

LSC Use Only: Proposal No:	UWUCC Use Only: Proposal No: 11-64a
LSC Action-Date: AP 12-01-11	UWUCC Action-Date: AP 01/26/12 Senate Action Date: App - 2/21/12

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Dr. P. Bhagat ; Dr. F. Byramjee	Email Address bhagat@iup.edu
Proposing Department/Unit Marketing	Phone 724-357-3315

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)		
☐ New Course	☐ Course Prefix Change	☐ Course Deletion
☐ Course Revision	☐ Course Number and/or Title Change	☐ Catalog Description Change
<u>Current course prefix, number and full title:</u> _____		
<u>Proposed course prefix, number and full title, if changing:</u> _____		
2. Liberal Studies Course Designations, as appropriate		
This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)		
☐ Learning Skills	☐ Knowledge Area	☐ Global and Multicultural Awareness
☐ Writing Across the Curriculum (W Course)		
☐ Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)		
☐ Global Citizenship	☐ Information Literacy	☐ Oral Communication
☐ Quantitative Reasoning	☐ Scientific Literacy	☐ Technological Literacy
3. Other Designations, as appropriate		
☐ Honors College Course	☐ Other: (e.g. Women's Studies, Pan African)	
4. Program Proposals		
☐ Catalog Description Change	☒ Program Revision	☐ Program Title Change
☐ New Degree Program	☐ New Minor Program	☒ Liberal Studies Requirement Changes
☐ New Track		
☐ Other		
<u>Current program name:</u> Bachelor of Science - Marketing		
<u>Proposed program name, if changing:</u> _____		
5. Approvals		
	Signature	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i>	11/01/2011
Department Chairperson(s)	<i>[Signature]</i>	11/01/11
College Curriculum Committee Chair	<i>[Signature]</i>	11/14/11
College Dean	<i>[Signature]</i>	11/18/2011
Director of Liberal Studies (as needed)	<i>[Signature]</i>	12/12/11
Director of Honors College (as needed)	<i>[Signature]</i>	
Provost (as needed)	<i>[Signature]</i>	2-8-12
Additional signature (with title) as appropriate	<i>[Signature]</i>	1/26/12
UWUCC Co-Chairs	<i>[Signature]</i>	

FEB 1 2012

DEC 8 2011

Received

NOV 18 2011

Liberal Studies

Liberal Studies

Liberal Studies

Part II. Description of Curriculum Change

1. Catalog description for the revised program in the appropriate form. This includes both the decision about the program and the list of courses and credits for the revised program.

Bachelor of Science – Marketing

Liberal Studies		49
Business Core (no change)		33
Major: Marketing		30
Major Required Courses:		15-18
MKTG 321	Consumer Behavior	3 cr
MKTG 421	Marketing Research	3 cr
MKTG 450	Marketing Strategy	3 cr
<u>Minimum of 2 courses from the following -</u>		
MKTG 430	International Marketing	3 cr
MKTG 435	Professional Selling & Sales Management	3 cr
MKTG 431	Business-to-Business Marketing	3 cr
Major Electives:		12-15
MKTG 350, 432, 433, 434, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; a maximum of two (6 credits) advanced-level non-MKTG prefix courses from complementary areas where the student is seeking a Minor, Double Major, or pursuing a career interest in another discipline may be substituted for Marketing Electives with prior Advisor's or Chair's documented permission.		
Free Electives:		8
Total Degree Requirements		120

Application for graduation:

The student must satisfy the eligibility requirements established by the University for graduation.

2. Summary of changes:
a. Table comparing old and new programs.
(old program) {in current catalog}

Liberal Studies 55
As outlined in Liberal Studies section with the following specifications:
Mathematics: MATH 115
Social Science: ECON 121, PYSC 101
Liberal Studies Electives: 9cr, BTED/COSC/IFMG 101, ECON 122, MATH 214, no MKTG prefix courses

College: Business Administration Core 33
Required Courses:
ACCT 201 Accounting Principles I 3 cr
ACCT 202 Accounting Principles II 3 cr
BLAW 235 Legal Environment of Business 3 cr
BTST 321 Business and Interpersonal Communications 3 cr
FIN 310 Fundamentals of Finance 3 cr
IFMG 300 Information Systems: Theory and Practice 3 cr
MGMT 310 Principles of Management 3 cr
MGMT 330 Production and Operations Management 3 cr
MGMT 495 Business Policy 3 cr
MKTG 320 Principles of Marketing 3 cr
QBUS 215 Business Statistics 3 cr

Major: Marketing
Required Courses: 12
MKTG 321 Consumer Behavior 3 cr
MKTG 420 Marketing Management 3 cr
MKTG 421 Marketing Research 3 cr
MKTG 422 Seminar in Marketing 3 cr
Controlled Electives: 15
MGMT/MKTG 350, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 481, 482, 493, a maximum of two (6 cr) senior-level non-MKTG prefix courses from complementary areas (such as ACCT, COMM, ECON, GEOG, JRNL, IFMG, MATH, MGMT, PSYC, etc.) to meet individual student program and career preparation needs (with advisor permission).

Free Electives: 5
(Maximum of 5 cr in non-business courses)

Total Degree Requirements 120

(new program)

Liberal Studies 49-50
As outlined in Liberal Studies section with the following specifications:
Mathematics: MATH 115
Social Science: ECON 121, PYSC 101
Liberal Studies Electives: 9cr, BTED/COSC/IFMG 101, ECON 122, MATH 214, no MKTG prefix courses

College: Business Administration Core 33
Required Courses:
ACCT 201 Accounting Principles I 3 cr
ACCT 202 Accounting Principles II 3 cr
BLAW 235 Legal Environment of Business 3 cr
BTST 321 Business and Interpersonal Communications 3 cr
FIN 310 Fundamentals of Finance 3 cr
IFMG 300 Information Systems: Theory and Practice 3 cr
MGMT 310 Principles of Management 3 cr
MGMT 330 Production and Operations Management 3 cr
MGMT 495 Business Policy 3 cr
MKTG 320 Principles of Marketing 3 cr
QBUS 215 Business Statistics 3 cr

Major: Marketing 30
Major Required Courses: 15-18
MKTG 321 Consumer Behavior 3 cr
MKTG 421 Marketing Research 3 cr
MKTG 450 Marketing Strategy 3 cr

Minimum of 2 Courses from following -
MKTG 430 International Marketing 3 cr
MKTG 431 Business-to-Bus. Mktg. 3 cr
MKTG 435 Prof. Selling & Sales Mgmt. 3 cr

Major Electives: 12-15
MKTG/MGMT 350, 432, 433, 434, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; a maximum of two (6 credits) advanced-level non-MKTG prefix courses from complementary areas where the student is seeking a Minor, Double Major, or pursuing a career interest in another discipline may be substituted for Marketing Electives with prior Advisor's or Chair's documented permission.

Free Electives: 7-8
(Maximum of 8 cr in non-business courses)

Total Degree Requirements 120

b. List of all associated course changes (new or revised courses, number, title, or description changes, and deletions).

- Two current courses namely MKTG 420 (Marketing Management) and MKTG 422 (Seminar in Marketing) are being deleted from the Marketing Major Requirements section.

- MKTG 450 (Marketing Strategy) is the only new course being introduced in the Marketing Major Requirements section; the documentation for its approval is in process.

3. Rationale for Change.

a. Based on Revisions in the Liberal Studies section of the curriculum.

b. The first major change is in the deletion of two current courses namely MKTG 420 (Marketing Management) and MKTG 422 (Seminar in Marketing) from the Marketing Major Requirements, followed by the addition of a new course namely MKTG 450 (Marketing Strategy) in the Marketing Major Requirements.

c. The second significant change is in the total minimum number of required credits in the Marketing Major Requirements sections being increased from 12 credits to 15 credits giving the students greater flexibility within the marketing major core requirements. Given the wide scope of the Marketing field with its integral role in business functioning, this provides for the objective to induce rigor within the major core requirements, while also giving students some flexibility of choice. The Marketing faculty has identified these 5-6 courses which all Marketing majors should take, factoring in core knowledge areas and skill-sets, based on benchmarking conducted with other peer-group and aspirant-group accredited business schools.

Thereupon the varied range of electives (15 credits as currently required) offers scope for students to concentrate in their areas of interest and aptitude.

d. The Free Electives section has been increased to 8 credits. This is to adjust for the proposed changes in the Liberal Studies section of the curriculum. Students may apply these 8 credits with electives toward their other program interests.

Part III. Implementation – Provide answers to the following questions:

1. How will the proposed revision affect students already in the existing program?

- Students graduating before August 2012 will remain under the present (old) curriculum. Only students graduating after August 2012 will be adhering to the proposed revised (new) curriculum.

2. Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty.

- The current faculty resources are adequate to handle the proposed revisions.

3. Are other resources adequate? (Space, equipment, supplies, travel funds)

- The other resources are adequate to handle the proposed revisions.

4. Do you expect an increase or decrease in the number of students as a result of these revisions? If so, how will the department adjust?

- None.

Part IV. Periodic Assessment

Departments are responsible for an on-going review of curriculum. Include information about the department's plan for program evaluation:

1. Describe the evaluation plan. Include evaluation criteria. Specify how student input will be incorporated into the evaluation process.

- Since this is simply a revision of an existing program, the same due diligence regarding review and evaluation will continue.

2. Specify the frequency of the evaluations.

- External observations and evaluations from the Business Advisory Council occur at least once a year during our annual meetings. Faculty and student input are continuous.

3. Identify the evaluating entity.

- All course, curriculum and program issues are handled by the faculty curriculum committee with input from faculty, students, administration and professionals.

Part V. Course Proposals

Course proposals for any new courses added, revised, or deleted as a result of this program revision. A course analysis questionnaire and syllabus must be included for each course.

- Two current courses namely MKTG 420 (Marketing Management) and MKTG 422 (Seminar in Marketing) are being deleted from the Marketing Major Requirements section.

- MKTG 450 (Marketing Strategy) is the only new course being introduced in the Marketing Major Requirements section; the documentation for its approval is in process.

Part VI. Letters of Support or Acknowledgement

Sign-off letters from interested or affected departments including a letter from the Liberal Studies Committee if appropriate.

- The proposal will not affect other departments.