Proposal Date: August 1, 2017

**Gordon Ford College of Business**

**Department of Marketing**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Dr. Patricia Todd, patricia.todd@wku.edu, 745-2334

**1. Identification of program:**

* 1. Current program reference number: 720P (Seeking Admission)

720 (Admitted)

* 1. Current program title: Marketing
  2. Credit hours: 73

**2. Identification of the proposed program changes:**

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

**3. Detailed program description:**

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| **Current Admission Standards** | **Proposed New Admission Standards** |
|  |  |
| ACCT 200 | ACCT 200 |
| ACCT 201 | ACCT 201 |
| CIS 141 | CIS 141 |
| ECON 202 | ECON 202 |
| ECON 203 | ECON 203 |
| ECON 206 | ECON 206 |
| ~~MATH 116 (or higher)~~ | **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610** |
| COMM 145 | COMM 145 |
| MKT 220 | MKT 220 |
|  |  |
| To be admitted to the Marketing program (720), a student must:   1. have completed 60 hours, 2. successfully complete the nine Marketing admission courses, 3. achieve an overall GPA of 2.5 or above, 4. achieve a GPA of 2.5 or above in the following six classes: ACCT 200, CIS 141, ECON 202 and 206, COMM 145, and MKT 220. | To be admitted to the Marketing program (720), a student must:   1. have completed 60 hours, 2. successfully complete the nine Marketing admission courses, 3. achieve an overall GPA of 2.5 or above, 4. achieve a GPA of 2.5 or above in the following six classes: ACCT 200, CIS 141, ECON 202 and 206, COMM 145, and MKT 220. |
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|  |  |
| **Catalog Description – Current** | **Catalog Description - New** |
| The major in marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a “C” or better in all Marketing classes (MKT prefix) used as a part of the major on the degree program. Transfer marketing classes with a grade lower than a “C” will not count towards the Marketing major. No minor or second major is required, although approved minors inside and outside the Gordon Ford College of Business are permitted and encouraged.  To be admitted to the Marketing program (720), a student must:   1. have completed 60 hours; 2. complete (pass) the nine Marketing admissions core courses which consist of ACCT 200 and 201; ECON 202, 203, and 206; CIS 141; COMM 145; ~~MATH 116 (or higher)~~ and MKT 220; 3. the student must have an overall GPA of 2.5 or higher; 4. the student must also have a GPA of 2.5 or higher in the following six classes: ACCT 200; CIS 141; ECON 202; ECON 206; COMM 145; and MKT 220.   In addition to these classes, Marketing majors must also complete the remainder of the Gordon Ford College of Business core consisting of CIS 243; ECON 306; FIN 330; and MGT 200, 210, 314, and 498.  All marketing majors must take the following required courses: MKT 321, 325, 421, and 422; and MGT 361 or ENG 306.  For the Strategic Marketing concentration (MKGM), a student must also take MKT 322, 328, or 331; MKT 327 or 423; plus two additional marketing electives and one professional elective.  For the Sales concentration (MKSA), a student must also take MKT 329, 424, and 425, plus one additional marketing elective and one professional elective.  For the Social Media Marketing concentration (MKSM), a student must also take MKT 322, 328, and 331, plus one additional marketing elective and one professional elective or JOUR 344. | The major in marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a “C” or better in all Marketing classes (MKT prefix) used as a part of the major on the degree program. Transfer marketing classes with a grade lower than a “C” will not count towards the Marketing major. No minor or second major is required, although approved minors inside and outside the Gordon Ford College of Business are permitted and encouraged.  To be admitted to the Marketing program (720), a student must:   1. have completed 60 hours; 2. complete (pass) the nine Marketing admissions core courses which consist of ACCT 200 and 201; ECON 202, 203, and 206; CIS 141; COMM 145; **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610** and MKT 220; 3. the student must have an overall GPA of 2.5 or higher; 4. the student must also have a GPA of 2.5 or higher in the following six classes: ACCT 200; CIS 141; ECON 202; ECON 206; COMM 145; and MKT 220.   In addition to these classes, Marketing majors must also complete the remainder of the Gordon Ford College of Business core consisting of CIS 243; ECON 306; FIN 330; and MGT 200, 210, 314, and 498.  All marketing majors must take the following required courses: MKT 321, 325, 421, and 422; and MGT 361 or ENG 306.  For the Strategic Marketing concentration (MKGM), a student must also take MKT 322, 328, or 331; MKT 327 or 423; plus two additional marketing electives and one professional elective.  For the Sales concentration (MKSA), a student must also take MKT 329, 424, and 425, plus one additional marketing elective and one professional elective.  For the Social Media Marketing concentration (MKSM), a student must also take MKT 322, 328, and 331, plus one additional marketing elective and one professional elective or JOUR 344. |
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**4. Rationale for the proposed program change:**

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class, which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.

**5. Proposed term for implementation and special provisions (if applicable): Fall 2018**

**6. Dates of prior committee approvals:**

Marketing Department September 1, 2017

GFCB Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_