

REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: Marketing

EFFECTIVE DATE: Fall 2007

COLLEGE: Business

PROPOSED IMPROVEMENTS

Academic Program

- New degree*
- New major*
- New curriculum*
- New concentration*
- New certificate
- New minor
- Revised major
- Revised minor
- Admission requirements
- Graduation requirements
- Deletion Transfer
- Other (explain**)

Substantive Course Changes

- New course
- Prerequisite(s)
- Deletion (required by others)
- Course #, different level
- Credit hours
- Enrollment restriction
- Course-level restriction
- Prefix Title and description
(attach current & proposed)
- General education (select one)
Not Applicable
- Other (explain**)

Misc. Course Changes

- Title
- Description (attach current & proposed)
- Deletion (not required by others)
- Course #, same level
- Variable credit
- Credit/no credit
- Cross-listing
- COGE reapproval
- Other (explain**)

**** Other:**

Title of degree, curriculum, major, minor, concentration, or certificate: MARKETING

Existing course prefix and #: Proposed course prefix and #: Credit hours:

Existing course title:

Proposed course title:

Existing course prerequisite(s):

Proposed course prerequisite(s):

Specifications for University Schedule of Classes:

a. Course title (maximum of 28 spaces):

b. Multi-topic course: No

c. Repeatable for credit: No

d. Mandatory credit/no credit: No

e. Type of class and contact hours per week (check type and indicate hours as appropriate)

1. Lecture

3. Lecture/lab/discussion

5. Independent study

2. Lab or discussion

4. Seminar or studio

6. Supervision or practicum

f. Curriculum code: BBA

g. Major code: MKTJ

Chair/Director _____ Date _____

Chair, College Curriculum Committee _____ Date _____

Dean _____ Date _____

Catalog editor: Return to dean Date _____ Forward to: _____ Date _____

Chair, COGE/ PEB / FS President _____ Date _____

FOR NEW DEGREE, MAJOR, CURRICULUM, OR CONCENTRATION

* Approve Disapprove | Chair, GSC/USC _____ Date _____

* Approve Disapprove | Provost _____ Date _____

1. Explain briefly and clearly the proposed improvement.

We are proposing to revise the Marketing major by deleting MKTG 4700, Business Marketing Statetgy, as an elective course and adding MKTG 4730, Direct Marketing Strategy, as an elective course.

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

The content of MKTG 4700 overlaps substantially with that of MKTG 4860, which is a required course in the major. The faculty believes that Marketing students should not receive credit for taking both courses and would be better off taking a different elective. MKTG 4730 has been recently revised and retitled (separate approval form), and the content of the course is considered relevant for Marketing majors.

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

None

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

This should have very little effect, since most Marketing majors do not presently elect to take MKTG 4700.

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

It will not affect the progress of Marketing majors, as they will have 12 elective courses to choose among.

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

The Department graduated 1,021 MKTJ majors in the five-year period of 2000-2005.

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

No effect.

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and of their criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.)

N.A.

CURRENT CATALOG COPY

MARKETING MAJOR (MKTJ)

24 hours

MKTG 2500	Marketing Principles	3
MKTG 3710	Marketing Research.....	3
MKTG 3740	Advertising and Promotion	3
MKTG 4750	International Marketing.....	3
MKTG 4770	Consumer Behavior.....	3
MKTG 4860	Marketing Strategy	3

Select two courses from the following (6 credit hours):

MKTG 2900	Intro to Food & CPG Industries	3
MKTG 3600	Professional Selling.....	3
MKTG 3720	Purchasing Management	3
MKTG 3730	Internet Marketing.....	3
MKTG 3760	Sales Administration	3
MKTG 3770	Sales Promotion.....	3
MKTG 3800	Sport Marketing.....	3
MKTG 3920	Applied Marketing Analysis	3
MKTG 4700	Business Marketing Strategy	3
MKTG 4760	Retail Management.....	3
MKTG 4780	Special Topics in Marketing	3
MKTG 4840	Marketing Logistics.....	3

PROPOSED CATALOG COPY

MARKETING MAJOR (MKTJ)

24 credit hours

Required courses (18 credit hours):

MKTG 2500	Marketing Principles.....	3
MKTG 3710	Marketing Research.....	3
MKTG 3740	Advertising and Promotion.....	3
MKTG 4750	International Marketing	3
MKTG 4770	Consumer Behavior	3
MKTG 4860	Marketing Strategy	3

Select two courses from the following (6 credit hours):

MKTG 2900	Intro to Food & CPG Industries.....	3
MKTG 3600	Professional Selling	3
MKTG 3720	Purchasing Management.....	3
MKTG 3730	Internet Marketing	3
MKTG 3760	Sales Management	3
MKTG 3770	Sales Promotion	3
MKTG 3800	Sport Marketing.....	3
MKTG 3920	Applied Marketing Analysis.....	3
MKTG 4730	Direct Marketing Strategy	3
MKTG 4760	Retail Management.....	3
MKTG 4780	Special Topics in Marketing.....	3
MKTG 4840	Marketing Logistics	3