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## MEMORANDUM

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TO: Curriculum Committee

FROM: Jack Kirby *JK*

DATE: October 11, 2012

SUBJECT: Curriculum Proposal #12-13-11  
Final Faculty Senate Approval 11/13/2012

I recommend approval of the attached Curriculum Proposal #12-13-11 from the School of Business.

This proposal reduces the total hours needed for a B.S. in Business Administration degree with a concentration in Marketing from 128 hours to 120 hours beginning Fall 2013, and incorporates the new General Studies curriculum into the degree requirements. The effect of the proposed change includes the incorporation of 15 hours of courses from the Business Core to satisfy select attributes of the General Studies curriculum.

c: Dr. Christina Lavorata  
Dr. Richard Harvey  
Mr. Robert Weaver  
Ms. Evie Brantmayer

THIS "SHORT" FORM IS FOR LIMITED USE TO FACILITATE TRANSITION TO THE 120 HOUR BACHELOR DEGREE REQUIREMENT OR 60 HOUR ASSOCIATE DEGREE REQUIREMENT. IT WILL ONLY BE AVAILABLE FOR USE DURING ACADEMIC YEAR 2012-2013.

**ABBREVIATED CURRICULUM PROPOSAL FORM**

**NOTE:** Submit one hard copy and an electronic copy to the Associate Provost AT LEAST ONE WEEK PRIOR to the Curriculum Committee meeting when your proposal is to be reviewed.

Proposal Number: 12-13-11

School/Department/Program: School of Business - Marketing

Preparer/Contact Person: Professor Robert Weaver

Telephone Extension: 4115

Date Originally Submitted: October 9, 2012

Revision (Indicate date and label it  
Revision #1, #2, etc.): \_\_\_\_\_

Implementation Date Requested: Fall 2013

**PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal reduces the total hours needed for a B. S. in Business Administration degree with a concentration in Marketing from 128 hours to 120 hours beginning Fall 2013, and incorporates the new General Studies curriculum into the degree requirements. The effect of the proposed change includes the incorporation of 15 hours of courses from the Business Core to satisfy select attributes of the General Studies curriculum.

Deletion of course(s) or credit(s) from program(s)

Total hours None deleted.

Addition of existing course(s) or credit(s) to program(s)

Total hours None added.

**Significant course revisions and/or addition of new courses require the completion of the full, unabridged curriculum proposal which can be found in the Forms Repository.**

B.S. Degree in Business Administration – Marketing concentration  
Current Program

Required Major Courses			HRS
<b>Business Core:</b>			
ACCT	2201	Principles of Accounting I	3
ACCT	2202	Principles of Accounting II	3
BISM	2800	Corporate Communications and Technology	3
BUSN	3306	Business Law I	3
BUSN	3310	Business and Economic Statistics	3
BUSN	3320	International Business	3
BUSN	4415	Strategic Management	3
BUSN	4420	Business Ethics and Corporate Accountability	3
ECON	2201	Economic Principles & Problems I	3*
ECON	2202	Economic Principles & Problems II	3
FINC	2201	Introduction to Financial Management	3
BISM	2200	Business Information Tools	3
BISM	3200	Management Information Systems	3
MGMT	2209	Principles of Management	3
MKTG	2204	Principles of Marketing	3
MATH	1112	College Algebra (or higher math)	3*
<b>TOTAL Business Core</b>			<b>42 (48)</b>
<b>Marketing Curriculum:</b>			<b>18</b>
<i>Required Courses (6 hours)</i>			
MKTG	3340	Marketing Research	3
MKTG	4450	Marketing Management	3
<i>Electives (12 hrs.)</i>			
MKTG	2205	Salesmanship & Sales Management	3
MKTG	3305	Supply Chain Management	3
MKTG	3310	Consumer Behavior	3
MKTG	3320	Advertising and Sales Promotion	3
MKTG	3500	New Product Decisions	3

**TOTAL HOURS FOR MAJOR 60 (66)**

<b>Required General Studies Courses (*) - Six hours of Business Core – ECON 2201 and MATH 1112 - are duplicated in the General Studies Requirements, leaving 42 hours of Core courses.</b>			
First Year Experience			15-16
ENGL	1104	Written English I	3
ENGL	1108	Written English II	3
BISM	1200	Introduction to Computing	3
MATH	1112	College Algebra (or higher)	3
COMM	2200, 2201, OR 2202	Communication	3
Scientific Discovery			8
Cultural / Civilization Exploration			9

Society / Human Interactions	6
Artistic / Creative Expression	6
<b>TOTAL GENERAL STUDIES HOURS</b>	<b>44</b>
<b>TOTAL FREE ELECTIVES</b>	<b>21(15)</b>
<b>TOTAL HOURS</b>	<b>128</b>

**B.S. Degree in Business Administration – Marketing concentration**  
**Proposed Program**

<b>Required Major Courses</b>			<b>HRS</b>
<b>Business Core:</b>			
ACCT	2201	Principles of Accounting I	3
ACCT	2202	Principles of Accounting II	3
BISM	2800	Corporate Communications and Technology	3
BUSN	3306	Business Law I	3
BUSN	3310	Business and Economic Statistics	3
BUSN	3320	International Business	3
BUSN	4415	Strategic Management	3
BUSN	4420	Business Ethics and Corporate Accountability	3
ECON	2201	Economic Principles & Problems I	3
ECON	2202	Economic Principles & Problems II	3
FINC	2201	Introduction to Financial Management	3
BISM	2200	Business Information Tools	3
BISM	3200	Management Information Systems	3
MGMT	2209	Principles of Management	3
MKTG	2204	Principles of Marketing	3
MATH	1112	College Algebra (or higher math)	General Studies
<b>TOTAL Business Core</b>			<b>45</b>
<b>Marketing Curriculum</b>			<b>18</b>
<i>Required Courses (6 hours)</i>			
MKTG	3340	Marketing Research	3
MKTG	4450	Marketing Management	3
<i>Electives (12 hrs.) Selected from following courses:</i>			
MKTG	2205	Salesmanship & Sales Management	3
MKTG	3305	Supply Chain Management	3
MKTG	3310	Consumer Behavior	3
MKTG	3320	Advertising and Sales Promotion	3
MKTG	3500	New Product Decisions	3
<b>TOTAL HOURS FOR MAJOR</b>			<b>63</b>

<b>Required General Studies Courses</b>		
Attribute IA – Critical Analysis		<b>X</b>
	<b>Major Course – BISM 2200</b>	
Attribute IB – Quantitative Literacy		<b>3</b>
	MATH 1112 or higher in IB (required by major)	
Attribute IC – Written Communication		<b>3</b>
	ENGL 1104	
Attribute ID - Teamwork		<b>X</b>
	<b>Major Course – MGMT 2209</b>	
Attribute IE – Information Literacy		<b>3</b>
	ENGL 1108	
Attribute IF – Technology Literacy		<b>3</b>
	BISM 1200	
Attribute IG – Oral Communication		<b>3</b>
	COMM 2202 (preferred) or 2200 or 2201	
Attribute III - Citizenship		<b>3</b>
	<i>Student Choice from Approved Options</i>	
Attribute IV - Ethics		<b>X</b>
	<b>Major Course – BUSN 4420</b>	
Attribute V - Health		<b>2</b>
	<i>Student Choice from Approved Options</i>	
Attribute VI - Interdisciplinary		<b>3</b>
	<i>Student Choice from Approved Options</i>	
Attribute VIIA - Arts		<b>3</b>
	<i>Student Choice from Approved Options</i>	
Attribute VIIB - Humanities		<b>3</b>
	<i>Student Choice from Approved Options</i>	
Attribute VIIC – Social Sciences		<b>X</b>
	<b>Major Course – ECON 2201</b>	
Attribute VIID - Natural Science		<b>4</b>
	<i>Student Choice from Approved Options</i>	
Attribute VIII – Cultural Awareness		<b>X</b>
	<b>Major Course – BUSN 3320</b>	
Additional General Studies hours		<b>X</b>
	BISM 2800 – Writing Intensive Course	
<b>TOTAL GENERAL STUDIES HOURS</b>		<b>33</b>
<b>TOTAL FREE ELECTIVES</b>		<b>24</b>
<b>TOTAL HOURS</b>		<b>120</b>