

Proposal Status: Workflow not started

FULL PROPOSAL: Substantive Change(s) to a Program of Study

*Note: New courses included in a program of study change require submission of the **Substantive Change to a Course** proposal.*

Title of proposal (must begin with department abbreviation): MKT

Place an X next to the ones that apply:

<input checked="" type="checkbox"/>	Alteration of requirements for any program of study including majors, minors, concentrations and certificates
<input type="checkbox"/>	Creating a new program or concentration
<input type="checkbox"/>	Changing admission requirements into a program

Effective date: Fall 2015

Contact information:

Spokesperson Name: Chris Brockman	Department: FIN
Building: Fletcher	Office Number: 412-K
Phone Extension: 1750	Email: Chris-Brockman@utc.edu

Faculty of the originating department approved this proposal on 9-15-14 (date) by a vote of 7 aye votes; 0 nay votes; 0 abstentions; 2 eligible voting members absent

1. Description of proposed changes

The Department of Marketing proposes to add an International Requirement to its concentration requirements, as follows:

3 hours chosen from:

- MKT 3180 - International Marketing
- MGT 4380 - International Management
- FIN 4120 - International Finance
- MKT 4950r - International Business Experience

2. Rationale for requested change

Include data from the annual institutional effectiveness cycle or outcomes assessment; information on changes in disciplinary field(s); national, community and workforce development trends; and address any impact on enrollment trends.

The mission of the College of Business (COB) at the University of Tennessee at Chattanooga is to provide quality educational programs that produce “academically-prepared and business-world ready men and women for a competitive global environment”. To help achieve this mission, all concentrations within the COB will require students to take one of the four International courses listed above.

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3. Current program requirements as listed in the Catalog (**current Catalog copy—include all current required courses**)

Business Administration: Marketing, B.S.

General Education

(see Certified General Education Courses for list of approved courses)

Rhetoric and Writing: (6 hours)

- Two approved courses in rhetoric and writing

Fine Arts and Humanities: (12 hours)

- Complete one approved course in each subcategory

Historical Understanding (3 hours)

Literature (3 hours)

Thought, Values and Beliefs (3 hours)

Visual and Performing Arts (3 hours)

Natural Sciences: (7-8 hours)

- Two approved natural science courses, at least one including a laboratory component

Behavioral and Social Sciences: (6 hours)

- ECON 1010 - Principles of Economics: Macroeconomics * or

- ECON 1020 - Principles of Economics: Microeconomics *

- PSY 1010 - Introduction to Psychology * or

- SOC 1510 - Introduction to Sociology *

Mathematics: (3 hours)

- MATH 1130 - College Algebra *

Statistics: (3 hours)

- MGT 2110 - Statistical Methods for Business I *

Non-Western Culture: (3 hours)

- One approved non-western culture course

Program Requirements

- ECON 1010 - Principles of Economics: Macroeconomics #

- ECON 1020 - Principles of Economics: Microeconomics #

- PSY 1010 - Introduction to Psychology # or

- SOC 1510 - Introduction to Sociology #

- MGT 1000 - Computers In Business

- MATH 1130 - College Algebra #

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- MATH 1830 - Calculus for Management, Life, and Social Sciences (if exempted from MATH 1130, student must take MATH 1830)
 - THSP 1090 - Public Speaking
 - MGT 3100 - Business Communication or
 - ENGL 2880 - Professional Writing
- 31 hours from the College of Business including:

- ACC 2010 - Principles of Accounting I
- ACC 2020 - Principles of Accounting II
- FIN 3020 - Essentials of Managerial Finance
- MGT 2110 - Statistical Methods for Business I #
- MGT 2120 - Statistical Methods for Business II
- MGT 3110 - Operations Management
- MGT 3150 - Management Concepts, Theory, and Practice
- MGT 4400 - Strategic Management
- MGT 4410 - Senior Seminar
- MKT 3130 - Principles of Marketing
- BUS 3350 - Legal Environment of Business

Marketing Program

15 hours including:

- MKT 3650 - Consumer Behavior
- MKT 3610 - Selling and Sales Management or
- MKT 3620 - Integrated Marketing Communications
- MKT 4500 - Marketing Research
- MKT 4610 - Marketing Problems
- MGT 3600 - Management Information Systems

15 hours chosen from:

- MKT 3180 - International Marketing
- MKT 3610 - Selling and Sales Management or
- MKT 3620 - Integrated Marketing Communications
- MKT 3640 - Retailing
- MKT 4150 - Business to Business Marketing
- MKT 4170 - Strategic Distribution Management
- MKT 4300 - New Venture Creation
- MKT 4310 - E-Marketing
- MKT 4420 - Services Marketing
- MKT 4490 - Practicum in Marketing and Entrepreneurship
- BUS 3900r - Internship
- Only 3 credit hours from BUS 3900r may be used to satisfy program requirements.
- ETR 3400 - Innovation and Creativity in Business
- ETR 4300 - New Venture Creation
- ETR 4490 - Practicum in Marketing and Entrepreneurship
- MGT 3400 - Innovation and Creativity in Business
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- Either 3610 or 3620 is required. The course not chosen to meet this requirement may be taken as an elective.

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Additional Information and Notes

2.0 GPA in all required major and related courses (including specified General Education courses).

Electives to complete 120 hours.

A minimum of 54 hours of the 120 total must be taken at the 3000-4000 level.

College of Business majors must complete a minimum of 51 hours from outside the College of Business.

At least 50 percent of the business credit hours required for the B.S. degree in Business Administration must be earned at UTC.

See Degree and Graduation Requirements for additional requirements.

*Also satisfies requirement in the major.

#Also satisfies general education requirement.

4. Proposed new description and program requirements to be listed in the Catalog (**current Catalog copy—include all current required courses**)
Business Administration: Marketing, B.S.

Program Requirements

- ECON 1010 - Principles of Economics: Macroeconomics #
- ECON 1020 - Principles of Economics: Microeconomics #
- PSY 1010 - Introduction to Psychology # or
- SOC 1510 - Introduction to Sociology #
- MGT 1000 - Computers In Business
- MATH 1130 - College Algebra #
- MATH 1830 - Calculus for Management, Life, and Social Sciences (if exempted from MATH 1130, student must take MATH 1830)
- THSP 1090 - Public Speaking
- MGT 3100 - Business Communication or
- ENGL 2880 - Professional Writing

31 hours from the College of Business including:

- ACC 2010 - Principles of Accounting I
- ACC 2020 - Principles of Accounting II
- FIN 3020 - Essentials of Managerial Finance
- MGT 2110 - Statistical Methods for Business I #
- MGT 2120 - Statistical Methods for Business II
- MGT 3110 - Operations Management
- MGT 3150 - Management Concepts, Theory, and Practice
- MGT 3410 – Success Seminar: Career Development
- MGT 4400 - Strategic Management
- MKT 3130 - Principles of Marketing
- BUS 3350 - Legal Environment of Business

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Marketing Program

15 hours including:

- MKT 3650 - Consumer Behavior
- MKT 3610 - Selling and Sales Management or
MKT 3620 - Integrated Marketing Communications
- MKT 4500 - Marketing Research
- MKT 4610 - Marketing Problems
- MGT 3600 - Management Information Systems

3 hours chosen from:

- MKT 3180 - International Marketing
- MGT 4380 - International Management
- FIN 4120 - International Finance
- MGT 4950r - International Business Experience

15 hours chosen from:

- MKT 3180 - International Marketing (MKT 3180 may be applied to program or concentration requirements, but not both.)
- MKT 3610 - Selling and Sales Management or
- MKT 3620 - Integrated Marketing Communications
- MKT 3640 - Retailing
- MKT 4150 - Business to Business Marketing
- MKT 4170 - Strategic Distribution Management
- MKT 4300 - New Venture Creation
- MKT 4310 - Digital Marketing
- MKT 4420 - Services Marketing
- MKT 4490 - Practicum in Marketing and Entrepreneurship
- MKT 3900r or BUS 3900r - Internship
(Only 3 credit hours from MKT 3900r or BUS 3900r may be used to satisfy program requirements.)
- ETR 3400 - Innovation and Creativity in Business
- ETR 4300 - New Venture Creation
- ETR 4490 - Practicum in Marketing and Entrepreneurship
- MGT 3400 - Innovation and Creativity in Business

Either 3610 or 3620 is required. The course not chosen to meet this requirement may be taken as an elective.

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*Also satisfies requirement in the major.

#Also satisfies general education requirement.

5. Outline the student learning outcomes—a statement of the minimum expectations of students as they complete the program. You must list at least three outcomes.
Learning Outcomes

Marketing majors will demonstrate:

1. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to product issues.
 2. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to pricing issues.
 3. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to place issues.
 4. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to promotion issues.
 5. An understanding of segmenting and targeting.
 6. An understanding of positioning.
 7. An understanding of consumer behavior.
 8. An understanding of qualitative and quantitative marketing research techniques.
 9. The ability to provide solutions to applied marketing problems.
6. How will students be assessed on the program learning outcomes?
Students will be assessed using embedded measures in the program.
7. Attach a curriculum map for the new program/concentration.
Please see the direction at the end of this proposal for how to upload your curriculum map document.
8. Does this change require new resources from the originating department or other departments (including the library)? If yes, please explain.
No
9. Will the proposed changes impact the ability of students to complete degree requirements in a timely manner? How will the proposed changes impact requirements in other departments or programs?

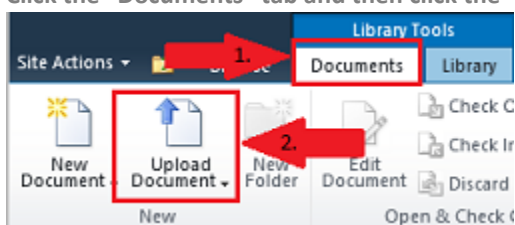
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The proposed changes will not impact the ability of students to complete the degree requirements in a timely manner. This proposal will not impact the requirements in other departments or programs.

10. Attach a Clear Path Showcase for the new program/concentration.
Please see the directions at the end of this proposal for how to upload your clear path document.

Direction for uploading supporting documents:

1. To upload your model syllabus to the folder for your proposal go to <https://spaces.utc.edu/sites/UndergraduateProposal>.
2. Next, click on the name of your proposal under "My Proposals".
3. Click the "Documents" tab and then click the "Upload Document" tab.



Important: After completing your proposal you must start the *Curriculum Proposal Workflow*.

To begin workflow:

1. Click on the name of your proposal below.
2. Next, click the "Document Set Manage" tab in the ribbon at the top of the page and select the "Workflows" button.



3. Under "Start a New Workflow" click "Curriculum Proposal Workflow" and then click the "Start" button.

Workflow Sequence for Full Proposal –Program Changes

1. Department Head
2. College Curriculum Committee
3. College Dean
4. Other Areas Affected (If any)
5. Records Office
6. Associate Provost

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7. Provost (if a fee will be assessed)
8. Faculty Senate Curriculum Committee
9. Faculty Senate