

Date Submitted: 05/21/19 5:12 pm

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

Last approved: 05/20/19 3:51 pm

Last edit: 05/28/19 10:25 am

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/changing Focused Study or Track)

Effective Catalog Year Fall 2020

College/School Code Walton College of Business (WCOB)

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?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program? 15

**In Workflow**

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

**Approval Path**

1. 05/21/19 5:16 pm  
Karen Boston (kboston): Approved for WCOB Dean Initial
2. 05/28/19 10:25 am  
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review
3. 06/05/19 7:39 pm  
Lisa Kulczak (lkulcza): Approved for Registrar Initial
4. 06/06/19 8:52 am  
Gary Gunderman (ggunderm):

## Program Requirements and Description

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### Requirements

- Approved for Institutional Research
5. 06/11/19 3:20 pm  
Ronn Smith (rjs002):  
Approved for MKTG Chair
  6. 06/17/19 9:27 am  
Karen Boston (kboston):  
Approved for WCOB Curriculum Committee
  7. 06/17/19 9:30 am  
Karen Boston (kboston):  
Approved for WCOB Faculty
  8. 06/17/19 9:31 am  
Karen Boston (kboston):  
Approved for WCOB Dean
  9. 06/17/19 12:29 pm  
Miran Kang (kang):  
Approved for Global Campus
  10. 06/17/19 4:41 pm  
Terry Martin (tmartin): Approved for Provost Review
  11. 08/05/19 3:08 pm  
Alice Griffin (agriffin): Approved for University Course and Program Committee

### History

1. Feb 2, 2015 by  
Karen Boston (kboston)
2. May 20, 2019 by  
Karen Boston (kboston)

## Marketing Minor for Business Students

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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:

<a href="#">MKTG 3433</a>	Introduction to Marketing	3
<a href="#">MKTG 3553</a>	Consumer Behavior	3
Select three of the following:		9

<a href="#">MKTG 3633</a>	Marketing Research
<a href="#">MKTG 3653</a>	Category Management Topics
<a href="#">MKTG 4103</a>	Marketing Topics (may count for a maximum of 3 hours credit)
<a href="#">MKTG 4233</a>	Integrated Marketing Communications
<a href="#">MKTG 4343</a>	Selling and Sales Management
<b><a href="#">MKTG 4353</a></b>	<b>Course MKTG 4353 Not Found</b>
<a href="#">MKTG 4433</a>	Retail Strategy
<a href="#">MKTG 4443</a>	Retail Buying and Merchandise
<a href="#">MKTG 4453</a>	New Product Development
<a href="#">MKTG 4513</a>	Nonprofit Marketing
<a href="#">MKTG 4633</a>	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	
<b>Program Goals and Objectives</b>	
n/a	
Learning Outcomes	
<b>Learning Outcomes</b>	
n/a	

Description and justification of the request

Description of specific change	Justification for this change
Add new course, MKTG 4353, Advanced Professional Selling to the Marketing elective option in the minor.	Provide more course options for students.

Upload attachments

Reviewer Comments **Alice Griffin (agriffin) (05/28/19 10:25 am):** MKTG 4353 has been submitted for approval.