FACULTY CURRICULUM COMMITTEE
SIGNATURE PAGE

• In section A, list ALL of the forms covered by this signature page. If you submit a form that is not listed in A, your proposal will be held back until we receive a new, updated signature page.
• You must obtain the signature of your department chair and dean before submitting your proposal.

A. FORMS COVERED BY THIS SIGNATURE PAGE. List each form you are submitting—for instance, PSYC 383, Course Form; PSYC, Change of Major Form; PSYC, Change of Minor Form.

1. Marketing minor proposal form

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   Name: [Signature]
   Date: 11/20/14

2. Signature of Academic Dean:

   Name: [Signature]
   Date: 1/22/15

3. Signature of Provost:

   Name: [Signature]
   Date: 2/12/15

4. Signature of Business Affairs (only for course fees):

   Name: [Signature]
   Date: ________________
   ☐ fee approved on __________
   ☐ BOT approval pending

5. Signature of Curriculum Committee Chair:

   Name: [Signature]
   Date: 2/20/2015

6. Signature of Budget Committee Chair (only for new programs):

   Name: [Signature]
   Date: ________________

7. Signature of Academic Planning Committee Chair (only for new programs):

   Name: [Signature]
   Date: ________________

8. Signature of Faculty Senate Secretary:

   Name: [Signature]
   Date: ________________

Date Approved by Faculty Senate: ____________________
Date: November 20, 2014

To: Faculty Curriculum Committee

From: Julia Blase
Department of Management and Marketing

Attached is a proposal for a new minor in Marketing that was proposed by the Department of Marketing and Supply Chain Management and approved by the School of Business last spring.

As of this summer, the School of Business was reorganized and the marketing program is now housed in the Department of Management and Marketing. As the chair of the originating department, I have signed the proposal. I have also asked my colleague Dr. Tom Kent to sign it as well (in his role as chair of the Department of Management and Marketing).

We are excited to make available a Marketing minor option to students majoring in other areas who would also like to take a series of courses in the marketing discipline. Last year, we added a Marketing major to our offerings and feel this new minor program will be a strong addition as well.

Thank you for your consideration of this proposal. Please feel free to contact me if I can provide any additional information (953-7659).

[Handwritten note: New proposal attached, plus email communication W/ R.V. Some issues remain. 2/12/15]
Instructions:
- Please fill out all of the portions of the form that are specified in section B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the detailed instructions on the website. Please feel free to contact the committee chair with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Y. Henry Xie
Phone: 953-6658
Email: xiey@cofc.edu

School: School of Business
Department or Program: Marketing & Supply Chain Management

Name and Acronym of Minor: Marketing

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Minor (complete all portions)

☐ Change an Existing Minor (complete C, D, E, G, H, and I)
  ☐ Add existing course or courses to requirements or electives
  ☐ Add new course(s) to requirements or electives (attach completed course form for each)
  ☐ Delete courses from requirements or electives

☐ Terminate a Minor (complete E, G, H, and I)

C. GENERAL INFORMATION.

Number of Current Credit Hours (for existing minors): ________
Number of Proposed Credit Hours (for new or changing minors): _18____

Catalog year in which changes will take effect: FALL 2015___________

☐ Interdisciplinary (please see guidelines on the Curriculum Committee website and include acknowledgments from relevant departments)

According to academic policy, students may not obtain a major/concentration and minor in the same subject. Will students in specific majors be prohibited from declaring this minor because of this policy?

☐ Yes—Which major(s) or concentration(s)? _Marketing Major and Business Administration Major with Marketing Concentration__________

☐ No

D. CURRICULUM. For a changed minor, please list every change you are making below AND attach the current catalog entry for this minor (from the Minor Requirements section) with changes marked in RED. Additions should show where the course will be inserted, deletions should be noted by crossing out the course, and moves indicated with arrows. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. For each new course, submit the Curriculum Committee’s Course Form and a sample syllabus. For

This form was last updated on 6/6/2013 and replaces all others.
a new program, please submit the complete curriculum and catalog description exactly as they should appear in the catalog.

For business majors except Marketing majors and BSBA major with Marketing concentration, a Marketing minor requires three hours of a marketing core and six hours of marketing electives. For non-business majors, a Marketing minor requires eighteen hours, which includes nine hours of required courses, three hours of a marketing core, and six hours of marketing electives.

Required (9 hours)
- ECON 200 Microeconomics
- ECON 201 Macroeconomics
- MKTG 302 Marketing Concepts

One Marketing Core from the following courses (3 hours)
- MKTG 320 Marketing Research (MKTG302, DSCI232, ECON 200, ECON 201, MATH104, junior standing)
- MKTG 326 International Marketing (MKTG302, ECON 200, ECON 201, junior standing)
- MKTG 329 Consumer Behavior (MKTG302, ECON 200, ECON 201, junior standing)

Two Marketing Electives from the following courses (6 hours)

Complete 6 Credit hours from the following 300 or 400-level Marketing courses for which all prerequisites are met, with a maximum of 3 credit hours from MKTG 420 or MKTG 444:

MKTG 320* Marketing Research (3) PR: Junior standing, ECON 200, 201, MATH 104 or 250, DSCI 232, MKTG 302
MKTG 326* International Marketing (3) PR: Junior standing, MKTG 302, ECON 200, 201
MKTG 328 Retailing Management (3) PR: Junior standing, MKTG 302, ECON 200, 201
MKTG 329* Consumer Behavior (3) PR: Junior standing, ECON 200, 201, MKTG 302
MKTG 330 Advertising (3) PR: Junior standing, MKTG 302, ECON 200, 201
MKTG 331 Public Relations (3) PR: Junior standing
MKTG 333 Purchasing and Supply Chain Management (3) PR: Junior standing
MKTG 360 Special Topics in Marketing (1-3) PR: Junior standing, other pre-requisites depending on topic
MKTG 399 Tutorial (3, Repeatable up to 12) PR: Junior standing, tutor and department chair permission
MKTG 420 Independent Study (1-3) PR: Junior standing, written agreement with instructor and chair
MKTG 425 Marketing Management (3) PR: Junior standing, MKTG 302, 320, 329; ECON 200, 201
MKTG 444 Marketing Internship (3) PR: Senior standing and declared major in the School of Business

*Note: If not used to satisfy above requirement.

E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you are making it. In addition, for a new minor, please address its objectives, provide evidence of student interest (e.g. interviews with student focus groups, enrollment in special-topics courses in this area), and explain how the minor supports the liberal arts tradition as well as the mission of the institution.

This proposed Marketing minor is applicable to students not seeking a Marketing major or Marketing concentration, including other business majors and non-business majors. The purpose of the Marketing minor will be to provide students with knowledge and skills in the marketing field, in addition to knowledge and skills in their major field. Students with the proposed Marketing minor are prepared to perform the basic or entry-level Marketing function within a variety of organizations. The design of the curriculum supports this objective. The required courses (nine hours) provide the foundation on which marketing principles and knowledge are built. One Marketing core (three hours) provides in-depth knowledge on a particular Marketing subject. Two additional Marketing electives (six hours) allow students to choose the area(s) in which they would like to attain functional depth to suit their interests and needs.
The proposed marketing minor curriculum directly supports the mission and learning goals of the School of Business by requiring and integrating ethical awareness via a number of marketing courses with content of ethics and social responsibilities; an understanding of global issues via International Marketing; quantitative and analytical skills via Marketing Research; effective communications via course pedagogies; and problem solving ability via course pedagogies.

This minor is complementary to other Business majors who seek to enhance their knowledge and skills of Marketing, in addition to their major field in business. It also provides students with non-business majors a foundation for business knowledge and skills.

F. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the minor? Attach a Curriculum Map.</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
</tbody>
</table>

1. To develop an understanding of how to evaluate a firm’s operative environment and how to sustain a competitive advantage through marketing activities;

   The required Marketing Concepts course (MKTG 302) and each of the courses in the Marketing Core list have marketing projects and assignments that examine the marketing environment and corresponding marketing activities. 100% of Marketing minors will be assessed. A passing grade in both MKTG 302 and the selected Core course must be earned.

2. To develop an understanding of how to generate superior value for customers and other stakeholders by designing the optimum configuration of the marketing mix;

   The required Marketing Concepts (MKTG 302) course and each of the courses in the Marketing Core list have marketing projects and assignments that examine the strategies by which superior value is generated for customers through marketing activities. 100% of Marketing minors will be assessed. A passing grade in both MKTG 302 and the selected Core course must be earned.

3. To gain an understanding of the social responsibility and ethical issues related to marketing activities as well as their impact on the environment;

   Students are required to take one of the Marketing Core courses (MKTG 320, Marketing Research; MKTG 326, International Marketing; or MKTG 329, Consumer Behavior). Each of these courses has incorporated topics related to social responsibility and ethics. A passing grade in the selected Core course must be earned.

4. To demonstrate proficiency in both oral and written communication through the preparation and presentation of marketing projects.

   Instructor evaluation of student-prepared documents and presentations. The required Marketing Concepts course (MKTG 302) and all Marketing Core courses (MKTG 320, MKTG 326, MKTG 329) require completion of a marketing project. A passing grade in both MKTG 302 and the selected Core course must be earned.

How does this minor align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this minor?

The proposed marketing minor curriculum directly supports the mission and learning goals of the School of Business by requiring and integrating ethical awareness via a number of marketing courses with content of ethics and social responsibilities; an understanding of global issues via International Marketing; quantitative and analytical skills via Marketing Research; effective communications via course pedagogies; and problem solving ability via course pedagogies.

This form was last updated on 6/6/2013 and replaces all others.
G. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a minor, please identify all programs that will be affected. If you are adding or changing a minor, please explain any overlap with existing programs at the College.

The minor would require no new courses. All the proposed required courses and marketing electives are currently offered in Fall and Spring semesters. The enrollment for some marketing electives in regular semesters and/or summers is expected to increase modestly.

H. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

We do not anticipate any additional costs or new faculty/staff.

I. CHECKLIST.

☐ I have completed all relevant parts of the form.

☐ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ I have attached a Course Form for each newly-created or modified course.

☐ (For proposals that affect other departments in any way) I have attached an acknowledgement from the relevant department.

☐ I have provided the complete curriculum for the minor, including the description and course list, exactly as it should appear in the catalog.

☐ I have submitted one Signature Form that lists all of the different forms I am submitting.
Per the policy on Concentration and Minors, courses used to satisfy the requirement of a concentration or minor may not be applied toward another concentration or minor. And, a minor is said to be a program of study outside of the major. So, a Marketing major with a Marketing minor combination and a BSBA major with a concentration in Marketing and a minor in Marketing combination is already prohibited.

So, the question is -- should a student be permitted to add this new Marketing minor to their BSBA major? Or is it the case where a student wanted to add a marketing focus, that they must instead choose the Marketing concentration to add to their BSBA major?

This is the note from the catalog on page 45:

http://catalogs.cofc.edu/undergraduate/school-of-business.htm
Bachelor of Science in Business Administration Concentrations:

Entrepreneurship

Finance

Global Logistics and Transportation

Hospitality and Tourism Management

Leadership, Change, and Social Responsibility

Marketing

Real Estate

Minors:

Note: These minors are available for students with majors other than the Bachelor of Science in Business Administration degree.

Business Administration

Economics

Entrepreneurship

Finance

Global Logistics and Transportation

Hospitality and Tourism Management

Leadership, Change and Social Responsibility

Real Estate

Interdisciplinary Minors:

Arts Management

Global Trade
From: Boyd, Cathy
Sent: Wednesday, February 11, 2015 1:15 PM
To: Springer, Bonnie C; Ford, Lynne E; Czwazka, Franklin James; Mackeldon, Jerry W; Bergstrom, Mary C
Subject: FW: New Marketing (MKTG) Minor

FYI

From: Xie, Yu Henry
Sent: Wednesday, February 11, 2015 1:12 PM
To: Boyd, Cathy
Cc: Mack, Rhonda W
Subject: RE: New Marketing (MKTG) Minor

Cathy, attached is the revised proposal. A few changes in response to your questions: 1) the Marketing major and BSBA major with Marketing concentration are excluded for the Marketing minor; 2) MKTG499 Bachelor’s Essay (6 hours) is deleted from the available electives for the minor.

Please let me know if you have any questions. Thanks again.

Henry

Y. Henry Xie, PhD
Associate Professor of Marketing & International Business
Department of Management & Marketing
School of Business
College of Charleston
Charleston, South Carolina

Office: Beauty Center 313
Tel: (843) 953-6658

From: Boyd, Cathy
Sent: Thursday, February 05, 2015 3:43 PM
To: Blose, Julia E; Xie, Yu Henry
Cc: Springer, Bonnie C; Ford, Lynne E; Czwazka, Franklin James; Mackeldon, Jerry W; Bergstrom, Mary C
Subject: FW: New Marketing (MKTG) Minor

Julia and Henry,
The Registrar’s Office has been reviewing your proposal for a new minor in Marketing. Please see our questions and comments below.
Thank you,
Cathy

Catherine C. Boyd
Registrar
College of Charleston
Charleston, SC 29424
boydc@cofc.edu
Phone 843.953.1826
Fax 843.953.6560
From: Czwazka, Franklin James  
Sent: Thursday, February 05, 2015 3:26 PM  
To: Boyd, Cathy  
Cc: Mackeldon, Jerry W  
Subject: New Marketing (MKTG) Minor

Here is what Jerry and I have for the new MKTG minor:

**Section C in the proposal**

The Marketing major is the only program prohibited from declaring this new Marketing minor. What about the Business Administration major with Marketing concentration? What about the current note found in the School of Business under the Minors section that states, “These minors [minors with the School of Business] are available for students with majors other than the Bachelor of Science in Business Administration degree.” Please confirm if you wish to have these restrictions apply to the new MKTG Minor as well.

**Section D**

The *Two Marketing Electives from the following (6 hours)* requirement is vague. Are there any 300 or 400 level courses that should be excluded? And, it appears that there is a limit of 3 credit hours from MKTG 420 and MKTG 444 that may be applied to the minor. If so, they should be explicitly stated rather than referring to the 3 credit hours limit as *(including marketing independent study or marketing internship, but not both)*. Assuming there are no exclusions is below the elective requirement you want? Also, would this mean that any newly proposed MKTG 300 or 400-level courses should automatically be added?

Complete 6 Credit hours from the following 300 or 400-level Marketing courses with a maximum of 3 credit hours from MKTG 420 or MKTG 444:

- **MKTG 320**  
  Marketing Research (3) PR: Junior standing, ECON 200, 201, MATH 104 or 250, DS01 232, MKTG 302
- **MKTG 326**  
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- **MKTG 328**  
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- **MKTG 330**  
  Advertising (3) PR: Junior standing, MKTG 302, ECON 200, 201
- **MKTG 331**  
  Public Relations (3) PR: Junior standing
- **MKTG 333**  
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- **MKTG 360**  
  Special Topics in Marketing (1-3) PR: Junior standing, other pre-requisites depending on topic
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- **MKTG 420**  
  Independent Study (1-3) PR: Junior standing, written agreement with instructor and chair
- **MKTG 425**  
  Marketing Management (3) PR: Junior standing, MKTG 302, 320, 329; ECON 200, 201
- **MKTG 444**  
  Marketing Internship (3) PR: Senior standing and declared major in the School of Business
- **MKTG 499**  
  Bachelor's Essay (6) PR: Senior standing

*Note: If not used to satisfy above requirement.*
-- Corrected the prerequisites listed for MKTG 320 to include MATH 104.

Franklin J. Czważka, M.A.

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66 George Street | Charleston, SC 29424
843.953.5421 (voice) | 843.953.6560 (fax) | czważka@cofc.edu
Office of the Registrar website: http://registrar.cofc.edu/
Academic Catalogs: http://catalogs.cofc.edu/

Treasurer | Carolina Association of Collegiate Registrars and Admissions Officers (CACRAO)

From: Mackeldon, Jerry W
Sent: Thursday, February 05, 2015 12:40 PM
To: Czważka, Franklin James
Subject: RE: New Marketing (MKTG) Minor

Jerry Mackeldon | Degree Works Curriculum Scribe | College of Charleston
(P): 843.953.5678 | (F): 843.953.6560

From: Czważka, Franklin James
Sent: Thursday, February 05, 2015 12:33 PM
To: Mackeldon, Jerry W
Subject: RE: New Marketing (MKTG) Minor

From: Mackeldon, Jerry W
Sent: Thursday, February 05, 2015 11:05 AM
To: Czważka, Franklin James
Subject: New Marketing (MKTG) Minor

-Jerry
Hi there,

There is some discussion amongst Curriculum Committee members regarding who may and who may not participate in this minor, and when viewing the document they are reviewing, I see they are looking at the old wording.

From the email exchange below, this has been clarified, or so I thought.

For simplicity’s sake, the only major/concentration (program) that should be listed in Section C in the Marketing minor proposal is the, for lack of better wording, the pure Business Administration major.

Combining this new Marketing minor with Marketing major and/or the BSBA Marketing concentration do not need to be denoted as being excluded as it already stated elsewhere in academic policies (p.22 current catalog).

Jerry Mackeldon | Degree Works Curriculum Scribe | College of Charleston
(P):843.953.5678 | (F): 843.953.6560

From: Xie, Yu Henry
Sent: Thursday, February 12, 2015 1:51 PM
To: Mackeldon, Jerry W
Cc: Mack, Rhonda W
Subject: RE: New Marketing (MKTG) Minor

Jerry, sorry for the confusion. Removal of the marketing concentration was among the discussions of the Marketing faculty.

For this Marketing minor at the moment, both Marketing major and BSBA major with marketing concentration are excluded. BSBA majors who want to have a Marketing focus have to choose the Marketing concentration. Hope this clarifies. Please let me know if you have any questions. Thanks.

Henry

Y. Henry Xie, PhD
Associate Professor of Marketing & International Business
Department of Management & Marketing
School of Business
College of Charleston
Charleston, South Carolina

Office: Byrdy Center 313
Tel: (843) 953-6658
Hi Henry,

If I'm understanding this correctly, you are saying that the Marketing concentration should be deactivated...no longer a choice for the BSBA major?

If so, this (removal of the Marketing concentration) is a significant change, and must be clearly indicated in proposals for Faculty Senate consideration, and ultimately, the Commission on Higher Education (CHE) would also need to be advised of this concentration being removed from our curriculum.

Jerry Mackeldon | Degree Works Curriculum Scribe | College of Charleston
(P): 843.953.5678 | (F): 843.953.6560

From: Xie, Yu Henry
Sent: Thursday, February 12, 2015 12:15 PM
To: Mackeldon, Jerry W
Subject: RE: New Marketing (MKTG) Minor

Jerry, the Marketing folks would like to have the Marketing minor available for BSBA major. But in the meantime, we'd like to delete BSBA major with Marketing concentration to avoid any double counting of courses.

Henry

Y. Henry Xie, PhD
Associate Professor of Marketing & International Business
Department of Management & Marketing
School of Business
College of Charleston
Charleston, South Carolina

Office: Beatty Center 313
Tel: (843) 953-6658

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*Note: If not used to satisfy above requirement.

-- Corrected the prerequisites listed for MKTG 320 to include MATH 104.

Franklin J. Czwazka, M.A.
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