

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-)	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](#) 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	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: 9

(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: 3

[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) 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**

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 (minimum grade C-)	3
---	---

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:	7
---	---

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: 9

(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: 3

ACCT 395	Seminar: International Accounting
ACCT 483	Introduction to 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	International Trade
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, 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