

Date Submitted: 10/05/20 5:57 pm

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

Last approved: 05/21/20 1:22 pm

Last edit: 11/11/20 1:06 pm

Changes proposed by: kboston

Catalog Pages Using
this Program

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

[Marketing.\(MKTG\)](#)

Submitter:	User ID:	kboston ersleaf1	Phone:
		4622 5-6731	
Program Status	Active		
Academic Level	Undergraduate		
Type of proposal	Major/Field of Study		
Select a reason for this modification			
Requesting Approval to Offer an Existing Certificate or Degree via Distance Technology —(LON)			
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 2021		
College/School Code			
Walton College of Business (WCOB)			
Department Code			

In Workflow

1. **WCOB Dean Initial**
2. **Provost Initial**
3. **Director of Program Assessment and Review**
4. **Registrar Initial**
5. **Institutional Research**
6. **MKTG Chair**
7. **WCOB Curriculum Committee**
8. **WCOB Faculty**
9. **WCOB Dean**
10. **Global Campus**
11. **Provost Review**
12. **University Course and Program Committee**
13. Faculty Senate
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Final
19. Provost's Office-- Notification of Approval
20. Registrar Final
21. Catalog Editor Final

Approval Path

1. 10/05/20 5:58 pm
Karen Boston

Department of Marketing (MKTG)

Program Code MKTGBS

Degree Bachelor of Science in Business Administration

CIP Code

- (kboston):
Approved for WCOB
Dean Initial
2. 10/06/20 7:42 am
Terry Martin
(tmartin): Approved
for Provost Initial
3. 10/09/20 11:30 am
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
4. 10/09/20 1:38 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
5. 10/09/20 1:41 pm
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
6. 10/09/20 4:02 pm
Brent Williams
(bdw013):
Approved for MKTG
Chair
7. 10/09/20 4:49 pm
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee
8. 10/09/20 4:49 pm
Karen Boston
(kboston):
Approved for WCOB
Faculty

9. 10/09/20 4:49 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
10. 10/09/20 5:20 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
11. 10/12/20 1:12 pm
Terry Martin
(tmartin): Approved
for Provost Review
12. 10/14/20 9:15 am
Alice Griffin
(agriffin): Rollback
to Provost Review
for University
Course and Program
Committee
13. 11/03/20 8:38 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)
9. May 21, 2020 by
Karen Boston
(kboston)

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing, Bachelor of Science in Business Administration

Program Delivery

Method

On Campus

Online/Web-based

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?

On-line/Web-based Information

Reason for offering

Web-based Program

To provide an opportunity for students to complete the degree in an online format.

Maximum Class Size **45**

for Web-based

Courses

Course delivery
mode

Method(s)
Online

Class interaction
mode

Method(s):
E-mail
Blog

Percent Online

100% with No Required Campus Component

Provide a List of
Services Supplied by
Consortia Partners or
Outsourced
Organization

N/A

Estimate Costs of the
Program over the
First 3 Years

**All courses are
already developed
or are in
development and
being offered online.**

List Courses Taught
by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

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
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1)1	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)	3
WCOB 1111 Freshman Business Connection	1
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)2	3
ISVC 1122 Business Application Knowledge - Computer Competency	2

ISYS 1123 Business Application Knowledge - Computer Competency	3
<u>ENGL 1023</u> Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	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) (Satisfies General Education Outcome 3.3)	3
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)	4
Year Total:	16 16

Second Year

Units
FallSpring

<u>MGMT 2053</u> Business Foundations or <u>ACCT 2023</u> Accounting Principles II	3
<u>ISYS 2103</u> Business Information Systems2	3
<u>MATH 2043</u> Survey of Calculus (ACTS Equivalency = MATH 2203)3	3
Social Science state minimum core	3 -
Fine Art/Humanities state minimum core	3 -
Social Sciences State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity requirement)4	3
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)5, 6	3
<u>SCMT 2103</u> Integrated Supply Chain Management2	3
<u>MGMT 2103</u> Managing People and Organizations2	3
<u>ECON 2013</u> Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Satisfies General Education Outcome 3.3)3	3
Fine Art/Humanities state minimum core	- 3
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)5, 6	3
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)	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 Marketing2	3
<u>FINN 3043</u> Principles of Finance2	3
Junior Senior Business Electives	6
<u>MKTG 3633</u> Marketing Research	3
MKTG Elective	3
<u>MGMT 3013</u> Strategic Management (Satisfies General Education Outcome 6.1)	3
Junior Senior Business Electives	3
U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)	3

Year Total:	12 15
Fourth Year	Units
	FallSpring
MKTG 3553 Consumer Behavior	3
MKTG Electives	6
General Education Electives	6
MKTG 4853 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 Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for [MATH 2053](#).

2 Must be completed prior to [MGMT 3013](#).

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

4 The Social Sciences Elective courses which satisfy the General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include: [ANTH 1023](#), [HIST 1113](#), [HIST 1123](#), [SOCI 2013](#), [SOCI 2013H](#), or [SOCI 2033](#).

5 The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include: [ARCH 1003](#), [ARHS 1003](#), [COMM 1003](#), [DANC 1003](#), [LARC 1003](#), [MLIT 1003](#), [MLIT 1003H](#), [MLIT 1013](#), [MLIT 1013H](#), [MLIT 1333](#), [THTR 1003](#), [THTR 1013](#), or [THTR 1013H](#).

6 The Humanities Elective courses which satisfy the General Education Outcome 3.2 include: [AAST 2023](#), [ANTH 1033](#), [ARCH 1013](#), [CLST 1003](#), [CLST 1003H](#), [CLST 1013](#), [COMM 1233](#), [DANC 1003](#), [ENGL 1213](#), [GNST 2003](#), [HIST 1113](#), [HIST 1113H](#), [HIST 1123](#), [HIST 1123H](#), [HIST 2003](#), [HIST 2013](#), [HUMN 1124H](#), [HUMN 2213](#), [LALS 2013](#), [MRST 2013](#), [MUSY 2003](#), [MUSY 2003H](#), [PHIL 2003](#), [PHIL 2003C](#), [PHIL 2003H](#), [PHIL 2103](#), [PHIL 2103C](#), [PHIL 2303](#), [THTR 1003](#), [THTR 1013](#), [THTR 1013H](#), [WLIT 1113](#), [WLIT 1123](#), or intermediate-level world language (usually 2003-level).

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

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
Offer the BSBA in Marketing in an online format.	All courses in the BSBA in Marketing will be available for online delivery by the end of summer 2021.

Description of specific change	Justification for this change
<p>Revised formatting of the eight semester degree plan. Inserted the General Education language.</p> <p>Also added footnotes and hyper-linked courses for access to course details. AG</p>	<p>To provide consistency with the General Education curriculum language.</p> <p>Footnotes provides list of courses that specifically meets each General Education Outcome on behalf of the college. AG</p>

Upload attachments

[MKTGBS - Distance Delivery - Curriculum.docx](#)

[MKTGBS - Distance Delivery - Ltr of Notification.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (10/09/20 11:30 am): Revised LON and curriculum documents for formatting. Renamed to match BOT naming convention.

Alice Griffin (agriffin) (10/14/20 9:15 am): Rollback: Rolling back per request from Dr. Martin.

Alice Griffin (agriffin) (11/11/20 12:53 pm): Added footnotes for learning outcomes 3.1 and 3.2.