Curriculum Change Proposal Form: Bachelor of Science in Marketing

1) Unit proposing the change: Economics, Business and Accounting
2) Please check all appropriate items:

<table>
<thead>
<tr>
<th>New Course:</th>
<th>Course Change:</th>
<th>Course Deletion:</th>
<th>Program Changes:</th>
<th>New Programs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ New Course Creation^2 (include title, credits, description, etc.)</td>
<td>□ Number (within level), title, description, pre-req change^1</td>
<td>□ Remove a Course^2</td>
<td>□ Change to Major^1</td>
<td>□ New Degree^1</td>
</tr>
<tr>
<td>□ Course to be Cross Listed^2</td>
<td>□ Add to LAE^3,4</td>
<td>□ Remove a course that is currently in the LAE^4</td>
<td>□ Change to Minor^1</td>
<td>□ New Program in principle^4</td>
</tr>
<tr>
<td>□ Course to be included in LAE^3,4</td>
<td>□ Remove from LAE^4</td>
<td>□ Change to LAE (change to the LAE itself)^5</td>
<td>□ Add a Minor</td>
<td>X New Program with curriculum^4</td>
</tr>
<tr>
<td>□ Course Included in Major/Minor Requirements^1</td>
<td>□ Change in Cross-List Status^2</td>
<td>□ Delete a Major or Minor^1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Special Course or non-credit workshop^5</td>
<td></td>
<td>□ Change to Degree Requirements^5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

^1 Curriculum Committee receive & report to faculty
^2 30 day faculty review required
^3 LAE: assessment plan with assessment committee review required prior to CC consideration
^4 Full faculty approval required
^5 Curriculum Committee for action, approval published to faculty

3. Proposed term of initial offering or implementation date: Initial Offering: Spring 2012 (pilot)
   Full implementation: Fall 2012

4. Please provide the following information here or attached:
   a. recommended level: FR SO JR SR  
      The major is designed as a degree-completion program offered through the Muskingum Adult Program.
   b. credit hours: 45
   c. title: Bachelor of Science in Marketing
   d. requirements it will satisfy: (major, minor, LAE, licensure): New major
   e. prerequisites or other special conditions: Students must have work experience and hold an
      Associate's Degree or equivalent college-level credit
   f. description of change:
      The B.S. in Marketing is a new major that is part of a cluster of new Bachelor of Science business majors that share
      a common core program. The major is designed for transfer students with associate's degrees or equivalent college
      credit. As a BS degree, the major applies analytical tools to find managerial marketing solutions. The major includes
      a foundational course - BUSI 321 Organizational Management - and culminates in a seminar requiring application of
      learning to real-world problem-solving.
   g. proposed catalog description:
      The Bachelor of Science in Marketing prepares students for professional positions in marketing agencies, private,
      public sector and non-profit organizations, or for graduate programs in marketing, business and other business-
      related fields. The major provides a comprehensive understanding of marketing concepts and practices, and prepares
      students with the technical skills of marketing. As a BS degree, the major prepares students to apply business theory,
      managerial techniques, analytical tools and information technology to the goals and challenges of organizational
      marketing. Students conduct research, analyze data, create effective marketing plans, and employ strategic marketing
      skills to achieve organizational goals. The foundational principles of the major are derived from economics,
      mathematics, psychology, sociology, ethics, statistics, information technology and communication.
h. justification for change:
The major is designed to serve the career goals of adult students with workplace experience. It is a degree-completion program that builds on the academic preparation and experience of students who have earned an associate's degree or hold equivalent college-level credits.

i. staffing considerations:
(1) can be taught by present staff __
(2) will require additional staff X__  No additional full time staff are needed. Additional adjunct faculty for the program will hold academic credentials as well as professional experience.

j. anticipated frequency of offering: The major will be scheduled to accommodate completion within two years of full-time study.
(1) every semester __
(2) once a year __
(3) alternate years __

k. resources (facilities, equipment, supplies, library materials, etc.): Instructional expenses will be funded through existing Graduate and Continuing Studies budget lines.

5. Signatures:
Department Chair: [Signature]
(please attach department discussion summary)
Date: 8/24/11
Department Vote:
in favor ☐ opposed ☐ abstentions ☐

Vice President of Graduate and Continuing Studies: (if applicable) [Signature]
in favor ☐ opposed ☐ abstain (circle one)
(please attach comments)
Date: 8/30/11

Teacher Preparation Programs [Initial Licensure]: (if applicable)
in favor ☐ opposed ☐ abstain (circle one)
(please attach comments)
Date: ______/____/____

Division Coordinator: [Signature]
(please attach department and division discussion summaries)
Date: 8/24/2011
Division Vote:
in favor 24 opposed 0 abstentions 0

Committee Chair (VPAA):
Date: 9/8/11
Curriculum Committee vote:
in favor 3 opposed 0 abstentions 0

6. Date of Resolution:
(a) 30-day approval period ends ________________
(b) date of faculty meeting for consideration ________________
NOTE: See APAP section 110 for more information regarding changes to curriculum.

APPENDIX I  Curriculum Plan

The Bachelor of Science in Marketing is one of three majors that comprise a Bachelor of Science Business Cluster of majors designed for adult students who have completed an associate's degree or equivalent college-level credit and who have work experience. The three majors - B.S. Business Administration, B.S. Human Resource Management, B.S. Marketing - are baccalaureate programs preparing students to apply business theory, analytical tools and information technology to the goals and challenges of business administration (e.g. finance, innovation, logistics, quality control, problem solving and strategy).

The Bachelor of Science in Marketing provides students with analytical business tools and marketing concepts and skills to understand the marketing process, conduct marketing research and analysis and plan strategically to respond to organizational challenges. The major contains a total of fifteen courses (45 credits). Students who have completed the major are prepared for marketing positions within organizations or for graduate programs in marketing, business and related fields.

A common core of coursework provides the groundwork for all majors within the Business Cluster. The core courses are divided into two types: (A) foundational knowledge and skills and (B) business and management knowledge and skills. The curriculum guidelines for the Business Cluster core follow standards recommended by the Association to Advance Collegiate Schools of Business (AACSB) and are typical of AACSB-approved baccalaureate programs.

The proposed 30-credit Business Cluster core is comprised of the following courses:

- Accounting 201  Financial Accounting (3)
- Accounting 202  Managerial Accounting (3)
- Economics 215  Principles of Microeconomics (3)
- Economics 216  Principles of Macroeconomics (3)
- Economics 325  Statistics (3)
- Business 321  Organizational Management (3)
- Business 360  Business Law (3)
- Business 414  Business Ethics (3)
- Business 420  Information Systems for Business (3)
- Communication 355  Organizational Communication (3), or
- English 202  Business Writing (3)

Each Business Cluster major requires a minimum of five three-credit, discipline-specific courses which, together with the Business core, define the specific major.

In addition to the Business Cluster core courses, the B.S. in Marketing requires the following courses:

- Business 341  Marketing (3)
- Business 416  Professional Selling (3)
- Business 419  Consumer Behavior (3)
- Business 4BB  Marketing Analytics and Strategy (3)
- Business 4DD  Bachelor of Science in Business Seminar (3).