in the department for many years. The course comes with industry certification by the Cruise Lines International Association (CLIA). The change in course description highlights the certification as well as more accurately reflects what is being taught in the course.