



MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby *JK*

DATE: October 11, 2012

SUBJECT: Curriculum Proposal #12-13-11
Final Faculty Senate Approval 11/13/2012

I recommend approval of the attached Curriculum Proposal #12-13-11 from the School of Business.

This proposal reduces the total hours needed for a B.S. in Business Administration degree with a concentration in Marketing from 128 hours to 120 hours beginning Fall 2013, and incorporates the new General Studies curriculum into the degree requirements. The effect of the proposed change includes the incorporation of 15 hours of courses from the Business Core to satisfy select attributes of the General Studies curriculum.

c: Dr. Christina Lavorata
Dr. Richard Harvey
Mr. Robert Weaver
Ms. Evie Brantmayer

THIS "SHORT" FORM IS FOR LIMITED USE TO FACILITATE TRANSITION TO THE 120 HOUR BACHELOR DEGREE REQUIREMENT OR 60 HOUR ASSOCIATE DEGREE REQUIREMENT. IT WILL ONLY BE AVAILABLE FOR USE DURING ACADEMIC YEAR 2012-2013.

ABBREVIATED CURRICULUM PROPOSAL FORM

NOTE: Submit one hard copy and an electronic copy to the Associate Provost AT LEAST ONE WEEK PRIOR to the Curriculum Committee meeting when your proposal is to be reviewed.

Proposal Number: 12-13-11

School/Department/Program: School of Business - Marketing

Preparer/Contact Person: Professor Robert Weaver

Telephone Extension: 4115

Date Originally Submitted: October 9, 2012

Revision (Indicate date and label it
Revision #1, #2, etc.): _____

Implementation Date Requested: Fall 2013

PROPOSAL. Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal reduces the total hours needed for a B. S. in Business Administration degree with a concentration in Marketing from 128 hours to 120 hours beginning Fall 2013, and incorporates the new General Studies curriculum into the degree requirements. The effect of the proposed change includes the incorporation of 15 hours of courses from the Business Core to satisfy select attributes of the General Studies curriculum.

Deletion of course(s) or credit(s) from program(s)

Total hours None deleted.

Addition of existing course(s) or credit(s) to program(s)

Total hours None added.

Significant course revisions and/or addition of new courses require the completion of the full, unabridged curriculum proposal which can be found in the Forms Repository.

B.S. Degree in Business Administration – Marketing concentration
Current Program

| Required Major Courses | | | HRS |
|-----------------------------------|------|--|----------------|
| Business Core: | | | |
| ACCT | 2201 | Principles of Accounting I | 3 |
| ACCT | 2202 | Principles of Accounting II | 3 |
| BISM | 2800 | Corporate Communications and Technology | 3 |
| BUSN | 3306 | Business Law I | 3 |
| BUSN | 3310 | Business and Economic Statistics | 3 |
| BUSN | 3320 | International Business | 3 |
| BUSN | 4415 | Strategic Management | 3 |
| BUSN | 4420 | Business Ethics and Corporate Accountability | 3 |
| ECON | 2201 | Economic Principles & Problems I | 3* |
| ECON | 2202 | Economic Principles & Problems II | 3 |
| FINC | 2201 | Introduction to Financial Management | 3 |
| BISM | 2200 | Business Information Tools | 3 |
| BISM | 3200 | Management Information Systems | 3 |
| MGMT | 2209 | Principles of Management | 3 |
| MKTG | 2204 | Principles of Marketing | 3 |
| MATH | 1112 | College Algebra (or higher math) | 3* |
| TOTAL Business Core | | | 42 (48) |
| Marketing Curriculum: | | | 18 |
| <i>Required Courses (6 hours)</i> | | | |
| MKTG | 3340 | Marketing Research | 3 |
| MKTG | 4450 | Marketing Management | 3 |
| <i>Electives (12 hrs.)</i> | | | |
| MKTG | 2205 | Salesmanship & Sales Management | 3 |
| MKTG | 3305 | Supply Chain Management | 3 |
| MKTG | 3310 | Consumer Behavior | 3 |
| MKTG | 3320 | Advertising and Sales Promotion | 3 |
| MKTG | 3500 | New Product Decisions | 3 |

TOTAL HOURS FOR MAJOR 60 (66)

| | | | |
|--|------------------------------|-----------------------------|-------|
| Required General Studies Courses (*) - Six hours of Business Core – ECON 2201 and MATH 1112 - are duplicated in the General Studies Requirements, leaving 42 hours of Core courses. | | | |
| First Year Experience | | | 15-16 |
| ENGL | 1104 | Written English I | 3 |
| ENGL | 1108 | Written English II | 3 |
| BISM | 1200 | Introduction to Computing | 3 |
| MATH | 1112 | College Algebra (or higher) | 3 |
| COMM | 2200, 2201, OR 2202 | Communication | 3 |
| Scientific Discovery | | | 8 |
| Cultural / Civilization Exploration | | | 9 |

| | |
|------------------------------------|---------------|
| Society / Human Interactions | 6 |
| Artistic / Creative Expression | 6 |
| TOTAL GENERAL STUDIES HOURS | 44 |
| TOTAL FREE ELECTIVES | 21(15) |
| TOTAL HOURS | 128 |

B.S. Degree in Business Administration – Marketing concentration
Proposed Program

| Required Major Courses | | | HRS |
|---|------|--|-----------------|
| Business Core: | | | |
| ACCT | 2201 | Principles of Accounting I | 3 |
| ACCT | 2202 | Principles of Accounting II | 3 |
| BISM | 2800 | Corporate Communications and Technology | 3 |
| BUSN | 3306 | Business Law I | 3 |
| BUSN | 3310 | Business and Economic Statistics | 3 |
| BUSN | 3320 | International Business | 3 |
| BUSN | 4415 | Strategic Management | 3 |
| BUSN | 4420 | Business Ethics and Corporate Accountability | 3 |
| ECON | 2201 | Economic Principles & Problems I | 3 |
| ECON | 2202 | Economic Principles & Problems II | 3 |
| FINC | 2201 | Introduction to Financial Management | 3 |
| BISM | 2200 | Business Information Tools | 3 |
| BISM | 3200 | Management Information Systems | 3 |
| MGMT | 2209 | Principles of Management | 3 |
| MKTG | 2204 | Principles of Marketing | 3 |
| MATH | 1112 | College Algebra (or higher math) | General Studies |
| TOTAL Business Core | | | 45 |
| Marketing Curriculum | | | 18 |
| <i>Required Courses (6 hours)</i> | | | |
| MKTG | 3340 | Marketing Research | 3 |
| MKTG | 4450 | Marketing Management | 3 |
| <i>Electives (12 hrs.) Selected from following courses:</i> | | | |
| MKTG | 2205 | Salesmanship & Sales Management | 3 |
| MKTG | 3305 | Supply Chain Management | 3 |
| MKTG | 3310 | Consumer Behavior | 3 |
| MKTG | 3320 | Advertising and Sales Promotion | 3 |
| MKTG | 3500 | New Product Decisions | 3 |
| TOTAL HOURS FOR MAJOR | | | 63 |

| Required General Studies Courses | | |
|---|---|------------|
| Attribute IA – Critical Analysis | | X |
| | Major Course – BISM 2200 | |
| Attribute IB – Quantitative Literacy | | 3 |
| | MATH 1112 or higher in IB (required by major) | |
| Attribute IC – Written Communication | | 3 |
| | ENGL 1104 | |
| Attribute ID - Teamwork | | X |
| | Major Course – MGMT 2209 | |
| Attribute IE – Information Literacy | | 3 |
| | ENGL 1108 | |
| Attribute IF – Technology Literacy | | 3 |
| | BISM 1200 | |
| Attribute IG – Oral Communication | | 3 |
| | COMM 2202 (preferred) or 2200 or 2201 | |
| Attribute III - Citizenship | | 3 |
| | <i>Student Choice from Approved Options</i> | |
| Attribute IV - Ethics | | X |
| | Major Course – BUSN 4420 | |
| Attribute V - Health | | 2 |
| | <i>Student Choice from Approved Options</i> | |
| Attribute VI - Interdisciplinary | | 3 |
| | <i>Student Choice from Approved Options</i> | |
| Attribute VIIA - Arts | | 3 |
| | <i>Student Choice from Approved Options</i> | |
| Attribute VIIB - Humanities | | 3 |
| | <i>Student Choice from Approved Options</i> | |
| Attribute VIIC – Social Sciences | | X |
| | Major Course – ECON 2201 | |
| Attribute VIID - Natural Science | | 4 |
| | <i>Student Choice from Approved Options</i> | |
| Attribute VIII – Cultural Awareness | | X |
| | Major Course – BUSN 3320 | |
| Additional General Studies hours | | X |
| | BISM 2800 – Writing Intensive Course | |
| TOTAL GENERAL STUDIES HOURS | | 33 |
| TOTAL FREE ELECTIVES | | 24 |
| TOTAL HOURS | | 120 |