# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC) PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): please read.

**N.B. DO NOT USE HIGHLIGHT, please DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A.1. [Course or program](#Proposal) | **Marketing B. S. major and minor** | | | |  |
| [Replacing](#Ifapplicable) |  | | | |
| A.2. [Proposal type](#type) | **Program:** [**revision**](#revision) | | | |
| A.3. [Originator](#Originator) | **Julie Urda** | [Home department](#home_dept) | **Management and Marketing** | | |
| A.4. [Context and Rationale](#Rationale) | The Management and Marketing Department proposes to revise the marketing curriculum. We propose the following changes to satisfy the our program objectives including: 1) greater student engagement in experiential learning; 2) active instruction in writing-in-the-discipline; 3) more time allotted to course content; and 4) updating the management majors to reflect requirements of accreditation boards both within their respective fields and across the field of business in general.  The following summarizes requested revisions to the Marketing major:  1. Moving all Marketing courses to 4 credits. These include:  MKT 201, 215, 323, 329, 322, 333, 334, 335, 337, 338, 340, 347, 462, 467, and 490-492.  In the management and marketing core and restricted electives, the time will be used to cover more creative and critical thinking; problem solving activities including analysis of case studies, group discussions, in-class team projects, and simulations; significant in-depth experience with statistical modeling, forecasting, and data analytics (in MGT 249 and MKT 333); and, in general, allowing us to teach all of the material that we want to cover on topics rather than having to truncate lectures due to the 80-minute time constraint of a 3-credit course. In addition, students who conduct independent studies and honors theses regularly put in significantly more time and effort than what is required for a 3-credit course, so making the 490+ courses into 4-credit courses gives those students the credit they deserve. These changes allow us to meet objectives 1 and 3 above.  Currently, Writing-in-the-Discipline for Marketing is officially covered in only six courses: MGT 201, 320, 322, 341, and 348 and Marketing 201. We have found this is not enough to prepare our students for the requirements job recruiters demand. The School of Business has traditionally required a writing assignment in every course. The Management and Marketing department continues this tradition by having a writing component in every course. Having an extra half hour of class (in a twice-per-week course) would allow time for low-stakes writing assignments, opportunities to show application of information taught in the curriculum, oral presentations, peer reviews, and workshops on proper referencing and citation techniques (which students still cannot do as upperclassmen, despite the excellent strides made by First Year Seminar, First Year Writing, and all the other courses taken in between). This change allows us to meet objective 2 above.  Finally, with the School of Business’ (SoB) overall initiative toward accreditation, there have been drives toward standardization across disciplines in the SoB within each department’s respective field. To align ourselves with this initiative, the Management and Marketing department decided to standardize the required credits of all its majors (eventually) and to assure they reflected the pedagogical guidelines of the authoritative bodies in their respective fields.  Previously, the General Management concentration required 61-62 credits, the Operations Management concentration required 64-66 credits, the HRM concentration required 70-72 credits, and the Marketing major required 70 credits. Many students currently opt for General Management as their major simply because it requires the lowest number of credits to graduate. Students are also disappointed when we remind them that they must take extra courses to complete 120 total credits to graduate despite having completed their required courses for their major and general education. They often complete these free electives by taking more management and marketing courses anyway. Therefore, we felt that moving from 3-credit to 4-credit courses and making all majors equal in credit would not be a burden on students in our majors.  Although the total number of credits for the Management and Marketing majors has increased to 76 (80 for HRM), this increase is solely from moving from 3-credit to 4-credit courses. The Marketing major has actually decreased the number of courses required.  The rationale for each change is as follows:  The Marketing department decided that requiring two seminars is superfluous and makes the major too large. Having only one capstone is in line with the other majors in the School of Business, so Marketing will keep MKT 462 as its only capstone. To keep the total course credits in line with the rest of the Management and Marketing department majors, the Marketing program has deleted Management 461 and one restricted elective. Finally, the title and topics of the restricted elective, MKT 323: Direct Marketing, have been changed to MKT 323: Digital Marketing to stay current with marketing industry (AMA) trends.  These changes allow us to meet objective 4 above.  II.) The following summarizes requested revisions to the Marketing minor:  There are no course changes to the Marketing minor, only total credits. The Marketing minor will still require the same seven courses as before. The total credits will increase from 22 to 28. Of course, if students opt to take Econ 214 and 215 in lieu of Econ 200, total credits will equal 30. | | | | |
| A.5. [Student impact](#student_impact) | **Some students will have to take more credits than they had originally planned on as their courses move from three- to four-credit courses, but they also may need to take two fewer courses in order to complete their major.** | | | | |
| A.6. [Impact on other programs](#impact) | **None.** | | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **None** | | | |
| [*Library*:](#library) | **None** | | | |
| [*Technology*](#technology) | **None** | | | |
| [*Facilities*](#facilities): | **None** | | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2019** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | |  | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: This single file copy must include ALL relevant pages from the college catalog, and show how the catalog will be revised. (1) Go to the “Forms and Information” page on the UCC website. Scroll down until you see the Word files for the current catalog. (2) Download ALL catalog sections relevant for this proposal, including course descriptions and/or other affected programs. (3) Place ALL relevant catalog copy into a single file. Put page breaks between sections and delete any catalog pages not relevant for this proposal. (4) Using the track changes function, revise the catalog pages to demonstrate what the information should look like in next year’s catalog. (5) Check the revised catalog pages against the proposal form, especially making sure that program totals are correct if adding/deleting course credits. If new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all is acceptable. Send as a separate file along with this form. | | | | | |

### C. [Program Proposals](#program_proposals) **complete only what is relevant to your proposal Delete this whole page if the proposal is not revising, creating, deleting or suspending any progam.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| C.1. [Enrollments](#enrollments) | **151** | **151** |
| C.2. [Admission requirements](#admissions) |  |  |
| C.3. [Retention requirements](#retention) |  |  |
| C.4. [Course requirements](#course_reqs) for each program option | Core Courses:   |  |  |  |  | | --- | --- | --- | --- | | ACCT 201 | Principles of Accounting I: Financial | 3 |  | | ACCT 202 | Principles of Accounting II: Managerial | 3 |  | | CIS 252 | Introduction to Information Systems | 4 |  | | ECON 214 | Principles of Microeconomics | 3 |  | | ECON 215 | Principles of Macroeconomics | 3 |  | | FIN 301 | Financial Management | 4 |  | | MGT 249 | Business Statistics II | 3 |  | | MGT 201 | Foundations of Management | 3 |  | | MGT 322 | Organizational Behavior | 3 |  | | MGT 341 | Business, Government, and Society | 3 |  | | MGT 348 | Operations Management | 3 |  | | MGT 461 | Seminar in Strategic Management | 3 |  | | MKT 201 | Introduction to Marketing | 3 |  | | MKT 215 | Marketing Creativity | 3 |  | | MKT 333 | Market Research | 3 |  | | MKT 334 | Consumer Behavior | 3 |  | | MKT 462 | Strategic Marketing Management | 3 |  | |  | THREE ADDITIONAL COURSES in marketing at the 300-level or above. | 9 |  | | MATH 177 | Quantitative Business Analysis I | 4 |  | | MATH 248 | Business Statistics I | 4 |  |   Note: MATH 177: Fulfills the Mathematics category of General Education.  Note: MATH 248: Fulfills the Advanced Quantitative Scientific Reasoning category of General Education.  The marketing minor consists of a minimum of 22 credit hours (seven courses), as follows:   |  |  |  |  | | --- | --- | --- | --- | | ECON 200 | Introduction to Economics | 4 |  | | MGT 201 | Foundations of Management | 3 |  | | MKT 201 | Introduction to Marketing | 3 |  | | MKT 215 | Marketing Creativity | 3 |  | | MKT 334 | Consumer Behavior | 3 |  |   AND TWO ADDITIONAL 300-level marketing courses.  Note: ECON 200: (or both ECON 214 and ECON 215) | Core Courses:   |  |  |  |  | | --- | --- | --- | --- | | ACCT 201 | Principles of Accounting I: Financial | 3 |  | | ACCT 202 | Principles of Accounting II: Managerial | 3 |  | | CIS 252 | Introduction to Information Systems | 4 |  | | ECON 214 | Principles of Microeconomics | 3 |  | | ECON 215 | Principles of Macroeconomics | 3 |  | | FIN 301 | Financial Management | 4 |  | | MGT 249 | Business Statistics II | 4 |  | | MGT 201 | Foundations of Management | 4 |  | | MGT 322 | Organizational Behavior | 4 |  | | MGT 341 | Business, Government, and Society | 4 |  | | MGT 348 | Operations Management | 4 |  | | MKT 201 | Introduction to Marketing | 4 |  | | MKT 215 | Marketing Creativity | 4 |  | | MKT 333 | Market Research | 4 |  | | MKT 334 | Consumer Behavior | 4 |  | | MKT 462 | Strategic Marketing Management | 4 |  | |  | TWO ADDITIONAL COURSES in marketing at the 300-level or above. | 8 |  | | MATH 177 | Quantitative Business Analysis I | 4 |  | | MATH 248 | Business Statistics I | 4 |  |   Note: MATH 177: Fulfills the Mathematics category of General Education.  Note: MATH 248: Fulfills the Advanced Quantitative Scientific Reasoning category of General Education.  The marketing minor consists of a minimum of 28 credit hours (seven courses), as follows:   |  |  |  |  | | --- | --- | --- | --- | | ECON 200 | Introduction to Economics | 4 |  | | MGT 201 | Foundations of Management | 4 |  | | MKT 201 | Introduction to Marketing | 4 |  | | MKT 215 | Marketing Creativity | 4 |  | | MKT 334 | Consumer Behavior | 4 |  |   AND TWO ADDITIONAL 300-level marketing courses.  Note: ECON 200: (or both ECON 214 and ECON 215) |
| C.5. [Credit count](#credit_count) for each program option | **Marketing major: 70**  **Marketing minor: 22-24** | **Marketing major: 76**  **Marketing minor: 28-30** |
| C.6. Other changes if any |  |  |
|  |  |  |

D. Signatures

* Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to [curriculum@ric.edu](mailto:curriculum@ric.edu) and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. may include multiple departments, e.g., for joint/interdisciplinary prposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Constance Milbourne | Chair of Management & Marketing |  |  |
| Jeffrey Mello | Dean of School of Business |  |  |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
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