

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: 10/12/18 3:32 pm

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
10. 10/29/18 2:39 pm  
 Alice Griffin  
 (agriffin): Approved  
 for University  
 Course and Program  
 Committee

## 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**
- [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
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013)	3
<a href="#">MATH 2053</a> Finite Mathematics	3

<u>COMM 1313</u> Public Speaking (ACTS Equivalency = SPCH 1003)	3
<u>WCOB 1111</u> Freshman Business Connection	1
<u>BLAW 2013</u> The Legal Environment of Business (ACTS Equivalency = BLAW 2003)	13
<u>ISYS 1120</u> Computer Competency Requirement	0
U.S. History or Political Science – University Core	3
<u>ENGL 1023</u> Composition II (ACTS Equivalency = ENGL 1023)	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)	3
Natural Science – University Core	4
Year Total:	16 16

## Second Year

Units

FallSpring

<u>MGMT 2053</u> Business Foundations	3
or <u>ACCT 2023</u> Accounting Principles II	
<u>ISYS 2103</u> Business Information Systems1	3
<u>MATH 2043</u> Survey of Calculus (ACTS Equivalency = MATH 2203)2	3
Social Science – University Core	3
Fine Art/Humanities– University Core	3
<u>SCMT 2103</u> Introduction to Supply Chain Management1	3
<u>MGMT 2103</u> Managing People and Organizations1	3
<u>ECON 2013</u> 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

<u>MKTG 3433</u> Introduction to Marketing1	3
<u>FINN 3043</u> Principles of Finance1	3
Junior Senior Business Electives	6
<u>MKTG 3633</u> Marketing Research	3
MKTG Elective	3
<u>MGMT 3013</u> Strategic Management	3
Junior Senior Business Electives	3
General Education Elective	3
Year Total:	12 15

## Fourth Year

Units

	Fall	Spring
<a href="#">MKTG 3553</a> Consumer Behavior	3	
MKTG Electives	6	
General Education Electives	6	
<a href="#">MKTG 4853</a> 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 Demand for Program 100

Scheduled Program **2021-2022** ~~n/a~~

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. ~~n/a~~

Learning Outcomes

**Learning Outcomes**

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**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]**

n/a

Description and justification of the request

<b>Description of specific change</b>	<b>Justification for this change</b>
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.

**Alice Griffin (agriffin) (10/12/18 3:29 pm):** Switched course not found to newly approved course - MKTG 4453.

**Alice Griffin (agriffin) (10/12/18 3:32 pm):** Inserted program goals and student learning outcomes from college's assessment report.