

Program Change Request

Date Submitted: 11/24/25 2:25 pm

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

Last approved: 06/24/25 10:48 am

Last edit: 12/05/25 8:11 am

Changes proposed by: judy

Catalog Pages Using
this Program

[Marketing_\(MKTG\)](#)

Submitter: User ID: judy ~~yongke~~ Phone: 4622 ~~575-5252~~

Program Status Active

Academic Level Undergraduate

Type of proposal Minor

Select a reason for this modification

Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

Effective Catalog Year Fall 2026

College/School Code Walton College of Business (WCOB)

In Workflow

1. WCOB Dean Initial
2. Provost Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. MKTG Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. Undergraduate Council
13. Faculty Senate
14. Provost Final
15. Registrar Final
16. Catalog Editor Final

Approval Path

Department Code	Department of Marketing (MKTG)
Program Code	WMKG-M
Degree	Minor
CIP Code	52.1401 - Marketing/Marketing Management, General.
Program Title	
Marketing Minor for Business Majors	
Program Delivery	
Method	
On Campus	
	Is this program interdisciplinary between two or more colleges or schools?
No	
	Do the proposed changes impact any specific course(s) from another college or school?
No	
What are the total	15
hours needed to	
complete the	
program?	

1. 11/25/25 8:29 am
Judith Garretson
Folse (jagfolse):
Approved for WCOB
Dean Initial
2. 11/25/25 3:10 pm
Jim Gigantino
(jgiganti): Approved
for Provost Initial
3. 12/05/25 8:17 am
Lisa Kulczak
(lkulcza): Approved
for Director of
Curriculum Review
and Program
Assessment
4. 12/09/25 1:56 pm
Gina Daugherty
(gdaugher):
Approved for
Registrar Initial
5. 12/09/25 2:15 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
6. 12/10/25 11:14 am
Jeff Murray
(jmurray): Approved
for MKTG Chair

Program Requirements and Description

Requirements

7. 12/10/25 12:04 pm
Judith Garretson
Folse (jagfolse):
Approved for WCOB
Curriculum
Committee
8. 12/10/25 12:14 pm
Judith Garretson
Folse (jagfolse):
Approved for WCOB
Faculty
9. 12/10/25 12:15 pm
Judith Garretson
Folse (jagfolse):
Approved for WCOB
Dean
10. 12/10/25 12:16 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
11. 12/10/25 12:33 pm
Jim Gigantino
(jgiganti): Approved
for Provost Review
12. 01/26/26 2:01 pm
Lisa Kulczak
(lkulcza): Approved
for Undergraduate
Council

History

1. Feb 2, 2015 by
Karen Boston
(kboston)
2. May 20, 2019 by
Karen Boston
(kboston)
3. Mar 6, 2020 by
Karen Boston
(kboston)
4. Mar 15, 2023 by
Charlie Alison
(calison)
5. Dec 21, 2023 by
Gina Daugherty
(gdaugher)
6. Sep 10, 2024 by
Amanda Corbell
(ac087)
7. Oct 7, 2024 by Jean
Mitchell (jem03)
8. Jun 24, 2025 by
Charlie Alison
(calison)

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 34303</u>	Introduction to Marketing	3
<u>MKTG 35503</u>	Consumer Behavior	3
Select three 30000-40000 level marketing electives (<u>MKTG 48503</u> Marketing Management is not a marketing elective).		9
MKTG 36303	Marketing Research	
MKTG 36503	Category Management Topics	
MKTG 41003	Marketing Topics (may count for a maximum of 3 hours credit)	
MKTG 42303	Integrated Marketing Communications	
MKTG 43403	Selling and Sales Management	
MKTG 43503	Advanced Professional Selling	
MKTG 44303	Retail Strategy	
MKTG 44403	Retail Buying and Merchandise	
MKTG 44503	New Product Development	
MKTG 45103	Nonprofit Marketing	
MKTG 46303	Global Marketing	
Total Hours		15

Students who desire to earn a Marketing minor must notify the Academic Advising 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 100
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
Change from having a list of marketing elective classes to let students take any marketing class except for Marketing Management	Gives more options to students for elective classes and makes changes to the catalog less frequent as new classes are created.

Upload attachments

Reviewer Comments

