UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: __Rick Andrews_______________________phone number__831-1190_____
Department: __Business Administration________email address:_andrewsr@udel.edu____
Date: _______9-11-10______________________________________________

Action: _______Revise Major___________________________________________________________
(Example: add major/minor/concentration, delete major/minor/concentration, revise
major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term____11F_______________________________________________________________
(use format 04F, 05W)

Current degree______BS_____________________________________________________________
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: ___BS________________________________________
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name:_______________________________________________________________
Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting:

Undergraduate major / Concentration: _______Marketing________________________________
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: _____________________________________________________________
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change:___________________________________________
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study:__________________________________________________________
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration:_____________________________________________________

Note: all graduate studies proposals must include an electronic copy of the Graduate
Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the
overall program objectives of the major/minor/concentrations)?
(Be aware that approval of the curriculum is dependent upon these courses successfully passing through
the Course Challenge list. If there are no new courses enter “None”)
None

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: http://www.ugs.udel.edu/gened/

NA

Identify other units affected by the proposed changes:
(Attach permission from the affected units. If no other unit is affected, enter “None”)

Describe the rationale for the proposed program change(s):
(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The Marketing major needs to be revised to incorporate the new University Breadth requirements approved by the Faculty Senate in Spring 2010.

Program Requirements:
(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and include a side-by-side comparison of the credit distribution before and after the proposed change.)

See attached.
**ROUTING AND AUTHORIZATION:**  (Please do not remove supporting documentation.)

Department Chairperson ___________________________ Date__________________

Dean of College________________________________________ Date__________________

Chairperson, College Curriculum Committee_________________________ Date__________________

Chairperson, Senate Com. on UG or GR Studies_________________________ Date__________________

Chairperson, Senate Coordinating Com._________________________ Date__________________

Secretary, Faculty Senate____________________________________ Date__________________

Date of Senate Resolution_________________________ Date to be Effective__________________

Registrar ___________________________ Program Code _______________ Date__________________

Vice Provost for Academic Affairs & International Programs_________________________ Date__________________

Provost __________________________________________ Date__________________

Board of Trustee Notification_________________________ Date__________________

Revised 02/09/2009 /khs
Proposed New Curriculum for Marketing Major

DEGREE: BACHELOR OF SCIENCE
MAJOR: MARKETING

Marketing majors learn how to gather information regarding consumers' needs and wants and use this information to make strategic decisions regarding goods or services, pricing, promotion and distribution. The goal of marketing is to create, build and maintain mutually beneficial exchanges with consumers and/or businesses to achieve organizational objectives.

CURRICULUM CREDITS

UNIVERSITY REQUIREMENTS

ENGL 110 Critical Reading and Writing (minimum grade C-) 3
BUAD110 First Year Experience (FYE) (minimum grade C-) 3
Discovery Learning Experience (DLE) 3
Multicultural Course 3
Three credits in an approved course or courses stressing multicultural, ethnic, and/or gender-related course content. This requirement may be fulfilled by courses required below.

University Breadth Requirements
Creative Arts and Humanities (minimum grade C-) 3
History and Cultural Change (minimum grade C-) 3
Social and Behavioral Sciences (minimum grade C-) 3
Mathematics, Natural Sciences, and Technology (minimum grade C-) 3

These requirements may be fulfilled by courses required below. These four courses must be chosen from four different departments.

MAJOR REQUIREMENTS

Additional credits from Creative Arts and Humanities, History and Cultural Change, and/or foreign language instruction 6

Additional credits from Social and Behavioral Sciences 3

Psychology 3
Sociology 3

Natural and Physical Science (including 1 lab credit) 4
From Animal Science, Biological Sciences, Chemistry, Entomology, Geology, Marine Studies, Physics, Plant Science, and Science.

MATH 221 Calculus I (minimum grade C-) 3
MATH 201/MATH 202 Introduction to Statistics I and II (minimum grade C-) 6
COMM 212 Oral Communication in Business 3

ECON 151 Introduction to Microeconomics: Prices and Markets (minimum grade C-) 3
ECON 152 Introduction to Macroeconomics: National Economy (minimum grade C-) 3
ACCT 207  Accounting I (minimum grade C-)  
ACCT 208  Accounting II (minimum grade C-)  
ACCT 352  Law and Social Issues in Business  
FINC 311  Principles of Finance (minimum grade C-)  
MISY 160  Business Computing: Tools and Concepts  
MISY 261  Introduction to Business Information Systems  

Only one of the following will count toward graduation:  
MISY 261  Introduction to Business Information Systems  
or  
ACCT 302  Accounting Information Systems  

Students must earn a grade of C- or better in all of the following courses:  
BUAD 301  Introduction to Marketing  
BUAD 302  Marketing Research  
BUAD 306  Operations Management  
BUAD 309  Management and Organizational Behavior  
BUAD 441  Strategic Management  
BUAD 477  Information Technology Applications in Marketing  
BUAD 479  Marketing Strategy for the Firm  

Three of the following courses:  
(minimum grade C- in each course)  
(must include either BUAD 471 or BUAD 473)  
BUAD 470  Sales Management and Selling  
BUAD 471  Advertising Management  
BUAD 472  Marketing, Society and Environment  
BUAD 473  Buyer Behavior  
BUAD 474  Marketing Channels and Retailing  
BUAD 475  International Marketing  
BUAD 478  Field Projects in Marketing  

One of the following International theme courses:  
ACCT 483  Introduction to International Accounting  
ACCT 395  Seminar: International Accounting  
BUAD 383  Seminar on International Business  
BUAD 384  Global Business Environment  
BUAD 386  International Business Management  
BUAD 391  Seminar on International Management  
BUAD 393  Seminar on International Marketing Management  
BUAD 394  Seminar on International Operations Management  
BUAD 425  Current Issues in Global Business  
BUAD 475  International Marketing  
ECON 311  Economics of Developing Countries  
ECON 340  International Economics  
ECON 441  Advanced International Microeconomics  
ECON 443  International Monetary Economics  
FINC 392  Seminar on International Financial Management  
FINC 415  International Finance  
MISY 395  Global Issues in Information Technology  

Professional Electives  
ACCT, FINC, BUAD, or MISY courses (at the 300 level or higher)
ELECTIVES
After required courses are completed, sufficient credits must be taken to meet the minimum credits required for the degree. Elective courses should be chosen from outside the Alfred Lerner College of Business and Economics, and no more than two credits can be from HESC 120.

CREDITS TO TOTAL A MINIMUM OF: 121
Current Curriculum for Marketing Major

DEGREE: BACHELOR OF SCIENCE
MAJOR: MARKETING

Marketing majors learn how to gather information regarding consumers' needs and wants and use this information to make strategic decisions regarding goods or services, pricing, promotion and distribution. The goal of marketing is to create, build and maintain mutually beneficial exchanges with consumers and/or businesses to achieve organizational objectives.

CURRICULUM CREDITS

UNIVERSITY REQUIREMENTS
ENGL 110 Critical Reading and Writing 3
(minimum grade C-)

First Year Experience (FYE) 0-4

Breadth Requirement 12

Discovery Learning Experience (DLE) 3

Multicultural Courses 3
Three credits in an approved course or courses stressing multicultural, ethnic, and/or gender-related course content.

MAJOR REQUIREMENTS
Twelve Humanities credits from: 12
Art History, History, English (except composition or similar courses), Foreign Languages (up to 6 of the allowable 9 credits may be grammar courses), Philosophy, Music (except credit for participation in instrumental and/or choral organizations), Theatre, Comparative Literature, and literature courses taught in a foreign language. No more than nine credits may be taken in one department.

Twelve Social and Behavioral Science credits from:
Psychology 3
Sociology 3

Six credits from: 6
Anthropology, Economics (200-level or higher), Geography, Political Science and International Relations, Psychology or Sociology (except Criminal Justice). No more than six credits may be taken in one department to fulfill the Social and Behavioral Science requirements.

MATH 221 Calculus I (minimum grade C-) 3
MATH 201/MATH 202 Introduction to Statistics I and II (minimum grade C-) 6
COMM 212 Oral Communication in Business 3

Seven Natural and Physical Science credits including one lab credit from:
Biological Sciences, Chemistry, Entomology, Geology, Marine Studies, Physics, Plant Science and Science.

ECON 151 Introduction to Microeconomics: Prices and Markets (minimum grade C-) 3
ECON 152  Introduction to Macroeconomics: National Economy (minimum grade C-)  3
ACCT 207  Accounting I (minimum grade C-)  3
ACCT 208  Accounting II (minimum grade C-)  3
ACCT 352  Law and Social Issues in Business  3
FINC 311  Principles of Finance (minimum grade C-)  3
MISY 160  Business Computing: Tools and Concepts  3
MISY 261  Introduction to Business Information Systems  3

Only one of the following will count toward graduation:
MISY 261 or ACCT 302

Students must earn a grade of C- or better in all of the following courses:
BUAD 110  Basics of Business  3
BUAD 301  Introduction to Marketing  3
BUAD 302  Marketing Research  3
BUAD 306  Operations Management  3
BUAD 309  Management and Organizational Behavior  3
BUAD 441  Strategic Management  3
BUAD 477  Information Technology Applications in Marketing  3
BUAD 479  Marketing Strategy for the Firm  3

Three of the following courses:
(minimum grade C- in each course)
(must include either BUAD 471 or BUAD 473)
BUAD 470  Sales Management and Selling  3
BUAD 471  Advertising Management  3
BUAD 472  Marketing, Society and Environment  3
BUAD 473  Buyer Behavior  3
BUAD 474  Marketing Channels and Retailing  3
BUAD 475  International Marketing  3
BUAD 478  Field Projects in Marketing  3

One of the following International theme courses:
ACCT 395  Seminar: International Accounting  3
ACCT 483  Introduction to International Accounting  3
BUAD 383  Seminar on International Business  3
BUAD 384  Global Business Environment  3
BUAD 386  International Business Management  3
BUAD 391  Seminar on International Management  3
BUAD 393  Seminar on International Marketing Management  3
BUAD 394  Seminar on International Operations Management  3
BUAD 425  Current Issues in Global Business  3
BUAD 475  International Marketing  3
ECON 311  Economics of Developing Countries  3
ECON 340  International Economics  3
ECON 441  International Trade  3
ECON 443  International Monetary Economics  3
FINC 392  Seminar on International Financial Management  3
FINC 415  International Finance  3
MISY 395  Global Issues in Information Technology  3

Professional Electives
ACCT, BUAD, ENTR, FINC, or MISY courses (at the 300-level or higher) 3

**ELECTIVES**

After required courses are completed, sufficient credits must be taken to meet the minimum credits required for the degree. Elective courses should be chosen from outside the Alfred Lerner College of Business and Economics, and no more than two credits can be from HESC 120.

CREDITS TO TOTAL A MINIMUM OF 121