

Date Submitted: 02/27/18 9:31 am

Viewing: **WRTL-M : Retail Minor for Business**

Majors

Last approved: 05/27/15 10:04 am

Last edit: 10/12/18 3:37 pm

Changes proposed by: kboston

Catalog Pages Using
this Program

[Retail \(RETL\)](#)

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 WRTL-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 11:44 am
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review

3. 06/27/18 9:33 am
Karen Turner
(kvestal): 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 7:28 am
Terry Martin
(tmartin): Approved
for Provost Review
10. 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)
2. May 27, 2015 by
Charlie Alison
(calison)

52.0212 - Retail Management.

Program Title

Retail 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 **15**
hours needed to
complete the
program?

Program Requirements and Description

Requirements

Retail Minor for Business Students

The Department of Marketing offers a retail minor for Walton College students desiring more knowledge of retail, 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:

| | | |
|---------------------------|-------------------------------|---|
| MKTG 3433 | Introduction to Marketing | 3 |
| MKTG 3553 | Consumer Behavior | 3 |
| MKTG 4433 | Retail Strategy | 3 |
| MKTG 4443 | Retail Buying and Merchandise | 3 |

Select one of the following: 3

ECON – Any ECON course at 3000 or 4000 level

FINN 3013 Financial Analysis

ISYS 4213 ERP Fundamentals

MGMT – any MGMT course at the 3000 or 4000 level

MKTG 3653 Category Management Topics

MKTG 4233 Integrated Marketing Communications

MKTG 4453 **New Product Development**

SCMT 3613 Supply Management

Total Hours

15

Students who desire to earn a retail 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 prerequisites 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 40

Demand for Program

Scheduled Program n/a

Review Date

Program Goals and

Objectives

Program Goals and Objectives

n/a

Learning Outcomes

Learning Outcomes

n/a

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 Retail minor. | Provide more options for students to meet Retail minor elective requirement. |

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (02/27/18 11:44 am): Changed effective catalog year to fall 2019 from 2018. It is too late to complete the approval process for fall 2018 catalog copy.

Alice Griffin (agriffin) (10/12/18 3:37 pm): Switched course not found with newly approved course - MKTG 4453. Course completed approval process after program change was originally submitted.

Key: 159