

**College of Business and Economics
Proposed Catalog Changes
Effective Summer 2020**

1. Change the following course:

EMBA 512 The External Context of Business

~~3~~2 credits

This course examines the economic, social, technological, legal, and competitive environments in which organizations operate, with emphasis on the interfaces between business, society, and the natural environment. Frameworks and tools for analyzing this complex organizational context will be introduced, with special attention given to how this context creates opportunities and risks for today's organizations.

2. Make the following curricular changes:

Marketing (B.S.Bus)

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

Code	Title	Hours
College of Business & Economics Requirements		54-57
Major Requirements		21-43
Total Hours		75-100
Course List		
Major Requirements		
Code	Title	Hours
MKTG 324	Consumer Behavior	3
MKTG 421	Marketing Research & Analysis	3
MKTG 428	Marketing Management	3
Emphases/Options		
Select one of the following emphases/options:		12-34
General Marketing Emphasis		
Sales Management Option		
Entrepreneurship Emphasis		
PGA Golf Management Option		
Marketing Analytics Option		
Total Hours		21-43
Course List		
A. General Marketing Emphasis		
Select one 300-400 level CBE course¹		3
Tier 1 Marketing Electives		
Product Elective		3
<u>MKTG 427</u>		

or MKTG 495		
Pricing Requirement		<u>3</u>
MKTG 424	Pricing Strategy and Tactics ²	3
or ECON 352	Intermediate Microeconomic Analysis	
Place Elective		<u>3</u>
MKTG 425	Retail Distribution Mgmt	3
or MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	3
or MKTG 495	Product Development and Brand Management	
Promotions Elective		<u>3</u>
Select one of the following:		3
AGEC 333	Introduction to Sales	
MKTG 420	Integrated Marketing Communication	
or MKTG 422	Sales Management	
Business Elective		<u>3</u>
One 300-400 level CBE course		
Total Hours		15
Course List		
Courses to total 120 credits for this degree		
¹	300-400 level CBE: A CBE, Statistics, or Mathematics course, excluding FIN 301, MHR 311, MKTG 321, MIS 350, OM 370.	
²	<i>ECON 352 Intermediate Microeconomic Analysis cannot be used to also satisfy the upper-division economics requirement.</i>	
B. Sales Management Option		
AGEC 333	Introduction to Sales	3
MKTG 422	Sales Management	3
Sales Practicum/Sales Internship/Vandal Solutions		
Select 3 credits from the following:		3
AGEC 433	Advanced Sales	
BUS 429	Vandal Solutions	
MKTG 398	Internship	
Sales Electives		
Select 6 credits from the following:		6
MHR 417	Deploying and Developing Human Capital	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Mgmt	
MKTG 426	Marketing Channels Management	
OM 470	Supply Chain Management	
Total Hours		15
Course List		
Courses to total 120 credits for this degree.		
C. Entrepreneurship Emphasis		
One 300-400 level CBE course³		3
ACCT 482	Enterprise Accounting	3

ENTR 414	Entrepreneurship	3
ENTR 415	New Venture Creation	3
Marketing Electives		
Select one course from the following:		3
MKTG 420	Integrated Marketing Communication	
MKTG 422	Sales Management	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Mgmnt	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
BUS 429	Vandal Solutions (Max 6 credits)	
MKTG 482	International Marketing	
MKTG/RMAT 495	Product Development and Brand Management	
Entrepreneurship Practicum/Internship/Vandal Solutions		
Select 3 credits from the following:		3
BUS 429	Vandal Solutions (Max 6 credits)	
MKTG 398	Internship	
<u>Business Elective</u>		
<u>One 300-400 level CBE course</u>		<u>3</u>
Total Hours		18
Course List		
¹	A CBE, Statistics, or Mathematics course, excluding FIN 301, MHR 311, MKTG 321, MIS 350, OM 370.	
Courses to total 120 credits for this degree		
D. PGA Golf Management Option		
PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	3
PGA 251	PGA Golf Management II	3
PGA 298	Internship (Max 6 credits)	1-3
PGA 385	PGA Golf Management III	3
PGA 398	Internship (Max 6 credits)	1-3
RSTM 105	Teaching Golf I	2
RSTM 205	Teaching Golf II	2
RSTM 305	Teaching Golf III	2
Tier 1 Marketing Electives		
<u>Pricing Requirement</u>		<u>3</u>
MKTG 424	Pricing Strategy and Tactics ²	3
or ECON 352	Intermediate Microeconomic Analysis	
<u>Place Elective</u>		<u>3</u>
MKTG 425	Retail Distribution Mgmnt	3
or MKTG 426	Marketing Channels Management	
<u>Product Elective</u>		<u>3</u>
MKTG 427	Services Marketing	3
or MKTG 495	Product Development and Brand Management	

Promotions Elective	Select one course from the following:	3
AGEC 333	Introduction to Sales	
MKTG 420	Integrated Marketing Communication	
or MKTG 422	Sales Management	
Total Hours		31-35
Course List		
⁴ ECON 352 cannot be used to also satisfy the upper division economics requirement.		
Courses to total 129 credits for this degree		
<i>Students must pass the PGA Player Ability Test</i>		
<i>Students must have a 12.0 handicap or better to enter this program.</i>		
<i>Students must also be a U.S. citizen to be eligible for PGA membership.</i>		
E. Marketing Analytics Option		
MKTG 431	Marketing Analytics	3
STAT 422	Sample Survey Methods	3
STAT 431	Statistical Analysis	3
Select one of the following:		4
MATH 160	Survey of Calculus	
MATH 170	Calculus I	
MATH 175	Calculus II	
Select one of the following:		3
ANTH 416	Qualitative Social Science Methods	
MATH 330	Linear Algebra	
MIS 455	Data Management for Big Data	
PSYC 430	Tests and Measurements	
STAT 507	Experimental Design	
STAT 514	Nonparametric Statistics	
STAT 516	Applied Regression Modeling	
Tier 1 Marketing Electives		
Select one course from the following:		3
AGEC 333	Introduction to Sales	
ECON 352	Intermediate Microeconomic Analysis	
MKTG 420	Integrated Marketing Communication	
MKTG 422	Sales Management	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Mgmnt	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
MKTG/RMAT 495	Product Development and Brand Management	
Total Hours		19
Courses to total 120 credits for this degree		

Rationale:

GENERAL MARKETING - This change is in line with the change in the prerequisite for Mktg 428 initiated in Fall 2018 to clarify the use of Tier 1 Marketing language in the prerequisites for the course as well remove all references to Tier 1 in the catalog.

The term Tier 1 Marketing Elective in the requirements is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students take a marketing elective to provide depth in knowledge within the domain of marketing and also provide the students the necessary marketing background they would need to be successful in Mktg 428, the marketing capstone course. By removing AgEc 333 and Econ 352, we will be making the list of courses consistent with the intent of a Tier 1 marketing course. The removal of these two courses also eliminates the possibility a student could take one, and then not meet the requirements of Mktg 428 and become stuck while not having satisfactorily met the prerequisites for the marketing capstone.

This change proposes to clean up the marketing electives and keep them in consistent with the prerequisites for the Mktg 428 (marketing capstone course). The change should also help make it clearer for students during advising and scheduling courses. We are also asking to re-order the electives in the catalog to represent the traditional description of the marketing electives in order by product (Mktg 427 and Mktg/RMat 495), price (Mktg 424), place (Mktg 425 and Mktg 426), and promotions (Mktg 420 and Mktg 422). We have inserted language to provide headers for each of the product, price, place, and promotions requirements. Additionally, we are asking to move the business elective (Select one 300-400 level CBE course) to the end of the list and to provide a clear label for the elective requirement.

ENTREPRENEURSHIP - This change is in line with the change in the prerequisite for Mktg 428 initiated in Fall 2018 to clarify the use of Tier 1 Marketing language in the prerequisites for the course as well remove all references to Tier 1 in the catalog. The term Tier 1 Marketing Elective in the marketing language is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students take a marketing elective to provide depth in knowledge within the domain of marketing and also provide the students the necessary marketing background they would need to be successful in Mktg 428, the marketing capstone course. By removing Bus 429, we will be making the list of courses consistent with the intent of a Tier 1 marketing course. The removal of this course also eliminates the possibility a student could take this course, and then not meet the requirements of Mktg 428 and become stuck while not having satisfactorily met the prerequisites for the marketing capstone.

This change proposes to clean up the marketing electives and keep them in consistent with the prerequisites for the Mktg 428 (marketing capstone course). The change should also help make it clearer for students during advising and scheduling courses. Additionally, we are asking to move the business elective (Select one 300-400 level CBE course) to the end of the list and to provide a clear label for the elective requirement.

PGA GOLF MANAGEMENT - The change to the Marketing-PGA Golf Management Option e is in line with the change in the prerequisite for Mktg 428 initiated in Fall 2018 to clarify the use of Tier 1 Marketing language in the prerequisites for the course as well remove all references to Tier 1 in the catalog.

The term Tier 1 Marketing Elective in the requirements is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students take a marketing elective to provide depth in knowledge within the domain of marketing and also provide the students the necessary marketing background they would need to be successful in Mktg 428, the marketing capstone course. By removing AgEc 333 and Econ 352, we will be making the list of courses consistent with the intent of a Tier 1 marketing course. The removal of these two courses also eliminates the possibility a student could take one, and then not meet the requirements of Mktg 428 and become stuck while not having satisfactorily met the prerequisites for the marketing capstone.

This change proposes to clean up the marketing electives and keep them in consistent with the prerequisites for the Mktg 428 (marketing capstone course). The change should also help make it clearer for students during advising and scheduling courses. We are also asking to re-order the electives in the catalog to represent the traditional description of the marketing electives in order by product (Mktg 427 and Mktg/RMat 495), price (Mktg 424), place (Mktg 425 and Mktg 426), and promotions (Mktg 420 and Mktg 422).