

LSC Use Only: Proposal No. \_\_\_\_\_ UWUCC Use Only: Proposal No. 14-157  
 LSC Action Date: \_\_\_\_\_ UWUCC Action Date: \_\_\_\_\_ Senate Action Date: \_\_\_\_\_

App 4/7/15      App 4/20/15  
**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person(s) <b>Dr. Framarz Byramjee</b>	Email Address <b>byramjee@iup.edu</b>
Proposing Department/Unit <b>Marketing</b>	Phone <b>7-1364</b>

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)**

<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change

Current course prefix, number and full title: \_\_\_\_\_

Proposed course prefix, number and full title, if changing: \_\_\_\_\_

**2. Liberal Studies Course Designations, as appropriate**  
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies - must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

**3. Other Designations, as appropriate**

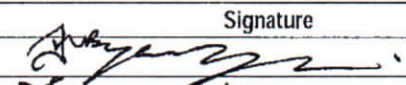

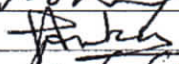
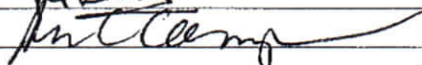
<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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**4. Program Proposals**

<input type="checkbox"/> Catalog Description Change	<input checked="" type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name: **Major - B.S. Marketing**

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		10/31/14
Department Chairperson(s)		10/21/14
College Curriculum Committee Chair		10/31/2014
College Dean		3/2/2015
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		

## 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** 49-50

**Business Core** 33  
(no change)

**Major: Marketing** 27

**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 the following -

MKTG 430 International Marketing 3 cr

MKTG 435 Professional Selling & Sales Management 3 cr

MKTG 431 Business-to-Business Marketing 3 cr

**Major Electives:** 9-12

MKTG 350, 432, 433, 434, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; One (3-credits) advanced-level non-MKTG prefix course from allied fields of student's career interest may be substituted for a Marketing Elective, with Advisor's documented permission.

**Free Electives:** 10-11

**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 & new programs.  
(old program) {in current catalog}

**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:**

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

(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** 27

**Major Required Courses:**

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:** 9-12

MKTG 350, 432, 433, 434, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; One (3-credits) advanced-level non-MKTG prefix course from allied fields of student's career interest may be substituted for a Marketing Elective, with Advisor's documented permission.

**Free Electives:** 10-11

(Maximum of 11 cr in courses)

**Total Degree Requirements** 120



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

- None

3. Rationale for Change.

a. Based on revisions in the curriculum for the Major as dictated by PASSHE.

b. The significant change is in the total number of credits in the Marketing Major being reduced from 30 to 27. Thereby, the minimum number of required credits in the Major Electives section is being changed from 12-15 credits to 9-12 credits.

c. The other change is in the Major Electives section, wherein beyond the listed MKTG courses/electives, only One (3-credits) advanced-level non-MKTG prefix course from allied fields of student's career interest may be substituted for a Marketing Elective, with Advisor's documented permission.

d. The Free Electives section has been increased to maximum of 11 credits (which could comprise of business or non-business courses). This is to adjust for the proposed changes in the curriculum as dictated by PASSHE. Students may apply these 11 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 2015 will remain under the present (old) curriculum. Only students graduating after August 2015 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.

- None.

#### **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.