

Date Submitted: 02/27/18 9:25 am

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

Last approved: 05/25/17 3:44 pm

Last edit: 02/27/18 11:38 am

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 Focused Study)

Are you adding a concentration?

No

Are you adding a track?

No

Are you adding a focused study?

No

Effective Catalog Year Fall 2019

College/School Code

Walton College of Business(WCOB)

Department 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 11:38 am
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review

Department of Marketing(MKTG)

Program Code MKTGBS
 Degree Bachelor of Science in Business Administration
 CIP Code

3. 06/27/18 9:24 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. 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)

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](#) Course MKTG 4453 New Product Development Not Found**
- [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)	3
MATH 2053 Finite Mathematics	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3
WCOB 1111 Freshman Business Connection	1
BLAW 2013 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
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)	3
ACCT 2013 Accounting Principles	3
WCOB 1033 Data Analysis and Interpretation	3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	3
Natural Science – University Core	4
Year Total:	16 16
 Second Year	 Units
	FallSpring
MGMT 2053 Business Foundations	3
or ACCT 2023 Accounting Principles II	
ISYS 2103 Business Information Systems1	3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)2	3
Social Science – University Core	3
Fine Art/Humanities– University Core	3
SCMT 2103 Introduction to Supply Chain Management1	3
MGMT 2103 Managing People and Organizations1	3
ECON 2013 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
MKTG 3433 Introduction to Marketing1	3
FINN 3043 Principles of Finance1	3
Junior Senior Business Electives	6
MKTG 3633 Marketing Research	3
MKTG Elective	3
MGMT 3013 Strategic Management	3
Junior Senior Business Electives	3
General Education Elective	3
Year Total:	12 15
 Fourth Year	 Units
	FallSpring
MKTG 3553 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** n/a

Review Date

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
Adding MKTG 4453 New Product Development (new course) to course options in the Marketing major.	Provide more options for students to meet Marketing major elective requirement.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (02/27/18 11:38 am): Changed proposal type from minor to major/field of study. Changed effective date from fall 2018 to 2019. Updated program review date.