

The University Senate of Michigan Technological University

Proposal 13-09

(Voting Units: Academic)

A Proposal for a Name Change in an Academic Program from “B. S. in Business Administration with a Concentration in Marketing” to “B. S. in Marketing”

1. Program Description

The proposed Marketing B.S. degree to be offered by the School of Business and Economics (SBE) is a spin-off of the current Bachelor of Science Degree in Business Administration (BSBA) with a Marketing *concentration*. The proposal is to award a B.S. with a *major* in Marketing. The BSBA was initiated at Michigan Technological University on February 25, 1955. Graduates are prepared for careers in industry, consulting, nonprofit management, or government. The BSBA currently offers concentrations in six areas: Accounting, Finance, Management, Marketing, Management Information Systems and Operations and Systems Management. All students in the BSBA program take a common set of core courses. The curriculum develops strong quantitative and analytical skills which prepare students for the constantly changing demands of a technology-oriented society, as well as the teamwork, leadership and planning skills needed to excel in organizations. The curriculum offers a strong foundation in science, mathematics, humanities, social sciences, and computer science during the first two years, a comprehensive common core of business and economics courses during the third year, and a focused concentration in a field of business during the fourth year.

2. Rationale

SBE graduates are currently labeled and marketed as having a degree (B.S.) with a major in business administration (BA), hence the BSBA degree. Thus, many of the SBE students who have a Marketing concentration are unlikely to capture the attention of prospective employers. Having a B. S. degree with a major in Marketing adds credibility and recognition to the B. S. degree and is consistent with other Michigan universities (Related Programs). We anticipate that having a Marketing major will increase job placement rates at graduation.

3. Related Programs

Marketing:

Central Michigan University: Marketing Major (General, Marketing Communications Concentration, Retail Strategy Concentration, Professional Sales)

Eastern Michigan University: Marketing Major

Ferris State University: BS Marketing Program

Grand Valley State: BBA Marketing

Michigan State University: Marketing Major

Northern Michigan University: Marketing Major

Oakland University: Marketing Major

Saginaw Valley State University: BBA Marketing Major

University of Michigan- Ann Arbor: BBA Marketing Concentration

University of Michigan- Dearborn: BBA Marketing Concentration

University of Michigan- Flint: BBA Marketing Concentration

Wayne State University: BBA Marketing Major

Western Michigan University: Marketing Major

4. Projected Enrollment

Currently, we have 81 students seeking a Marketing concentration. Adopting a Marketing major should increase this number due to higher job placement rates.

5. Scheduling Plans

The Marketing B.S. will be a regular on-campus program offering.

6. Curriculum Design

The Marketing B.S. retains the curriculum design currently in place for the BSBA with a Marketing concentration. Two GPAs will be calculated: a cumulative (overall) GPA and a School GPA consisting solely of Business Administration (BA) and Economics (EC) courses.

Required CORE Courses

BA 1100	Introduction to Business	3
BA 1200	IS/IT Fundamentals	3
BA 2110	Quantitative Problem Solving	3
BA 2330	Accounting 1	3
BA 2340	Accounting 2	3
BA 2500	Business Law	3
BA 2700	Business Problem Solving	3
BA 3200	IS/IT Management	3
BA 3400	Principles of Finance	3
BA 3610	Operations Management	3
BA 3700	Organizational Behavior	3
BA 3800	Principles of Marketing	3
BA 4700	Strategic Management	3
EC 2001	Principles of Economics	3
EC 3300	Industrial Organization	3

Credit Total 45

Required Courses within major

BA 3620 Project Management 3

BA 4800 Business Research 3

BA 4860 Buyer Behavior and E-Commerce 3

Credit Total 9

Electives within major (choose 3)

BA 3780 Entrepreneurship 3

BA 3900 Business Internship 1 - 4

BA 4620 Supply Chain Management 3

BA 4630 Operations Strategy 3

BA 4840 Industrial Marketing 3

BA 4870 Advertising/Sales Promotion 3

BA 4880 Sales and Sales Management 3

Credit Total 9

Mathematics requirements

(MA 1030, College Algebra I and MA 1031

College Algebra II with Trig, or MA 1032

Data, Functions, & Graphs Plus) 4-6

and

(MA 1135, Calculus for Life Sciences or MA 1160

Calculus with Technology I) 4

and

MA 2720 Statistical Methods 4

Credit Total 12-14

Lab Science Requirement

BL / Biology , CH / Chemistry , FW / Forestry, GE / Geology , PH / Physics

Credit Total 3-4

General education requirements

UN 1001 Perspectives 3

UN 1002	World Cultures	4
UN 2001	Revisions	3
UN 2002	Institutions	3
EC 3100	International Economics	3
Humanities, Arts and Social Science Courses		12
Credit Total		28
<i>Free Electives</i>		19-26

Total credits required 128.

7. New Course Descriptions

No new courses are being submitted as part of the proposed change.

8. Library and other Learning Resources

The support of the J. R. Van Pelt and John and Ruanne Opie Library is currently sufficient.

9. Computing Access Fee:

A basic computing access fee is paid by all SBE students and will continue under this major.

10. Faculty Resumes

School of Business and Economics faculty resumes are found at <http://www.sbe.mtu.edu/cv/>

11. Available Needed Equipment

All equipment required exists within the SBE labs and classrooms.

12. Program Costs

No new costs are expected because the proposed change is a spin-off of an existing degree.

13. Space

No new labs, classrooms or faculty space is required.

14. Policies, Regulations and Rules

None are required.

15. Accreditation Requirements

The BSBA is accredited by AACSB International. The process and criteria for maintaining accreditation is unaffected by the proposed change. The Marketing B. S. will be automatically accredited and subjected to periodic review by AACSB.

16. Internal Status of Proposal

Faculty School of Business and Economics,

date approved 3/20/2009

Dean School of Business and Economics,

date approved 3/20/2009

Provost,

date approved

University support units	date approved
University senate,	date approved
Academic Affairs Officers,	date approved
Board of Control	date approved

17. Planned Implementation date

Fall semester 2009.

Introduced to Senate: 01 April 2009

Adopted by Senate: 15 April 2009

Approved by Administration: 22 April 2009

Approved by BOC: 16 July 2009