

PROGRAM CHANGES
WEBER STATE UNIVERSITY

Submission Date: 1/21/2015

Submitter Name: Clinton Amos

College: John B. Goddard School of Business

Department: Business Administration

Program Title: BS in Business Administration: Marketing Emphasis

Check all that apply:

- ☐ New course(s) required for major, minor, emphasis, or concentration.
- ☒ Modified course(s) required for major, minor, emphasis, or concentration.
- ☐ Credit hour change(s) required for major, minor, emphasis, or concentration.
- ☐ Credit hour change(s) for a course which is required for the major, minor, emphasis, or concentration.
- ☐ Attribute change(s) for any course.
- ☐ Program name change.
- ☐ Deletion of required course(s).
- ☐ Program mode of delivery/format change (Graduate Programs ONLY)
- ☐ Other changes (specify) _____

JUSTIFICATION:

Changes to the BS in Business Administration are required due to the following reasons:

1. Major changes to faculty resource

Over the last two years, the Business Administration Department has experienced high levels of faculty turnover through retirement. This has resulted in new faculty with different expertise and a consequent opportunity to redesign the program to provide a more appropriate and market relevant offering to students.

2. An identified need to rationalize and modernize the program

A review process revealed that the degrees in Business Administration have not been closely examined in approximately 20 years, yielding an unmanaged process that has resulted in a less than optimal level of rationalization in the current offering. This highlighted the need to reconsider the structure of the program to ensure that the program is designed appropriately to identify an optimum balance between current cutting edge thinking in the field of marketing, the department's faculty resources, and both market and student demand.

Copy the present program from the current catalog and add the required changes (exactly as you wish them to appear in the catalog). Use **strikeout** (~~strikeout~~) when deleting items in the program and **highlight** (highlight) when adding items. If multiple changes are being proposed, please provide a summary.

Summary of Proposed Changes

Note that for all changes, there is no requirement to create new courses. The changes are focused on the pathway configuration for the BS in Administration targeted area of emphasis in Marketing.

Major change:

BS in Marketing remains the same for foundation courses (i.e. Liberal Support Curriculum, Business Foundations, BSAD 2899 – Business Foundations and Admission Statement, Business Cross-Functional Core and Business Functional Core, and Major Required Courses).

Changes focus on the elective choices.

To change elective courses for the ‘Marketing’ degree program. The aim here is to focus students onto a pathway which provides them with the necessary marketing knowledge to ensure that all students leave the Business School with some degree of standardized knowledge which faculty, students and employers quickly recognize as core valuable business knowledge and skills. Currently, there is too much flexibility in student choice which allows for students to leave with varying levels of knowledge and skewed content knowledge. With too much flexibility students often make course choices based on factors other than educational or skills needs (i.e. availability of courses, timetabling for graduation goals, or perceived ‘easy’ topics). The proposed changes focus on reducing the range and number of allowable electives. To achieve this goal, the electives have now been divided into two groups. The first group consists of marketing course electives and the second group consists of other allowable electives.

Two minor changes:

1. Name change for course MKTG 3500 – Retail ~~Management~~ to MKTG 3500 – Retail and Services Marketing.
2. To remove BSAD 4500 – Entrepreneurship, FIN 3400 – Real Estate Principles and Practice, and SCM 3700 – Purchasing & Strategic Sourcing from elective courses.

Current Electives for BS Marketing – Total 9 credit hours	Proposed Electives for BS Marketing – Total 9 credit hours
<p>Elective Courses (9 credit hours)</p> <hr/> <p><u>BSAD 4210 - Survey of Business Law</u> Credits: (3)</p> <p><u>BSAD 4500 - Entrepreneurship</u> Credits: (3)</p> <p><u>FIN 3400 – Real Estate Principles and Practice</u> Credits: (3)</p> <p><u>SCM 3700 – Purchasing & Strategic Sourcing</u> Credits: (3)</p> <p><u>SCM 4100 - Quality Management and Process Improvement</u> Credits: (3)</p> <p><u>SCM 4400 – Global Supply Chain Management</u></p>	<p>Elective Courses (9 credit hours)</p> <hr/> <p>Select two courses from Group 1 plus one additional course from either Group 1 or Group 2.</p> <p>Group 1</p> <p><u>MKTG 3500 - Retail Management and Services Marketing</u> Credits: (3)</p> <p><u>MKTG 3600 - International Marketing</u> Credits: (3)</p> <p><u>MKTG 4200 – Internet Marketing</u> Credits: (3)</p> <p><u>MKTG 4860 – Marketing Internship</u> Credits: (3)</p>

Credits: (3)

MKTG 3500 - Retail Management **Credits: (3)**

MKTG 3600 - International Marketing **Credits: (3)**

MKTG 4200 – Internet Marketing **Credits: (3)**

MKTG 4860 – Marketing Internship **Credits: (3)**

COMM 3850 – Advertising **Credits: (3)**

MGMT 4300 – Leadership and Group Effectiveness **Credits: (3)**

MGMT 4650 - Negotiations **Credits: (3)**

Group 2

MGMT 4300 – Leadership and Group Effectiveness **Credits: (3)**

SCM 4100 - Quality Management and Process Improvement **Credits: (3)**

SCM 4400 – Global Supply Chain Management **Credits: (3)**

MGMT 4650 - Negotiations **Credits: (3)**

BSAD 4210 - Survey of Business Law **Credits: (3)**

COMM 3850 – Advertising **Credits: (3)**

BSAD 4500 – Entrepreneurship **Credits: (3)**

FIN 3400 – Real Estate Principles and Practice **Credits: (3)**

SCM 3700 – Purchasing & Strategic Sourcing **Credits: (3)**

After the appropriate Approvals, Email the electronic file (Microsoft Word .docx) to bstockberger@weber.edu. You may scan the Approval Page with the Signatures and email it, send a hard copy to MC 1033 through campus mail or bring to the Faculty Senate Office MA210J. Send all supporting documents pertaining to your proposal.

INFORMATION PAGE

Did this program change receive unanimous approval within the Department? Yes ____ If not, what are the major concerns raised by the opponents?

Explain any effects this program change will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, **you should include letters from the departments in question stating their support or opposition to the proposed program.**

None. Consultation with Business Administration Department faculty provided information regarding optimum courses for other Business Administration Department disciplines and discussion were held about potential issues, resource or otherwise. The Department Chair and other faculty felt that these changes constituted an improvement to the marketing program.

Indicate the number of credit hours for course work within the program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the proposed program.)

We require a total of 62-63 credit hours within the school 30 of which should be major credit hours.

Indicate the number of credit hours for course work within the current program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the current program.) ____

Same as above, we do not wish to make changes to the number of credit hours required by the school for this program.

Graduate Programs only: Describe any proposed changes in the instructional mode of delivery or course format that are program-wide in nature or that affect more than one-third of the course taught in the program (e. g. changing from in-class to online instruction).

APPROVAL PAGE

for: _____ (Program Title) Date submitted online _____

For new course proposals, excluding Experimental and Variable Title courses, the following must be completed by the Library bibliographer:

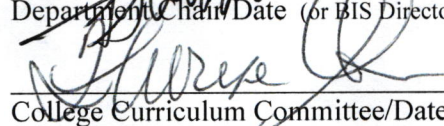
_____ The WSU Library has adequate information resources to support this proposal.

_____ Currently, the WSU Library does not have adequate information resources to support this course. However, if this proposal is approved, a Library bibliographer will work closely with departmental faculty to acquire the information resources needed. Funding for the new resources will come from the library's budget.

_____ WSU Librarian/Date

Approval Sequence:

 1/21/15
Department Chair/Date (or BIS Director)

 1/21/15
College Curriculum Committee/Date (Signature not needed on Experimental or Variable Title courses.)

Career and Technical Education Director. (Needed on new or deleted courses required in a 2-year program.)

 1/21/15
Dean of College/Date

Courses required in programs leading to secondary undergraduate teacher certification must be approved by the University Council on Teacher Education before being submitted to the Curriculum Committee.

University Council on Teacher Education/Date

Graduate course proposals must be reviewed by the University Graduate Council before being submitted to the Curriculum Committee.

I have read the proposal and discussed it with the program director.

University Graduate Council Representative/Date

University Curriculum Committee/Date

Effective Semester _____

Passed by Faculty Senate _____ Date