Date Submitted: 02/27/18 9:29 am

Viewing: **MKTG-M : Marketing and Logistics Minor for Non-Business Students**

Last approved: 11/01/16 3:32 pm

Last edit: 10/12/18 3:24 pm

Changes proposed by: kboston

Catalog Pages Using
this Program

[Minors for Non-Business Students](#)

Submitter:	User ID: calison	Phone:
575-6731		

Program Status	Active
Academic Level	Undergraduate
Type of proposal	Minor

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)

Effective Catalog Year	Fall 2019
College/School Code	
Walton College of Business(WCOB)	
Department Code	
Department of Marketing(MKTG)	
Program Code	MKTG-M
Degree	Minor
CIP 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 11:34 am Alice Griffin (agriffin): Approved for Director of Program Assessment and Review

3. 06/27/18 9:23 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

10. 10/29/18 10:49 am
    Alice Griffin
    (agriffin): Approved
    for University
    Course and Program
    Committee

History

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing and Logistics Minor for Non-Business Students

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
hours needed to
complete the
program?   **21**

Program Requirements and Description

Requirements

Requirements for Marketing Minor

MKTG 3433	Introduction to Marketing	
Select an additional 9 hours from the following:		9
MKTG 3553	Consumer Behavior	
MKTG 3633	Marketing Research	
MKTG 4233	Integrated Marketing Communications	
MKTG 4343	Selling and Sales Management	
MKTG 4433	Retail Strategy	
MKTG 4443	Retail Buying and Merchandise	
MKTG 4453	**New Product Development**	
MKTG 4633	Global Marketing	
SCMT 3613	Supply Management	
Total Hours		9

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student Demand for Program   NA

Scheduled Program Review Date   NA

Program Goals and Objectives

Program Goals and Objectives
NA

Learning Outcomes

Learning Outcomes
NA

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 minor.	Provide more options for students to meet Marketing minor elective requirement.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (02/27/18 11:34 am): Changing effective catalog date from fall 2018 to fall 2019. It is too late to complete the approval process in time for the change to meet catalog deadline for fall.

Alice Griffin (agriffin) (10/12/18 3:24 pm): Switched unfound course for approved course for MKTG 4453.

Key: 595