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.

  MKTG change/DELETE Program Form

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   Signature: [Signature]
   Date: 10-9-15

2. Signature of Academic Dean:

   Signature: [Signature]
   Date: 10/9/15

3. Signature of Provost:

   Signature: [Signature]
   Date: 11/20/15

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

   Signature: [Signature]
   Date: [Date]
   □ fee approved on ________
   □ BOT approval pending

5. Signature of Curriculum Committee Chair:

   Signature: [Signature]
   Date: 11-20-15

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

   Signature: [Signature]
   Date: [Date]

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

   Signature: [Signature]
   Date: [Date]

8. Signature of Faculty Senate Secretary:

   Signature: [Signature]
   Date: [Date]

Date Approved by Faculty Senate: [Date]
October 8, 2015

TO:        Dr. Conseula Francis
          Academic Affairs

FROM:    Dr. Rhonda Mack
         Department of Management & Marketing

SUBJECT:  Curriculum Proposal: Deletion of Marketing Concentration

Attached please find the proposal to delete the Concentration in Marketing. When our Major in Marketing was approved just about two years ago, Academic Affairs requested that we delete our concentration in order to gain approval for the major. We agreed to this and are now completing the proposal to move forward on the deletion.

In order to compete for high quality marketing-oriented career entry positions, it is necessary that our students have a stronger base in the discipline that that provided by our concentration. The concentration includes only eighteen hours/6 courses in the field and our major, which now has around 200 students provides much more in-depth preparation. Thus, the strong preference for students who want this career path is the major. We actually developed the major at the request of our concentration students who realized this shortfall in their program.

The long-existing Business Administration (BA) major was approved requiring that students take four upper-division business administration electives. Most of the concentrations in the School of Business are six courses so a number of students do take concentrations as there is only a two-course difference. The major, however, does not require a concentration. While our concentration would no longer be available to the BA students, our marketing courses will still be available to them in the event that they seek more marketing background but are not serious enough about the field for a major.

Thus, as Academic Affairs stressed to us with the initial Marketing Major approval, the Concentration in Marketing should be deleted.

With this proposal, I am attaching the catalog concentration curriculum section which will be totally deleted as well as supporting letters from the chairs of two departments: Hospitality and Tourism Management; and Supply Chain and Information Management as the concentration in marketing listed one course in each of their departments as electives (HTMT 353 and TRAN 312).

Please contact me if you have questions/need further explanation.
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM

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: Rhonda Mack  Phone: 953-6565  Email: mackr@cofc.edu

School: Business  Department or Program: Management and Marketing

Name and Acronym of Major: MKTG

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

☐ Change Request (fill out all sections)
  ☐ Add an existing course to requirements or electives
  ☐ Add a new course to requirements or electives (attach completed course form for each)
  ☐ Delete courses from requirements or electives
  ☐ Add or modify concentration*
  ☐ Add or modify cognate*  

*Note: Only concentrations and cognates requiring 18 or more credit hours will be tracked in Banner and Degree Works and noted on the transcript.

☐ Terminate Program (fill out E, G, H, and I)
  ☐ Terminate degree
  ☐ Terminate major  
  ☒ Terminate concentration
  ☐ Terminate cognate

C. GENERAL INFORMATION

Number of Current Credit Hours (for existing program): 18 hours in concentration
Number of Proposed Credit Hours (for changed program): 0 hours/will be nonexistent
Catalog Year in which changes will take effect: FALL 2016

D. CURRICULUM. Please list every change you are making below AND attach the current Program of Study Worksheet for this major (http://registrar.cofc.edu/program-of-study-resources/program-of-study-worksheets/index.php) 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. Provide the catalog description and course list exactly as they should appear in the catalog. For each new course, submit the Curriculum Committee's Course Form and a sample syllabus.

We are requesting that the Marketing Concentration be deleted.

This form was last updated on 6/6/2013 and replaces all others.  Page 1 of 4
E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you are making it.

There is a newly approved Major in Marketing with around 200 students in the major. At the time of its approval, the agreement with those in the curriculum approval process and Academic Affairs at CoSF was that the marketing faculty would move to delete the marketing concentration. We are now officially making this proposal.

Our Marketing Major is available to students within the School of Business who wish to study marketing in depth in preparation for a career in the field. The Concentration does not sufficiently prepare students for this field and our major requires 12 additional marketing hours/4 courses to better serve students’ academic preparation. Regarding students in the Business Administration (BA) major who desire additional marketing courses, they are able to enroll in our marketing electives as the BA major does require MKTG 302 (Principles of Marketing) which is a prerequisite for most of our electives—thus the electives would be available to them.

F. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

The concentration’s learning outcomes and assessments will be nonexistent with the deletion of the concentration. If there are concerns about the learning outcomes for the BA major those learning outcomes and assessments are based on the Business Core and not on the various concentrations (one of which we are proposing to delet)e. Thus, any learning outcomes and assessments will not be impacted by this change.

<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 major or program?</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>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
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<td>3.</td>
<td></td>
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<tr>
<td>4.</td>
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</tbody>
</table>

Additional Outcomes or Comments:
G. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a program, please describe the effect on all programs that will be impacted; if you are adding or changing a program, please explain any overlap with existing programs at the College.

Students in the Business Administration major will no longer have the Marketing Concentration as one of the options for concentration if they were to want to choose one. The students in this major do not have to complete a concentration, they only have to complete four upper division business electives and sometimes choose to do a concentration to meet the four course requirement. If they choose to do a concentration, there are several (7) other options in addition to the current marketing concentration: Entrepreneurship; Finance; Global Logistics and Transportation; Hospitality and Tourism Management; Leadership, Change and Social Responsibility; Real Estate. The marketing courses will, however, still be available to the Business Administration majors if they wish to take them as electives. The proposed deletion will have no impact on the Marketing Major as all of the courses which were taught for the Concentration will still be taught for the Major.

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

No new costs are associated.

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. 2 of these

- I have provided the complete curriculum for the program, concentration, emphasis, etc., 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.

This form was last updated on 6/6/2013 and replaces all others.
Choose two courses totaling 6 credit hours from the following (no more than 3 credit hours can be counted toward the concentration from MKTG 420, 360 or 444):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>PR Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTMT 353</td>
<td>Hospitality Sales and Negotiations (3) PR: Junior standing, HTMT 350 or MKTG 302</td>
<td></td>
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<tr>
<td>MGMT 332</td>
<td>Business Communications (3) PR: Junior standing</td>
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<tr>
<td>MKTG 328</td>
<td>Retailing Management (3) PR: Junior standing, MKTG 302, ECON 200, 201</td>
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<tr>
<td>MKTG 330</td>
<td>Advertising (3) PR: Junior standing, MKTG 302, ECON 200, 201</td>
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<tr>
<td>MKTG 331</td>
<td>Public Relations (3) PR: Junior standing</td>
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<tr>
<td>MKTG 333</td>
<td>Purchasing and Supply Chain Management (3) PR: Junior standing</td>
<td></td>
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<tr>
<td>MKTG 334</td>
<td>Integrated Marketing Communications (3) PR: None</td>
<td></td>
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<tr>
<td>MKTG 337</td>
<td>Sports Marketing (3) PR: ECON 200, 201, MKTG 302</td>
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<tr>
<td>MKTG 345</td>
<td>Social Media Marketing (3) PR: None</td>
<td></td>
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<tr>
<td>MKTG 360</td>
<td>Special Topics in Marketing (1-3) PR: Junior standing, other pre-requisites depending on topic</td>
<td></td>
</tr>
<tr>
<td>MKTG 420</td>
<td>Independent Study (1-3) PR: Junior standing, written agreement with instructor and chair</td>
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<tr>
<td>MKTG 444</td>
<td>Marketing Internship (3) PR: Senior standing and declared major in the School of Business</td>
<td></td>
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<tr>
<td>TRAN 312</td>
<td>Global Logistics (3) PR: Junior standing, ECON 200, 201</td>
<td></td>
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</tbody>
</table>

**Real Estate Concentration**

**Required courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>PR Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>REAL 310</td>
<td>Principles of Real Estate (3) PR: Junior standing</td>
<td></td>
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<tr>
<td>REAL 410</td>
<td>Real Estate Finance (3) PR: Junior standing, ACCT 203, 204, FINC 303, REAL 310, ECON 200, 201, MATH 104 or 250; or instructor permission</td>
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</tbody>
</table>

Choose at least 6 credit hours from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>PR Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>REAL 376</td>
<td>Real Estate Market Analysis (3) PR: Junior standing, ACCT 203, ACCT 204, ECON 200, ECON 201, MATH 104 or MATH 250, or instructor permission</td>
<td></td>
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<tr>
<td>REAL 380</td>
<td>Real Estate Investment Analysis (3) PR: Junior standing, ACCT 203, 204, FINC 303, ECON 200, 201, MATH 104 or 250, REAL 310, or instructor permission</td>
<td></td>
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<tr>
<td>REAL 420</td>
<td>Real Estate Independent Study (1-3) PR: Junior standing, instructor and department chair permission</td>
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<tr>
<td>REAL 444</td>
<td>Real Estate Internship (3) PR: Senior standing, major or minor in the School of Business. See School of Business internship coordinator for more details</td>
<td></td>
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</tbody>
</table>

Choose 6 credit hours from the following (no more than 3 credit hours in REAL 420, 444, 400 and no more than 6 credit hours in HPCP 319, MGMT 319, POLI 305 and URST 310). No more than 6 credit hours from any area except REAL:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>PR Requirements</th>
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</thead>
<tbody>
<tr>
<td>ECON 307</td>
<td>Urban Economics (3) PR: Junior standing, ECON 200, 201, MATH 105 or 120, or instructor permission</td>
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<tr>
<td>ECON 311</td>
<td>Environmental Economics (3) PR: Junior standing, ECON 200, 201, MATH 105 or 120, or instructor permission</td>
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<tr>
<td>ENTR 320</td>
<td>New Venture Modeling (3) PR: ENTR 200</td>
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<tr>
<td>FINC 313</td>
<td>Management of Financial Institutions (3) PR: Junior standing, ACCT 203, 204, FINC 303, ECON 200, 201, MATH 104 or 250</td>
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<tr>
<td>FINC 360</td>
<td>Special Topics in Finance (3) PR: Junior standing, FINC 303, ACCT 203, 204, ECON 200, 201, MATH 104 or 250, or instructor permission</td>
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<tr>
<td>FINC 385</td>
<td>Individual Risk Management and Insurance (3) PR: Junior standing</td>
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<tr>
<td>FINC 389</td>
<td>Financial Management Information Systems (3) PR: Junior standing; FINC 303</td>
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<tr>
<td>HPCP 315</td>
<td>Urban Design Studio (3) PR: URST 310 or instructor permission</td>
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<tr>
<td>HPCP 319</td>
<td>Architectural Studio Design (3) PR: None</td>
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<tr>
<td>HTMT 351</td>
<td>Hotel Management (3) PR: Junior standing, HTMT 210 or instructor permission</td>
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<tr>
<td>POLI 305</td>
<td>Urbanization and Urban Geography (3) PR: None</td>
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<tr>
<td>POLI 306</td>
<td>Urban Policy (3) PR: None</td>
<td></td>
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<td>Special Topics in Real Estate (1-3) PR: Junior standing, FINC 303</td>
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<tr>
<td>REAL 410</td>
<td>Real Estate Finance (3) PR: Junior standing, ACCT 203, 204, FINC 303, REAL 310, ECON 200, 201, MATH 104 or 250; or instructor permission</td>
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<td>REAL 420</td>
<td>Real Estate Independent Study (1-3) PR: Junior standing, instructor and department chair permission</td>
<td></td>
</tr>
</tbody>
</table>
HTMT 352 Service Operations Management (3) PR: Junior standing, HTMT 210 or instructor permission
HTMT 353 Hospitality Sales and Negotiations (3) PR: Junior standing, HTMT 350 or MKTG 302
HTMT 354 Hospitality and Tourism Technology (3) PR: Junior standing
HTMT 355 Negotiations: Principles and Practices (3) PR: HTMT 352 or instructor permission
HTMT 360 Special Topics in Hospitality & Tourism (1-3) PR: Junior standing, other pre-requisites depending on topic
HTMT 361 Meeting and Conventions Management (3) PR: Junior standing, ACCT 203, HTMT 210 or instructor permission
HTMT 362 Events Management (3) PR: Junior standing, ACCT 203, HTMT 210 or ARTM 200 or instructor permission
HTMT 370 Foodservice Enterprise: Design & Development (3) PR: Junior or senior standing, HTMT 210
HTMT 372 Foodservice Operations Analysis (3) PR: Junior or senior standing, HTMT 210
HTMT 380 Managing Global Tourism (3) PR: ACCT 203, ECON 200, HTMT 210; or instructor permission
HTMT 399 Tutorial (3, repeatable up to 12) PR: Junior standing, tutor and department chair permission
HTMT 420 Independent Study (3) PR: Junior standing, written agreement with instructor and chair
HTMT 444 Hospitality Tourism Management (3) PR: Senior standing, declared major or minor in hospitality and tourism management, or instructor permission
HTMT 488 Strategic Hospitality and Tourism Management (3) PR: Senior standing, ACCT 203, 204, DSCI 232, ECON 200, 201, FINC 303, HTMT 352, MGM 301, MKTG 302

Option 2: Choose 12 credit hours from the list above and 3 credit hours from the following:
MGMT 307 Human Resource Management (3) PR: Junior standing, MGMT 301
MGMT 308 Managing Diversity (3) PR: Junior standing
MKTG 320 Marketing Research (3) PR: Junior standing, ECON 200, 201, MATH 104, DSCI 232, MKTG 302
REAL 310 Principles of Real Estate (3) PR: Junior standing

Leadership, Change and Social Responsibility Concentration

Required courses:
MGMT 301 Management and Organizational Behavior (3) PR: Junior standing
MGMT 345 Leadership and Management Development (3) PR: Junior standing
MGMT 350 Business, Leadership, and Society (3) PR: Junior standing
MGMT 401 Organizational Behavior & Change (3) PR: Senior standing, MGMT 301

Choose 3 credit hours from the following:
MGMT 307 Human Resource Management (3) PR: Junior standing, MGMT 301
MGMT 332 Business Communications (3) PR: Junior standing
MGMT 403 Entrepreneurial Leadership (3) PR: ENTR 200 or MGMT 345
MGMT 420 Independent Study (1-3) PR: Junior standing, written agreement with instructor and chair
MGMT 444 Management Internship (3) PR: Senior standing and declared major in the School of Business

Choose 3 credit hours from the following:
COMM 104 Public Speaking (3) PR: None
HIST 221 Women in the United States (3) PR: One course in pre-modern history and one course in modern history from the list of approved courses satisfying the general education history requirement (see http://registrar.cofo.edu/general-edu).
PHIL 175 Business and Consumer Ethics (3) PR: None
POLI 348 Politics of Protest and Revolution (3) PR: None
PSYC 223 Social Psychology (3) PR: PSYC 103
PSYC 321 Psychology n the Workplace (3) PR: PSYC 103
SOCY 358 Living in an Organizational World (3) PR: SOCY 101 or HONS 167 or SOCY 102

Marketing Concentration

Required courses:
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 329 Consumer Behavior (3) PR: Junior standing, ECON 200, 201, MKTG 302
MKTG 425 Marketing Management (3) PR: Junior standing, MKTG 302, 320, 329; ECON 200, 201
Subject: RE: letter of support
Date: Thursday, October 8, 2015 2:28:28 PM Eastern Daylight Time
From: Davis, Joshua M
To: Mack, Rhonda W

Rhonda,

Please let this email serve as the SCIM department’s support for the deletion of the concentration in Marketing. Please let me know if there is anything else we can do to support your proposal.

Sincerely,

Joshua M. Davis, Ph.D.
Associate Dean
Chair, Department of Supply Chain and Information Management
School of Business
College of Charleston

From: Mack, Rhonda W
Sent: Thursday, October 08, 2015 1:41 PM
To: Smith, Wayne William <SmithWW@cofc.edu>; Davis, Joshua M <DavisJM@cofc.edu>
Subject: letter of support

As I spoke of to you earlier, I am forwarding our proposal to delete the concentration in marketing to Academic Affairs. This proposal was approved by our department, the School Curriculum Committee and the School Faculty last spring. At that point, however, a couple questions came up as to whether we needed one or two proposals (the second would have addressed the need to drop the concentration from the BA major). We have finally determined that this second proposal is not necessary as the BA major never required a concentration but the catalog simply lists the concentrations as options.

My problem is that when all of the votes took place at the school level, no letters from your departments were requested for approval. As you know, one each of your courses (HTMT 353 and TRAN 312) was included as an option in a list of electives for the concentration. Thus, I am now asking for these letters to accompany my proposal before it goes to academic affairs. Hopefully you can say that you support the deletion of the concentration.

Please let me know if you need further information or if there are issues I need to address.

Best regards

Rhonda
Rhonda,

Please let this email serve as the HTMT department’s support for the deletion of the concentration in Marketing. Please let me know if there is anything else we can do to support your proposal.

Wayne W. Smith PhD – Associate Professor
Chair of the Department of Hospitality and Tourism Management
Beatty Center #302
School of Business – College of Charleston
Charleston, South Carolina, USA
29424-0001

Email: smithww@cofc.edu
Office Phone: 843.953.6663
Cell Phone: 843.475.4102
Fax: 843.953.5697