

Date Submitted: 05/21/19 5:12 pm

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

Last approved: 05/20/19 3:51 pm

Last edit: 05/28/19 10:25 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/changing Focused Study or Track)

Effective Catalog Year Fall 2020

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. **Institutional Research**
5. **MKTG Chair**
6. **WCOB Curriculum Committee**
7. **WCOB Faculty**
8. **WCOB Dean**
9. **Global Campus**
10. **Provost Review**
11. **University Course and Program Committee**
12. Faculty Senate
13. Provost Final
14. Provost's Office-- Notification of Approval
15. Registrar Final
16. Catalog Editor Final

Approval Path

1. 05/21/19 5:16 pm
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 05/28/19 10:25 am
Alice Griffin (agriffin): Approved for Director of Program

- Assessment and Review
3. 06/05/19 7:39 pm
Lisa Kulczak
(lkulcza): Approved for Registrar Initial
 4. 06/06/19 8:52 am
Gary Gunderman
(ggunderm): Approved for Institutional Research
 5. 06/11/19 3:20 pm
Ronn Smith (rjs002): Approved for MKTG Chair
 6. 06/17/19 9:27 am
Karen Boston
(kboston): Approved for WCOB Curriculum Committee
 7. 06/17/19 9:30 am
Karen Boston
(kboston): Approved for WCOB Faculty
 8. 06/17/19 9:31 am
Karen Boston
(kboston): Approved for WCOB Dean
 9. 06/17/19 12:29 pm
Miran Kang (kang): Approved for Global Campus
 10. 06/17/19 4:41 pm
Terry Martin
(tmartin): Approved for Provost Review

History

1. Feb 2, 2015 by
Karen Boston
(kboston)
2. May 20, 2019 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

Requirements

Marketing Minor for Business Students

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:

<u>MKTG 3433</u>	Introduction to Marketing	3
<u>MKTG 3553</u>	Consumer Behavior	3
Select three of the following:		9
<u>MKTG 3633</u>	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 4353	Course MKTG 4353 Not Found
MKTG 4433	Retail Strategy
MKTG 4443	Retail Buying and Merchandise
MKTG 4453	New Product Development
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
Add new course, MKTG 4353, Advanced Professional Selling to the Marketing elective option in the minor.	Provide more course options for students.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (05/28/19 10:25 am): MKTG 4353 has been submitted for approval.

Key: 156