

14-1596

App-4/17/15

App-4/28/15



Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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

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

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)

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 Track
 New Degree Program New Minor Program Liberal Studies Requirement Changes Other

Current program name: **Minor - Marketing**

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		10/31/14
Department Chairperson(s)		10/31/14
College Curriculum Committee Chair		10/21/2014
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		
UWJCC Co-Chairs		

Part II. Description of Curriculum Change

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

Minor – Marketing (1) **18**
 (for Business Majors, and students majoring in: Fashion Merchandising, Sports Administration, Art, Journalism, Hospitality Management)

Required courses: **6**
 MKTG 320 Principles of Marketing 3 cr
 MKTG 321 Consumer Behavior 3 cr

Four additional MKTG (Marketing) courses: **12**

(1) Minor course requirements must be completed with a minimum cumulative GPA of 2.0.

2. Summary of changes:

a. Table comparing old and new programs.

(old program) {as per current catalog}	(new program)
<p>Minor: Marketing (1) 15 cr {for Business Majors in the ECOBIT only}</p> <p>Required Courses: MKTG 320 Principles of Marketing 3 cr MKTG 321 Consumer Behavior 3 cr MKTG 420 Marketing Management 3 cr Two additional MKTG courses 6 cr</p> <p>(1) Minor course requirements must be completed with a minimum cumulative GPA of 2.0.</p>	<p>Minor: Marketing (1) 18 cr {for Business Majors, and students majoring in: Fashion Merchandising, Sports Administration, Art, Journalism, Hospitality Management}</p> <p>Required Courses: MKTG 320 Principles of Marketing 3 cr MKTG 321 Consumer Behavior 3 cr Four additional MKTG courses 12 cr</p> <p>(1) Minor course requirements must be completed with a minimum cumulative GPA of 2.0.</p>

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

- One course namely MKTG 420 (Marketing Management) is being deleted from the Marketing Minor Requirements section.

3. Rationale for Change.

a. The primary change is in the number of credits required for the Minor being raised from 15 to 18 as per PASSHE University-system-wide policy.

b. The other curricular change is in the removal of the MKTG 420 (Marketing Management) course from the required courses section of the Minor. Thus, there are only 2 required courses, and four additional Marketing courses (as chosen from the MKTG electives) to be done for completion of the Minor.

c. Besides just Business Majors, the Marketing Minor is hereafter also being offered to students majoring in Fashion Merchandising, Sports Administration, Art, Journalism, and Hospitality Management. These five non-business majors have been selectively picked (after deliberation) as 'allied fields' to which the Marketing Minor would add value.

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

1. How will the proposed revision affect students already in the existing program?
- The proposed revisions will have no effect on students already in the existing program.
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.

- One course namely MKTG 420 (Marketing Management) is being deleted from the Marketing Minor Requirements section.

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.

SUPPORT email from
SPORT ADMIN

Parimal Bhagat

From: Robert M Kostelnik <bkostel@iup.edu>
Sent: Friday, November 21, 2014 10:35 AM
To: Dr. Framarz Byramjee
Subject: Re: Marketing Minor

Dr. Byramjee:

We support the formation of a Marketing Minor and will make all of our Sport Administration majors aware of the possibility of adding it to their program of study.

Dr. Bob Kostelnik
Associate Professor
Department of Kinesiology, Health, & Sport Science
Indiana University of PA
116 Zink Hall
Indiana, PA 15705
(724) 357-7645
bkostel@iup.edu
FAX: (724) 357-3777

Fall Semester Office Hours:

Monday 11 - 12:30, Tuesday 9:30 - 11:30, Wednesday 11 - 12:30

On Thu, 13 Nov 2014 11:32:48 -0500

"Dr. Framarz Byramjee" <framarz.byramjee@iup.edu> wrote:

>Dear Dr. Robert Kostelnik,

>

>This is Dr. Framarz Byramjee from the Department of Marketing, Eberly College of Business.

>

>As per our conversation on phone, I am hereby writing to formally inform you that our "Marketing" Minor will now be offered to 'Sports Administration' Majors too.

>Having received our Dean Dr.Camp's permission to do so, we are processing the curricular paperwork related to including 'Sports Administration' in our Minors' list.

>In accordance, if you could kindly reply to this email in the affirmative, it will serve as your 'support intent'.

>

>I will thereafter liaise with you regarding all necessary details of our MKTG Minor-related coursework/options and further assistance as you may need.

>

>Thank you for your time and support in this initiative - we remain committed to provide good value to our students.

>

>Sincerely,

>Framarz.

support email
from
Fashion Merchandising

Parimal Bhagat

From: Eun Jin Hwang <eun.hwang@iup.edu>
Sent: Thursday, November 13, 2014 1:24 PM
To: Dr. Framarz Byramjee
Cc: Eun Jin Hwang
Subject: Re: Marketing Minor

Dear Dr. Byramjee,

The Fashion Merchandising Program is very pleased to support your proposal for a minor in Marketing. This is will extremely beneficial to our majors who plan to enter field of fashion with an emphasis on advertising, selling, management, and/or visual merchandising. Please let us know if there is anything additional the FSMR Program can do to support this minor.

Thank you,

Sincerely,

Eun Jin Hwang

*Eun Jin Hwang, Ph.D
Associate Professor,
Department of Human Development and Environmental Studies
Ackerman Hall, Room 209
Indiana University of Pennsylvania
Indiana, PA 15705-1037
Phone: 724-357-2346
Fax: 724-357-5941*

On Thu, 13 Nov 2014 11:48:09 -0500

"Dr. Framarz Byramjee" <framarz.byramjee@iup.edu> wrote:

> Dear Dr. Eun Jin Hwang,

>

> This is Dr. Framarz Byramjee from the Department of Marketing,
> Eberly College of Business.

>

> As per our conversation on phone, I am hereby writing to formally
> inform you that our "Marketing" Minor will now be offered to 'Fashion
> Merchandising' Majors too.

> Having received our Dean Dr. Camp's permission to do so, we are
> processing the curricular paperwork related to including 'Fashion
> Merchandising' in our Minors' list.

> In accordance, if you could kindly reply to this email in the
> affirmative, it will serve as your 'support intent'.

>

> I will thereafter liaise with you regarding all necessary details of
> our MKTG Minor-related coursework/options and further assistance as
> you may need.

>

> Thank you for your time and support in this initiative - we remain
> committed to provide good value to our students.

>

> Sincerely,
> Framarz.

*Support email
from ART dept*

Parimal Bhagat

From: Andrew Gillham <gillham@iup.edu>
Sent: Friday, November 14, 2014 6:31 PM
To: 'Dr. Framarz Byramjee'
Subject: RE: Marketing Minor

Dear Dr. Byramjee,

The Department of Art would greatly appreciate the opportunity for our students to participate in the MKTG - minor. Since my arrival at IUP in 1999, I have hoped that this would one day be possible.

The educational experience will be extremely valuable to our Graphic Design students and will assist in our ability to recruit students to IUP.

I would like to thank both the Marketing Department and Dean Camp for his support!

Andrew

Andrew Gillham
Chairperson
Department of Art
Indiana University of Pennsylvania
115 Sprowls Hall
Indiana, PA 15705
(724)357-2530

-----Original Message-----

From: Dr. Framarz Byramjee [mailto:framarz.byramjee@iup.edu]
Sent: Thursday, November 13, 2014 11:37 AM
To: gillham@iup.edu
Subject: Marketing Minor

Dear Dr. Andrew Gillham,

This is Dr. Framarz Byramjee from the Department of Marketing, Eberly College of Business.

As per our conversation on phone, I am hereby writing to formally inform you that our "Marketing" Minor will now be offered to 'Art' Majors too.

Having received our Dean Dr.Camp's permission to do so, we are processing the curricular paperwork related to including 'Art' in our Minors' list.

In accordance, if you could kindly reply to this email in the affirmative, it will serve as your 'support intent'.

I will thereafter liaise with you regarding all necessary details of our MKTG Minor-related coursework/options and further assistance as you may need.

Thank you for your time and support in this initiative - we remain committed to provide good value to our students.

Sincerely,
Framarz.

*Support email from
Touralism.*

Parimal Bhagat

From: Michele Renee Papakie <zkyn@iup.edu>
Sent: Friday, November 21, 2014 3:18 PM
To: Dr. Framarz Byramjee
Subject: Re: Marketing Minor

Framarz,

Our department met about this Wednesday, and we are absolutely thrilled about it!

Thanks for putting it together and including us.

I'm looking forward to working with you and giving our students an edge in the journalism and public relations fields!

Have a safe and happy fall break.

Michele

On Thu, 13 Nov 2014 11:49:46 -0500

"Dr. Framarz Byramjee" <framarz.byramjee@iup.edu> wrote:

>Dear Dr. Michele Papakie,

>

>This is Dr. Framarz Byramjee from the Department of Marketing, Eberly College of Business.

>

>As per our conversation on phone, I am hereby writing to formally inform you that our "Marketing" Minor will now be offered to 'Journalism' Majors too.

>Having received our Dean Dr.Camp's permission to do so, we are processing the curricular paperwork related to including 'Journalism' in our Minors' list.

>In accordance, if you could kindly reply to this email in the affirmative, it will serve as your 'support intent'.

>

>I will thereafter liaise with you regarding all necessary details of our MKTG Minor-related coursework/options and further assistance as you may need.

>

>Thank you for your time and support in this initiative - we remain committed to provide good value to our students.

>

>Sincerely,

>Framarz.