

Date Submitted: 02/27/18 9:29 am

Viewing: **MKTG-M : Marketing and Logistics****Minor for Non-Business Students**

Last approved: 11/01/16 3:32 pm

Last edit: 02/27/18 11:34 am

Changes proposed by: kboston

Catalog Pages Using
this Program

[Minors for Non-Business Students](#)

Submitter: 575-6731 User ID: calison Phone:

Program Status Active

Academic Level Undergraduate

Type of proposal Minor

Select a reason for this modification

Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding Focused Study)

Effective Catalog Year Fall 2019

College/School Code
Walton College of Business(WCOB)

Department Code
Department of Marketing(MKTG)

Program Code MKTG-M

Degree Minor

CIP Code

In Workflow

1. WCOB Dean Initial
2. Director of Program Assessment and Review
3. Registrar Initial
4. MKTG Chair
5. WCOB Curriculum Committee
6. WCOB Faculty
7. WCOB Dean
8. Global Campus
9. Provost Review
10. University Course and Program Committee
11. Faculty Senate
12. Provost Final
13. Provost's Office-- Notification of Approval
14. Registrar Final
15. Catalog Editor Final

Approval Path

1. 02/27/18 9:49 am
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 02/27/18 11:34 am
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review

3. 06/27/18 9:23 am
Karen Turner
(kjvestal): Approved
for Registrar Initial
4. 06/30/18 5:36 am
Jeff Murray
(jmurray): Approved
for MKTG Chair
5. 10/08/18 9:06 am
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee
6. 10/08/18 9:15 am
Karen Boston
(kboston):
Approved for WCOB
Faculty
7. 10/08/18 1:36 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
8. 10/08/18 4:21 pm
Miran Kang (kang):
Approved for Global
Campus
9. 10/10/18 7:17 am
Terry Martin
(tmartin): Approved
for Provost Review

History

1. Nov 1, 2016 by
Charlie Alison
(calison)

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing and Logistics Minor for Non-Business Students

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total **21**
hours needed to
complete the
program?

Program Requirements and Description

Requirements

Requirements for Marketing Minor

[MKTG 3433](#)

Introduction to Marketing

Select an additional 9 hours from the following:

9

[MKTG 3553](#)

Consumer Behavior

[MKTG 3633](#)

Marketing Research

[MKTG 4233](#)

Integrated Marketing Communications

[MKTG 4343](#)

Selling and Sales Management

[MKTG 4433](#)

Retail Strategy

[MKTG 4443](#)

Retail Buying and Merchandise

[MKTG 4453 New Product Development](#)**Course MKTG 4453 New Product Development Not Found**[MKTG 4633](#)

Global Marketing

[SCMT 3613](#)

Supply Management

Total Hours

9

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student Demand for Program NA
 Scheduled Program Review Date NA

Program Goals and Objectives

Program Goals and Objectives

NA

Learning Outcomes

Learning Outcomes

NA

Description and justification of the request

Description of specific change	Justification for this change
Adding MKTG 4453 New Product Development (new course) to course options in the Marketing minor.	Provide more options for students to meet Marketing minor elective requirement.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (02/27/18 11:34 am): Changing effective catalog date from fall 2018 to fall 2019. It is too late to complete the approval process in time for the change to meet catalog deadline for fall.