

Marketing Option

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PROGRAM CHANGE PROPOSAL - Form P-2

COLLEGE CHABSS **CoBA** CoEHHS CSM

TITLE OF PROGRAM **Marketing Option**

Discipline

Check one: **Change to Program** Program Deletion

TITLE OF DEGREE PROGRAM: **Bachelors of Science in Business Administration**

This form is the signature sheet for a change to, or deletion of, an existing program. Note that the addition of a new option/concentration/emphasis/track is a new "program," and requires the use of Form P.

For a change to a program,

1. Attach a page (or pages) giving a brief summary of the purpose of this proposal, and its connection to the mission and student learning outcomes of the program.
2. Attach catalog copy showing exactly how the program should appear in the catalog if the changes are approved.

For a program deletion, attach a statement explaining the impact on students: how will the program be "taught-out" for declared majors?

Does this proposal impact other disciplines or units? Yes No If yes, obtain signature(s). Any objections or concerns should be stated in writing and attached to this form. Please check the box to indicate whether a memo has been attached.

Management Option	<i>[Signature]</i>	<input type="checkbox"/>	<i>10/21/15</i>	<input checked="" type="checkbox"/>	Support	<input type="checkbox"/>	Oppose
Discipline/Unit	Signature		Date				
Global Business MGMT Option	<i>[Signature]</i>	<input type="checkbox"/>	<i>10/22/15</i>	<input checked="" type="checkbox"/>	Support	<input type="checkbox"/>	Oppose
Discipline/Unit	Signature		Date				
Gl. Sup. Chain MGMT Option	<i>[Signature]</i>	<input type="checkbox"/>	<i>10/29/15</i>	<input checked="" type="checkbox"/>	Support	<input type="checkbox"/>	Oppose
Discipline/Unit	Signature		Date				
Discipline/Unit	Signature	<input type="checkbox"/>			Support	<input type="checkbox"/>	Oppose

1. <i>Wayne Neu</i>	<i>10/20/15</i>		2. <i>W. O'Brien</i>	<i>10/20/15</i>
Originator (Please Print)	Date		Program/ Department - Director/Chair	Date
3. <i>[Signature]</i>	<input type="checkbox"/>	<i>11/10/15</i>	APPROVAL PROCESS	
College Curriculum Committee^		Date	4. <i>[Signature]</i>	<input type="checkbox"/>
			College Dean (or Designee)*	<i>11/10/15</i>
5a. <input type="checkbox"/>		Date	5b. <input type="checkbox"/>	Date
University Curriculum Committee^			Budget and Long-Range Planning Committee (if applicable)^	
6. _____		Date	7. _____	Date
Academic Senate			Provost (or Designee)	
8. _____		Date	9. _____	Date
President			Date to Chancellor's Office (if applicable)	

* Where appropriate, attach a memo on program impact on the unit and the ability of the unit to support it. Check the box next to the signature line to indicate whether a memo has been attached.
 ^ Where appropriate, attach a memo summarizing the curricular and/or resource deliberations. Check the box next to the signature line to indicate whether a memo has been attached.

Proposed changes to the Marketing Option

Delete MKTG 305 Principles of Marketing (4 units) from the Marketing Option Core courses and add MKTG 302 Foundations of Marketing (2 units) to the Foundations of Business courses

Rationale: MKTG 305 is a 4-unit survey course that introduces students to a broad collection of topics in the field of marketing; it is currently required in the Marketing Option Core. MKTG 302 is a 2-unit survey course that covers a very similar collection of topics in a condensed format. Other courses in the Marketing Option cover in detail many topics that are introduced in MKTG 302 and 305. Very notably, all students in the Marketing Option complete required courses titled Consumer Behavior, Marketing Research, and Global and Cross Cultural Marketing, and many marketing students complete an elective course titled Marketing Communication. All four of these topics are introduced in MKTG 302 and 305, and additional time is allocated to these topics in MKTG 305. As such, Marketing faculty have concluded that students in the Marketing Option experience too much overlap between MKTG 305 and other core and elective courses. By taking the 2-unit MKTG 302 course, marketing students will 1) receive a survey course to the field of marketing, 2) experience less overlap between the survey course and other marketing courses, and 3) gain two elective units that can be used to increase breadth or depth of marketing-related skills and knowledge.

Delete MGMT 305 (4 units) from the Marketing Option Core Courses and add MGMT 302 (2 units) to Foundations of Business Courses

Rationale: The collection of topics covered in MGMT 302 (Foundations of Management) is similar to the collection of topics covered in MGMT 305 (Organizational Behavior). Even though MGMT 302 covers material in a condensed format, the Marketing Department faculty have concluded that the course provides marketing students adequate introduction to the field of management. Also, requiring MGMT 302 in the Marketing Option will be consistent with the Accounting, Finance, Global Supply Chain Management, and Management Information Systems options.

Add MKTG 310 Personal Branding to the Marketing Option Core courses

Rationale: This course is being added to the required core courses for two main reasons. First, branding is a process of selecting or designing a collection of brand elements (e.g., name, colors, typefaces, shapes, etc.) and using them to create a unified system that influences what people think, how they feel, and what they do. The unified system consists of a broad collection of ways that people come into contact with an organization—e.g., product(s), advertising, Website, business cards, stationary, etc.—and the collection of elements is a fundamental and influential aspect of

nearly all organizations' marketing strategy. As such, this course is designed to provide all students in the Marketing Option with fundamental knowledge and skills in branding that are applied in a range of contexts at virtually any organization at which they will work.

Second, CoBA's Program Learning Outcome 1 states, "Our graduates will be able to effectively and professionally communicate both orally and in writing." Prior formal assessment of students' oral and written communication indicated a significant opportunity for improvement in both areas. In this course students will apply principles of branding and graphic design to create a portfolio of vehicles through which they communicate. As such, the course is designed to help "close the assessment loop" for one of CoBA's program learning outcomes.

Change MKTG 448 Global and Cross-Cultural Marketing from a 4-unit to a 2-unit course

Rationale: Many marketing majors at other institutions do not require a course in Global Marketing, much less a 4-unit course. However, helping students develop a global mindset is central to the university's mission and important to the marketing faculty. The department decided to keep the global marketing course as a required course but to reduce the number of units to 2. The remaining 2 units then used to develop a new course titled Personal Branding, a topic that is critical for marketers. The attached course syllabus contains a slightly narrow list of learning outcomes as well as a pared down list of topics. The topics that were removed from the syllabus include marketing research, covered extensively in our required market research course, and competitive dynamics, which is covered in the strategy course. With a new 2-unit required Personal Branding course (which includes oral presentations), the presentation requirement was dropped from the proposed 2-unit Global course.

Other

Discontinue the option for students in the Marketing Option to apply excess units from FIN 304, OM 305, and MIS 304 to marketing electives.

Rationale: Students in the Marketing Option will be better prepared for entry-level positions in marketing with additional depth and breadth of study provided by marketing electives. In addition, change is consistent with program requirements in the Accounting, Global Supply Chain Management, Global Business Management, and Management options.

MARKETING OPTION

(51 Units)

Marketing has been defined as “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders” (American Marketing Association). Effective marketing is very important for the long-term success of any organization because it focuses the organization on attracting and retaining customers through its combination of product, pricing, distribution, and promotion strategies.

All students in the Marketing Option will take a course that focuses on the foundational principles of marketing, and courses that explore personal branding, the behavior of consumers, the process through which marketers conduct research to understand consumers, and the special challenges and opportunities marketers face in different cultures. In addition, students will take specialized elective courses that focus on developing appropriate strategies for targeting and serving customers. Through their coursework and other educational experiences, students can prepare for a variety of positions in areas such as marketing communication and advertising, sports marketing, customer relationship management, marketing research, sales, services marketing, and international marketing.

Foundations of Business Courses (14 units)

	units
BUS 302	2
BUS 322	2
FIN 302	2
MIS 302	2
MGMT 302	2
MKTG 302	2
OM 302	2

Marketing Option Core Courses (12 units)

MKTG 310	2
MKTG 442	4
MKTG 445	4
MKTG 448	2

Marketing Option Electives (18 units)

A minimum of 14 units must be selected from the list of electives below. The remaining 4 units may also be selected from the list below or from any 300- and 400-level course in the College of Business. Up to 4 units may be taken outside the College of Business with prior approval from the Marketing Department Chair.

MKTG 315 2
MKTG 433 4
MKTG 340 2
MKTG 446 2
MKTG 449 4
MKTG 450 4
MKTG 451 4
MKTG 452 4
MKTG 454 4
ENTR 420 2
MKTG 481-5 1-4
MKTG 498 1-4

Capstone (4 units)

BUS 444 4

Senior Experience (3 units)

BUS 495 3