

Date Submitted: 01/16/20 3:58 pm

Viewing: **MKTGBS : Marketing, Bachelor of Science in Business Administration**

Last approved: 05/22/19 11:35 am

Last edit: 01/21/20 12:49 pm

Changes proposed by: kboston

Catalog Pages Using

this Program

[Marketing B.S.B.A.](#)[Marketing.\(MKTG\)](#)

Submitter: User ID: crsleaf1 Phone:
5-6731

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

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)

Are you adding a concentration?

No

Are you adding or modifying a track?

No

Are you adding or modifying a focused study?

No

Effective Catalog Year Fall 2020

College/School Code

Walton College of Business (WCOB)

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. 01/17/20 9:28 am
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 01/21/20 12:49 pm
Alice Griffin (agriffin): Approved for Director of Program

Department Code

Department of Marketing (MKTG)

Program Code

MKTGBS

Degree

Bachelor of Science in Business Administration

CIP Code

Assessment and
Review

3. 01/22/20 5:38 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial

4. 01/23/20 8:15 am
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research

5. 01/23/20 9:53 am
Ronn Smith (rjs002):
Approved for MKTG
Chair

6. 01/23/20 4:55 pm
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee

7. 01/23/20 4:56 pm
Karen Boston
(kboston):
Approved for WCOB
Faculty

8. 01/23/20 4:56 pm
Karen Boston
(kboston):
Approved for WCOB
Dean

9. 01/24/20 1:50 pm
Suzanne Kenner
(skenner): Approved
for Global Campus

10. 02/02/20 9:25 am
Terry Martin
(tmartin): Approved
for Provost Review

History

1. Aug 15, 2014 by
Leepfrog
Administrator
(clhelp)
2. Feb 2, 2015 by
Karen Boston
(kboston)
3. Mar 17, 2015 by
Charlie Alison
(calison)
4. Mar 23, 2015 by
Charlie Alison
(calison)
5. Jun 10, 2015 by
Charlie Alison
(calison)
6. Jul 24, 2015 by
Charlie Alison
(calison)
7. May 25, 2017 by
Lisa Kulczak (lkulcza)
8. May 22, 2019 by
Karen Boston
(kboston)

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing, Bachelor of Science in Business Administration

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 120
hours needed to
complete the
program?

Program Requirements and Description

Requirements

Requirements for a Major in Marketing

The major in marketing requires 21 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a marketing major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

Major Course Requirements

21

- [MKTG 3553](#) Consumer Behavior
- [MKTG 3633](#) Marketing Research
- [MKTG 4853](#) Marketing Management

Select four of the following:

- [MKTG 3653](#) Category Management Topics
- [MKTG 4233](#) Integrated Marketing Communications
- [MKTG 4343](#) Selling and Sales Management
- [MKTG 4103](#) Marketing Topics (May take up to six hours from two different topics)
- [MKTG 4633](#) Global Marketing
- [MKTG 4433](#) Retail Strategy
- [MKTG 4443](#) Retail Buying and Merchandise
- [MKTG 4453](#) New Product Development
- [MKTG 4513](#) Nonprofit Marketing

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Total Hours

21

Junior/Senior Business Electives (15 hours)

8-Semester Plan

Marketing B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should the [Eight-Semester Degree Policy](#) for university requirements of the program.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

| First Year | Units |
|---|----------------|
| | FallSpring |
| <u>ENGL 1013</u> Composition I (ACTS Equivalency = ENGL 1013) | 3 |
| <u>MATH 2053</u> Finite Mathematics | 3 |
| <u>COMM 1313</u> Public Speaking (ACTS Equivalency = SPCH 1003) | 3 |
| <u>WCOB 1111</u> Freshman Business Connection | 1 |
| <u>BLAW 2013</u> The Legal Environment of Business (ACTS Equivalency = BLAW 2003) | 13 |
| ISYS 1120 Computer Competency Requirement | 0 - |
| U.S. History or Political Science—University Core | 3 - |
| ISYS 1123 Business Application Knowledge - Computer Competency | 3 |
| <u>ENGL 1023</u> Composition II (ACTS Equivalency = ENGL 1023) | 3 |
| <u>ACCT 2013</u> Accounting Principles | 3 |
| <u>WCOB 1033</u> Data Analysis and Interpretation | 3 |
| <u>ECON 2023</u> Principles of Microeconomics (ACTS Equivalency = ECON 2203) | 3 |
| Natural Science – University Core | 4 |
| Year Total: | 16 16 |

| Second Year | Units |
|---|------------|
| | FallSpring |
| <u>MGMT 2053</u> Business Foundations | 3 |
| or <u>ACCT 2023</u> Accounting Principles II | |
| <u>ISYS 2103</u> Business Information Systems1 | 3 |
| <u>MATH 2043</u> Survey of Calculus (ACTS Equivalency = MATH 2203)2 | 3 |
| Social Science – University Core | 3 |
| Fine Art/Humanities– University Core | 3 |
| <u>SCMT 2103</u> Integrated Supply Chain Management1 | 3 |
| <u>MGMT 2103</u> Managing People and Organizations1 | 3 |
| <u>ECON 2013</u> Principles of Macroeconomics (ACTS Equivalency = ECON 2103)2 | 3 |
| Fine Art/Humanities – University Core | 3 |
| Natural Science – University Core | 4 |
| ALL pre-business requirements should be met by end of term | |
| Year Total: | 15 16 |

| Third Year | Units |
|---|------------|
| | FallSpring |
| <u>MKTG 3433</u> Introduction to Marketing1 | 3 |
| <u>FINN 3043</u> Principles of Finance1 | 3 |
| Junior Senior Business Electives | 6 |

| | |
|---|-------|
| <u>MKTG 3633</u> Marketing Research | 3 |
| MKTG Elective | 3 |
| <u>MGMT 3013</u> Strategic Management | 3 |
| Junior Senior Business Electives | 3 |
| U.S. History or Political Science - University Core | 3 |
| Year Total: | 12 15 |

| | |
|--|------------|
| Fourth Year | Units |
| | FallSpring |
| <u>MKTG 3553</u> Consumer Behavior | 3 |
| MKTG Electives | 6 |
| General Education Electives | 6 |
| <u>MKTG 4853</u> Marketing Management | 3 |
| MKTG Elective | 3 |
| Junior Senior Business Elective | 6 |
| General Education Electives | 3 |
| Year Total: | 15 15 |
| Total Units in Sequence: | 120 |

1 Must be completed prior to **MGMT 3013**.

2 Must be completed prior to taking any 3000 or 4000 level business course.

Are Similar Programs available in the area?

No

Estimated Student 100
Demand for Program

Scheduled Program 2021-2022
Review Date

Program Goals and
Objectives

Program Goals and Objectives

Program Goals and Objectives

COMMUNICATION

Graduates of the BSBA programs at the Sam M. Walton College of Business will be able to communicate effectively in professional situations.

CRITICAL THINKING/PROBLEM SOLVING

Graduates of the BSBA programs at the Sam M. Walton College of Business will be able to think critically when evaluating business decisions.

TECHNICAL COMPETENCE (Discipline Knowledge)

Graduates of the BSBA programs at the Sam M. Walton College of Business will be knowledgeable of the application of concepts in their business major and core crossdiscipline concepts.

Learning Outcomes

Learning Outcomes

Learning Objective 1 (Written Comm): Students will show proficiency in writing and producing a broad set of professional quality business documents.

Learning Objective 2 (Oral Comm): Students will prepare and deliver professional presentations.

Learning Objective (CTPS): Students will demonstrate critical thinking and strategic problem solving skills through systematic and objective consideration of business related problems.

Learning Objective 1 (Core): Students will demonstrate proficiency in core business concepts, across disciplines.

Learning Objective 2 (Major): Students will demonstrate proficiency in their major-specific business concepts. [limited pilot]

Description and justification of the request

Description of specific change

Justification for this change

| Description of specific change | Justification for this change |
|---|---|
| <ul style="list-style-type: none"> - Add ISYS 1123, Business Application Knowledge to first year, fall semester, 8 semester plan - Delete ISYS 1120, Computer Competency Requirement from first year, fall semester, 8 semester plan - Delete 3 hours of general education elective from third year, spring semester, 8 semester plan - Add US History or Political Science - University Core to third year, spring semester, 8 semester plan | <p>Pre-assessment exam scores for incoming freshmen over the past several years have been consistently indicating that only 4% of incoming freshmen have sufficient IT competency (coming out of their High School program) for Walton College courses. Therefore, most incoming Walton freshmen are required to take ISYS 1123, Business Application Knowledge in lieu of ISYS 1120, Computer Competency Requirement which currently does not count toward their degree. This change deletes ISYS 1120 as a pre-business requirement and incorporates ISYS 1123 as a pre-business and degree requirement. Additionally, reducing the total number of General Education Electives from 12 hours to 9 hours.</p> |

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (01/21/20 12:49 pm): Switched course listing with comment for the US Hist/PLSC University Core. This action removed the red error box. Also changed fall to spring of the third year in description to reflect the requirements listed in the eight semester plan. College is encouraged to review these changes.

Key: 25