

Date Submitted: 02/27/18 9:38 am

## Viewing: **WMKG-M : Marketing Minor for Business Majors**

Last approved: 02/02/15 11:25 am

Last edit: 02/27/18 11:42 am

Changes proposed by: kboston

Catalog Pages Using  
this Program  
[Marketing.\(MKTG\)](#)

Submitter: 5-4622      User ID: kboston      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      WMKG-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. 07/24/17 4:20 pm  
Karen Boston (kboston):  
Approved for WCOB Dean Initial
2. 09/04/17 11:01 am  
Alice Griffin (agriffin): Rollback to Initiator
3. 02/27/18 9:49 am  
Karen Boston (kboston):

- Approved for WCOB  
Dean Initial
4. 02/27/18 11:42 am  
Alice Griffin  
(agriffin): Approved  
for Director of  
Program  
Assessment and  
Review
  5. 06/27/18 9:32 am  
Karen Turner  
(kvestal): Approved  
for Registrar Initial
  6. 06/30/18 5:36 am  
Jeff Murray  
(jmurray): Approved  
for MKTG Chair
  7. 10/08/18 9:06 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Curriculum  
Committee
  8. 10/08/18 9:15 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Faculty
  9. 10/08/18 1:36 pm  
Karen Boston  
(kboston):  
Approved for WCOB  
Dean
  10. 10/08/18 4:21 pm  
Miran Kang (kang):  
Approved for Global  
Campus
  11. 10/10/18 7:28 am  
Terry Martin

(tmartin): Approved  
for Provost Review

### History

1. Feb 2, 2015 by  
Karen Boston  
(kboston)

52.1401 - Marketing/Marketing Management, General.

#### Program Title

Marketing Minor for Business Majors

#### 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 **15**  
hours needed to  
complete the  
program?

## Program Requirements and Description

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### Requirements

## Marketing Minor for Business Students

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The Department of Marketing offers a minor for Walton College students desiring more knowledge of marketing to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The 15 hours include the following courses:

<a href="#">MKTG 3433</a>	Introduction to Marketing	3
<a href="#">MKTG 3553</a>	Consumer Behavior	3
Select three of the following:		9
<a href="#">MKTG 3633</a>	Marketing Research	

MKTG 3653

Category Management Topics

MKTG 4103

**Marketing Topics \*May count for a maximum of 3 hours credit**

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 4513

Nonprofit Marketing

MKTG 4633

Global Marketing

Total Hours

15

Students who desire to earn a Marketing minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 100

Scheduled Program Review Date n/a

Program Goals and Objectives

**Program Goals and Objectives**

n/a

Learning Outcomes

**Learning Outcomes**

n/a

Description and justification of the request

**Description of specific change**

**Justification for this change**

Description of specific change	Justification for this change
Include MKTG 4103, Special Topics in the Marketing minor for business majors and add 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) (09/04/17 11:01 am):** Rollback: Please add justification to request. Now in a separate field.

**Alice Griffin (agriffin) (02/27/18 11:42 am):** Changed effective catalog year to fall 2019. It is too late to complete the approval process for this fall's catalog copy.

Key: 156