

# NJCU Online Catalog Senate Presentation

November 13, 2017

Karen D. Morgan, Ph.D.

Assistant Provost for Undergraduate Experience, *Interim*

# Catalog Implementation Team

Monica Almonor, Meg Nugent Dwyer, Sue Gerber,  
Jimmy Lau, Sherrie Madia, Karen Morgan (Team Lead),  
Benjamin Rohdin, Ritu Shastri, Lourdes Sutton, Allison  
Thornton

# Content and Data Generation/Input Team

Deans, Department Chairs, Faculty

Institutional Effectiveness

University Advisement Center/Office of Military and Veterans Service

Marketing and Communications Division

Office of Enrollment Management

Department of Information Technology

Evaluated internal update processes

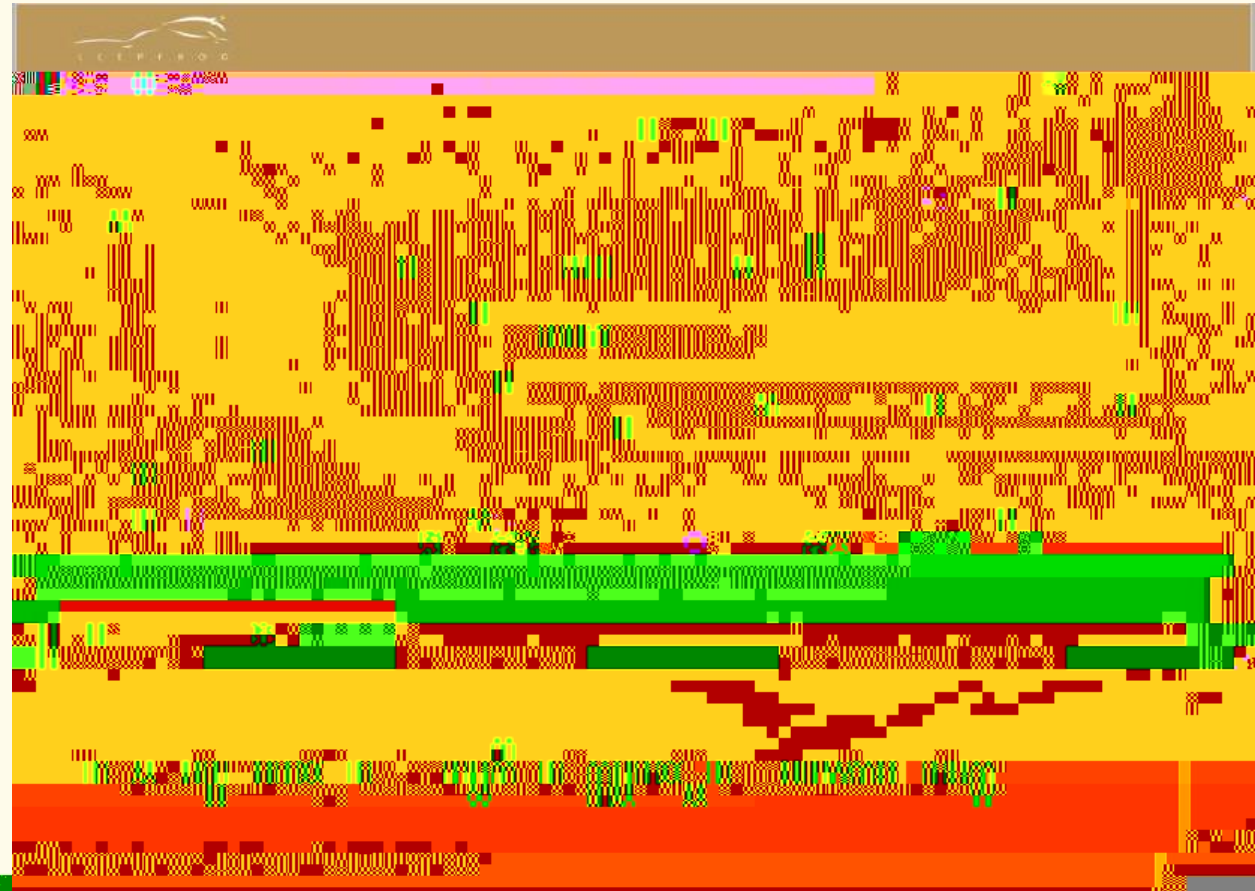
Assessed vendor software

Evaluated solutions

Checked references from various universities/colleges

Feedback across Provost, Registrar, Academic Departments, Faculty

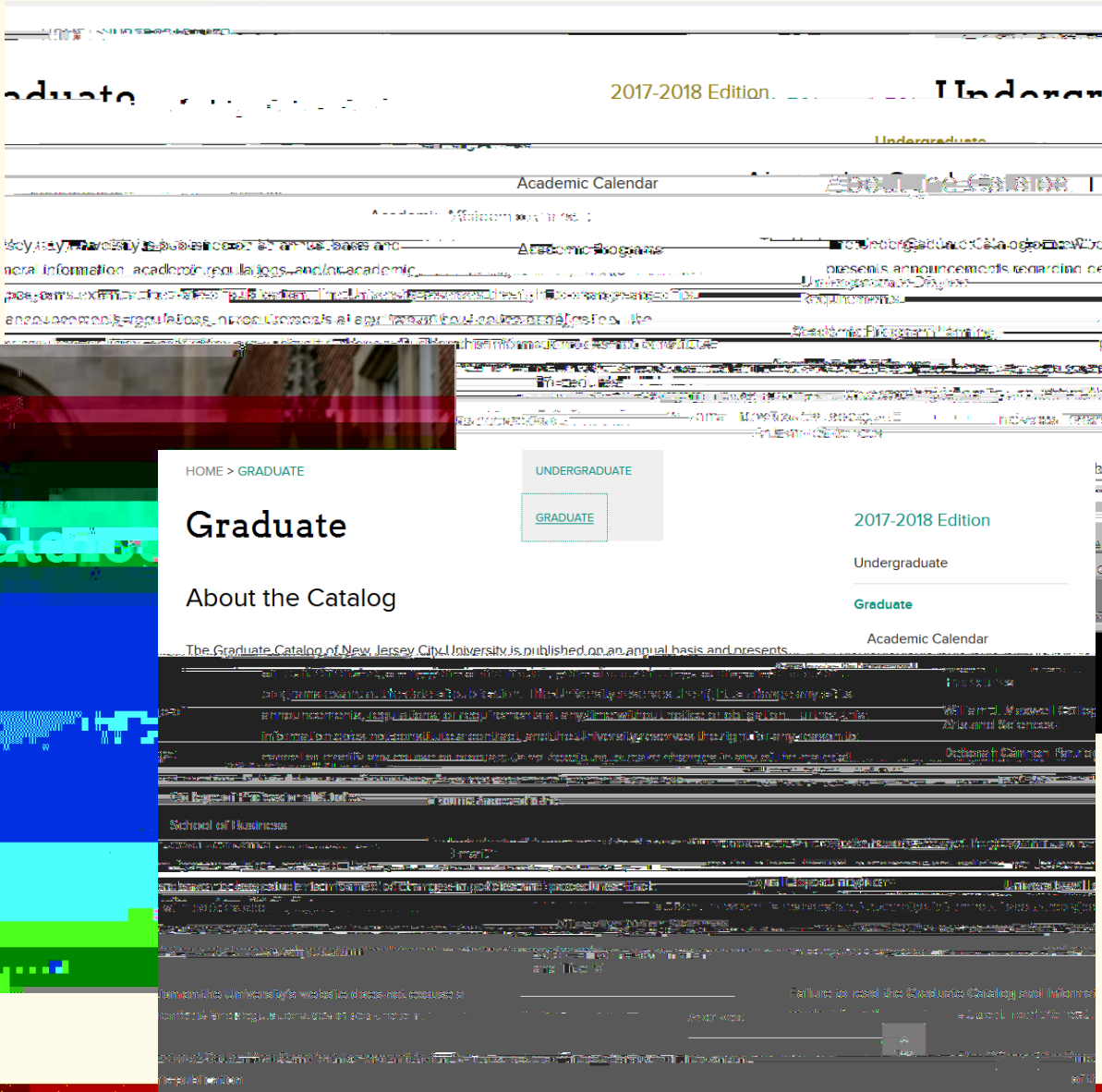
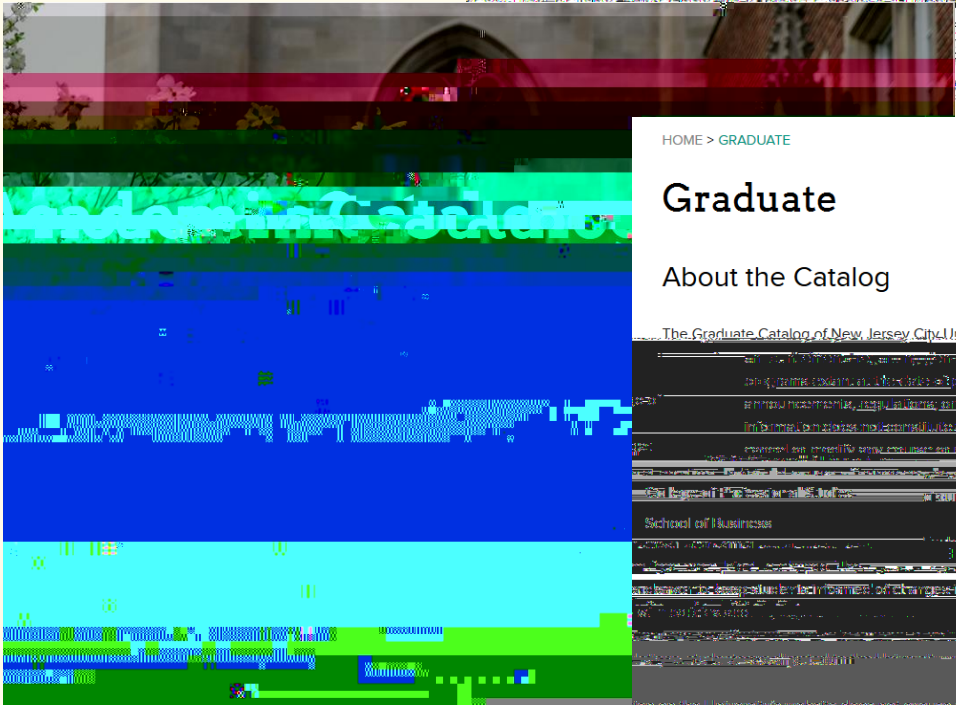
Selected CourseLeaf as a recommended solution





# NJCU Online Catalog

- Customized/tailored
- Streamlined/efficient
- Easy to use
- Tracks changes
- Tracks status
- Workflow
- Accuracy reports

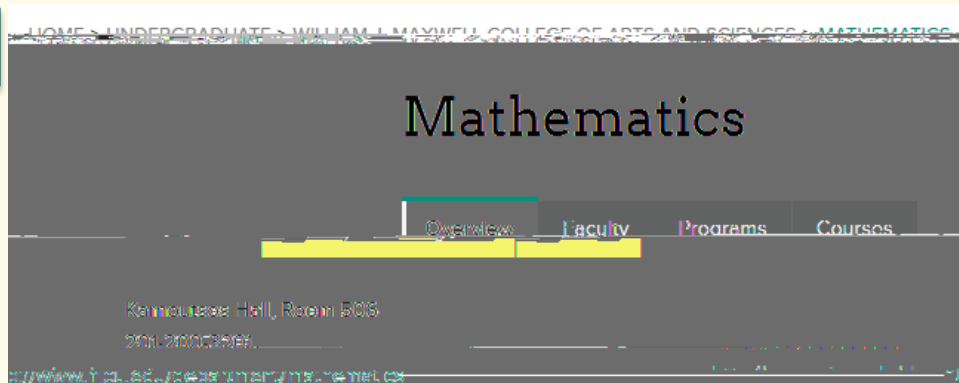


# NJCU Online Catalog

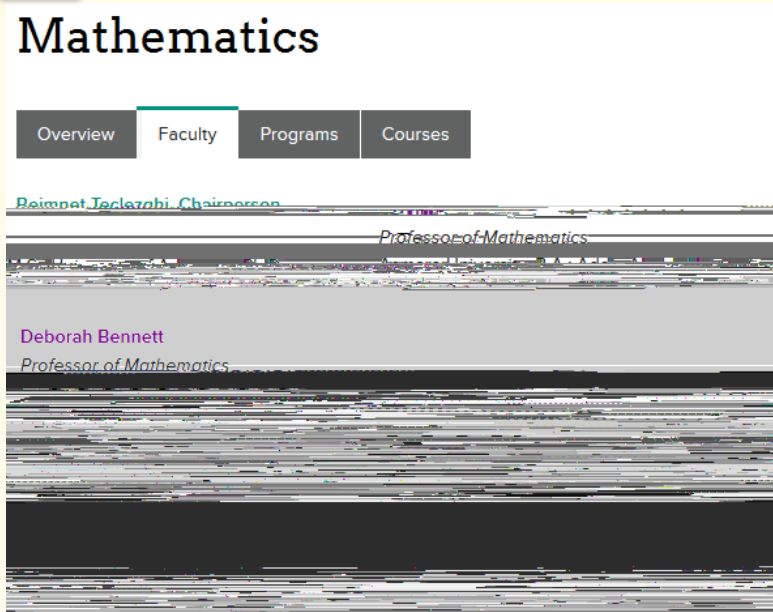


# Migration and Transformation

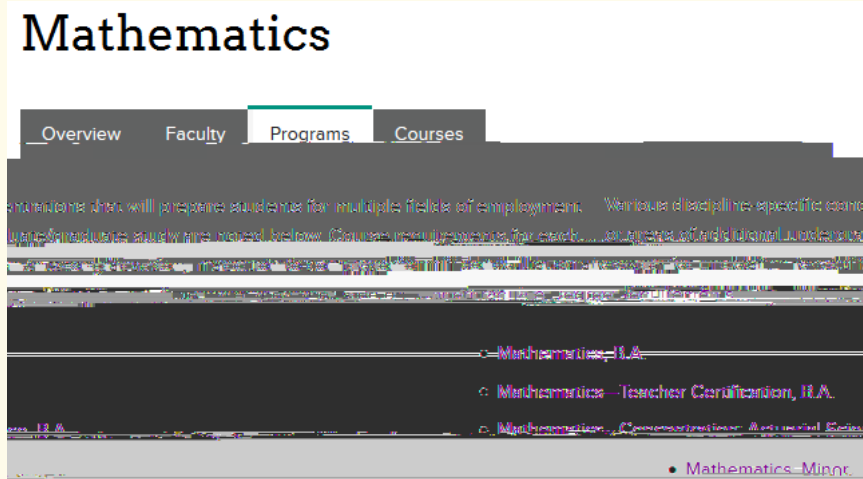
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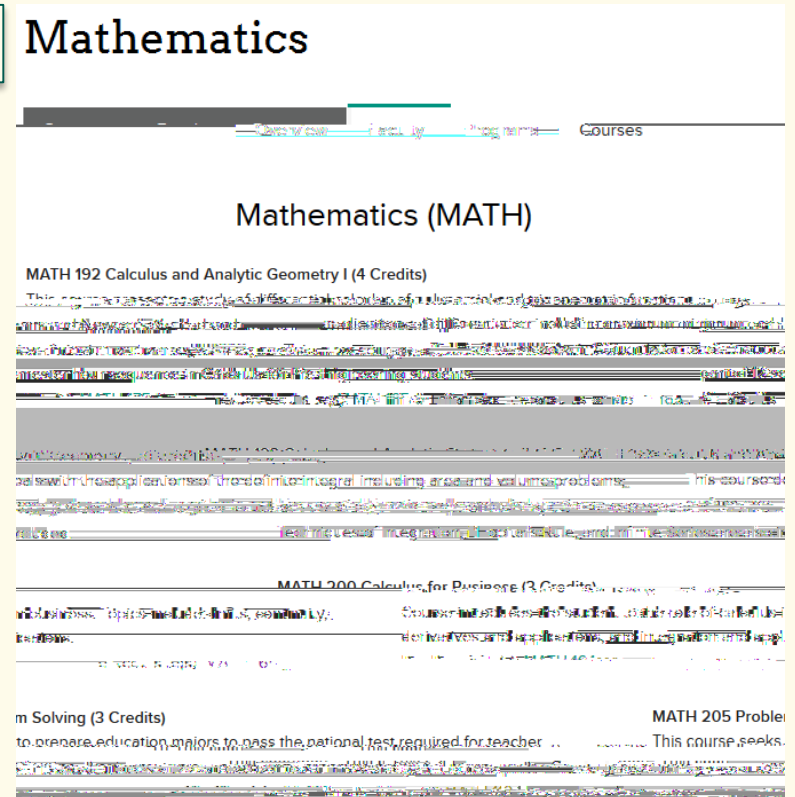
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# Migration and Transformation

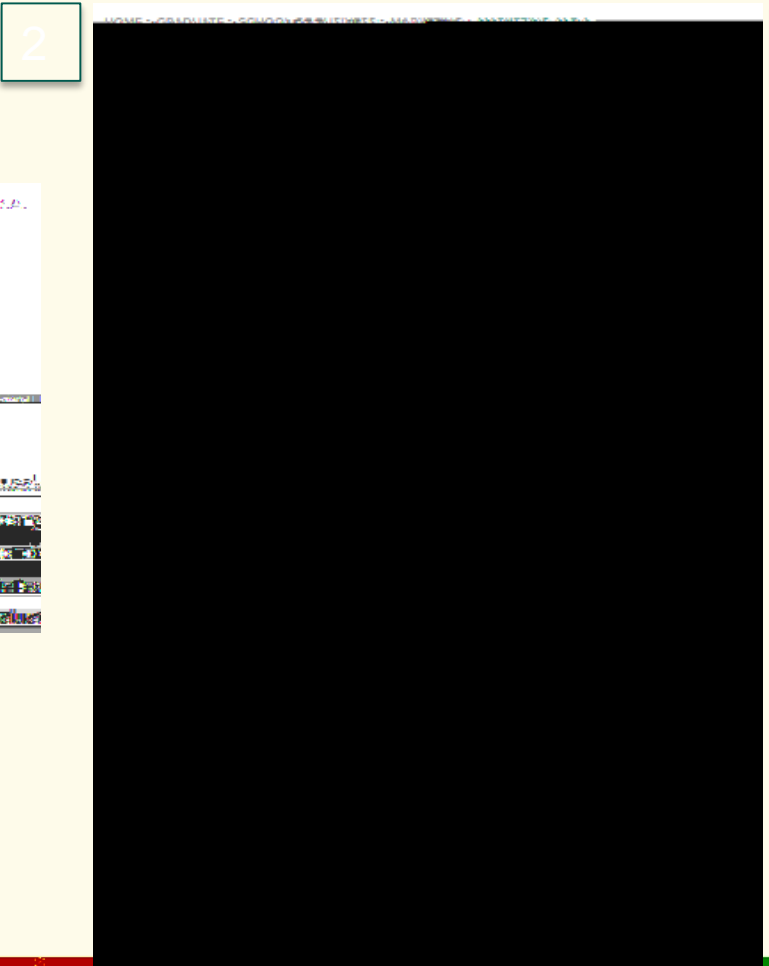
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HOME > GRADUATE > SCHOOL OF BUSINESS > MARKETING > MARKETING, M.B.A.

## Marketing, M.B.A.

The M.B.A. Marketing specialization provides individuals with a wide range of foundational marketing knowledge and skills, including:

- Consumer Behavior
- Marketing Research
- Product Management
- Brand Management
- Advertising and Promotion
- Distribution and Logistics
- International Marketing
- Marketing Strategy
- Marketing Analytics
- Marketing Law and Ethics



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HOME > GRADUATE > SCHOOL OF BUSINESS > MARKETING > MARKETING, M.B.A.

Overview Requirements Records

### FIRST YEAR

CREDITS	SEMESTER 1
3	MGMT 608 Managerial Economics
3	MGMT 611 Behavioral Issues and Ethics in Management
6	Credits

### SECOND YEAR

CREDITS	SEMESTER 1
3	MGMT 612 Global Strategic Management
6	Credits

CREDITS	SEMESTER 2
3	MKTG 615 Contemporary Marketing Perspectives: Trends, Strategies, and Practices
6	Credits

CREDITS	SEMESTER 2
3	MKTG 731 New Products and Services Development
3	MKTG 732 E-Marketing

# Migration and Transformation

The screenshot displays a university website for the Marketing, M.B.A. program. The navigation menu includes 'HOME > GRADUATE > SCHOOL OF BUSINESS > MARKETING > MARKETING, M.B.A.'. The main content area features a '2017-2018 Edition' dropdown and a 'Undergraduate' filter. A 'FIRST YEAR' tab is active, showing a course listing for 'FINC 607 Corporate Financial Management (3 Credits)'. The course description states: 'This course provides an advanced level overview of Managerial Economics'. The course is listed with 3 credits and is taught by Deborah Cannon. The website also includes a sidebar with 'Academic Calendar' and 'Academic Policies and Procedures' links, and a footer with 'Equal Opportunity/Non-Discrimination Statement' and 'Affirmative Action Statement'.

HOME > GRADUATE > SCHOOL OF BUSINESS > MARKETING > MARKETING, M.B.A.

2017-2018 Edition

Undergraduate

Academic Calendar

Academic Policies and Procedures

**FIRST YEAR**

**FINC 607 Corporate Financial Management (3 Credits)**  
This course provides an advanced level overview of Managerial Economics

3

Deborah Cannon

ACET 694

FINC 607 Corporate Financial Management

3

Marketing, M.B.A.

Emeriti

6

Equal Opportunity/Non-Discrimination Statement

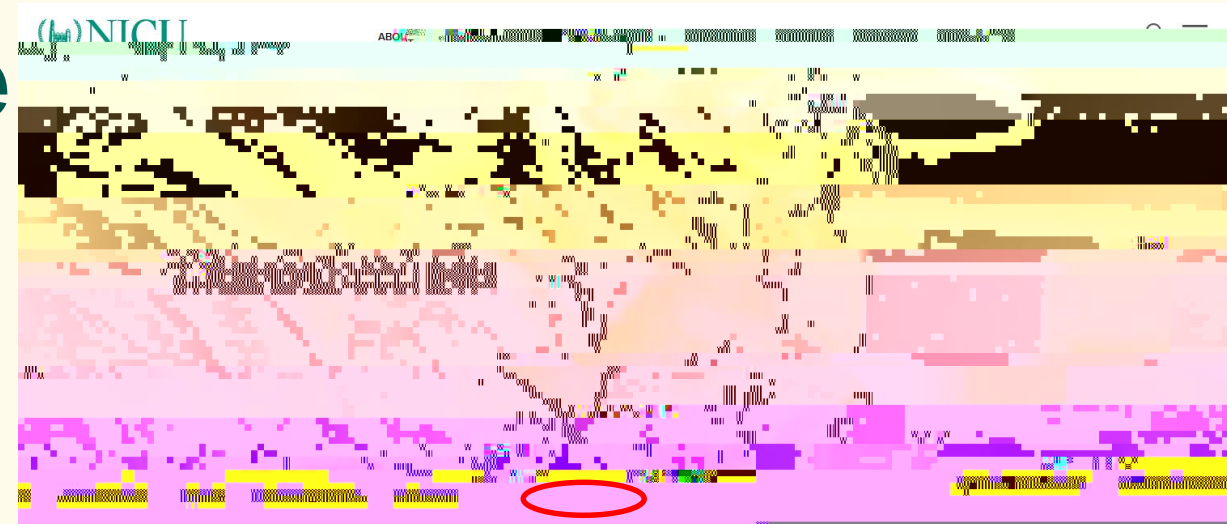
Affirmative Action Statement

**SECOND YEAR**

# Access via NJCU Website



<https://catalog.njcu.edu/>



# Thank You.

Additional feedback or inquiries:

[catalog@njcu.edu](mailto:catalog@njcu.edu)