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: TRHD: Cruise Line Marketing & Sales

Change(s) Initiated: (Please check)

☐ Closing of Degree
☐ Closing of Certificate
☐ New Certificate Proposal
☐ New Degree Proposal
☐ New Course
☐ New 82 Course
☐ Deletion of Course
☐ Other (please describe):

☐ Change in Degree or Certificate Requirements
☐ Change in Degree Requirements (adding concentration)
☐ Change in Pre/Co-Requisite
☐ Change in Course Designation
☐ Change in Course Description
☐ Change in Course Titles, Numbers, Credits &/or Hours
☐ Change in Academic Policy

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: __________

Revised/Oct. 2013
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.