

Date Submitted: 02/27/18 9:38 am

Viewing: **WMKG-M : Marketing Minor for Business Majors**

Last approved: 02/02/15 11:25 am

Last edit: 10/12/18 3:35 pm

Changes proposed by: kboston

Catalog Pages Using this Program

[Marketing.\(MKTG\)](#)

Submitter:	User ID:	kboston	Phone:
5-4622			
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	WMKG-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. 07/24/17 4:20 pm
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 09/04/17 11:01 am
Alice Griffin (agriffin): Rollback to Initiator
3. 02/27/18 9:49 am
Karen Boston (kboston):

- Approved for WCOB
Dean Initial
4. 02/27/18 11:42 am
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
 5. 06/27/18 9:32 am
Karen Turner
(kvestal): Approved
for Registrar Initial
 6. 06/30/18 5:36 am
Jeff Murray
(jmurray): Approved
for MKTG Chair
 7. 10/08/18 9:06 am
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee
 8. 10/08/18 9:15 am
Karen Boston
(kboston):
Approved for WCOB
Faculty
 9. 10/08/18 1:36 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
 10. 10/08/18 4:21 pm
Miran Kang (kang):
Approved for Global
Campus
 11. 10/10/18 7:28 am
Terry Martin

(tmartin): Approved for Provost Review
 12. 10/29/18 11:08 am
 Alice Griffin
 (agriffin): Approved for University Course and Program Committee

History

1. Feb 2, 2015 by Karen Boston (kboston)

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing Minor for Business Majors

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? **15**

Program Requirements and Description

Requirements

Marketing Minor for Business Students

The Department of Marketing offers a minor for Walton College students desiring more knowledge of marketing to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The 15 hours include the following courses:

<u>MKTG 3433</u>	Introduction to Marketing	3
<u>MKTG 3553</u>	Consumer Behavior	3
Select three of the following:		9

- [MKTG 3633](#) Marketing Research
- [MKTG 3653](#) Category Management Topics
- [MKTG 4103](#) **Marketing Topics *May count for a maximum of 3 hours credit**
- [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 4513](#) Nonprofit Marketing
- [MKTG 4633](#) Global Marketing

Total Hours 15

Students who desire to earn a Marketing minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student’s undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

8-Semester Plan	
Are Similar Programs available in the area?	
No	
Estimated Student Demand for Program	100
Scheduled Program Review Date	n/a
Program Goals and Objectives	
Program Goals and Objectives	
n/a	
Learning Outcomes	
Learning Outcomes	

Learning Outcomes
n/a

Description and justification of the request

Description of specific change	Justification for this change
Include MKTG 4103, Special Topics in the Marketing minor for business majors and add 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) (09/04/17 11:01 am): Rollback: Please add justification to request. Now in a separate field.

Alice Griffin (agriffin) (02/27/18 11:42 am): Changed effective catalog year to fall 2019. It is too late to complete the approval process for this fall's catalog copy.

Alice Griffin (agriffin) (10/12/18 3:35 pm): Switch course not found to newly approved course - MKTG 4453 in program requirements. Course was approved after program change had been submitted.

Key: 156