

**Motion for Adding, Modifying, or Dropping a Program
Undergraduate Curriculum Committee
Fontbonne University**

Title of Motion: Add a Bachelor of Science (BS) degree in Marketing

Date Submitted: March 4, 2011

Submitted By: Jill Weber, Instructor of Marketing and Steve Rankin, Director of Curriculum

Department/College: Eckelkamp College of Global Business & Professional Studies

Nature of Change: Add New Program: Modify Program: Drop Program:

- Major
- Minor
- Concentration
- Certificate

It is moved that the Eckelkamp College of Global Business & Professional Studies be approved to add a Bachelor of Science (BS) degree in Marketing

Rationale/Evidence of Need.

According to the US Department of Labor, overall employment in the marketing industry (including advertising, marketing, promotions, public relations, and sales managers) is expected to increase by 13 percent through 2018. By recognizing the growing demand in the marketing field and responding to consumer demand (ie student/parent requests, employer requests), Fontbonne has the opportunity to capitalize on the growing career field.

The proposed addition of a major in marketing links to the strategic plans of both the University and the Eckelkamp College of Global Business and Professional Studies.

The development of a specific major in marketing is directly in line with tactics **II.2.** and **II.4.a** of Fontbonne's Long Range Plan and tactic **II.3.i** of the College's Long Range Plan. An explicitly defined major, as opposed to a concentration, is in-demand among prospective students, especially traditional aged students. A degree in marketing has the potential to produce new revenue for the University without siphoning students from other programs. Students who would not normally apply to Fontbonne would do so with the addition of this degree. These characteristics are in line with ECGBPS goal **II.4.**

Fontbonne's vision statement says the University will offer educational opportunities that "reflect high standards, interdisciplinary thought and integrated understanding." Furthermore, the College's mission statement mandates that we deliver business programs that are "responsive to current and future business needs" and that prepare students for successful careers. The proposed major in marketing supports these provisions.

Fontbonne University Tactic **II.2.f:**

II. We will make academic excellence our priority;

2. Increase the visibility and academic reputation of Fontbonne University, particularly among prospective students, among institutions of higher education and in the St. Louis community and beyond;

f. Distinguish and increase visibility of the undergraduate programs

Fontbonne University Tactic **II. 4. a:**

II. We will make academic excellence our priority;

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth;

a. Develop new, innovative and modified programs in traditional, non-traditional, hybrid, and online venues

ECGBPS Tactic **II.3.i:**

II. We will make academic excellence our priority;

3. Collaborate with area business and organizations to create experiential learning opportunities and strengthen community relations

i. Distinguish and increase visibility of the graduate programs

ECGBPS Goal **II. 4:**

II. We will make academic excellence our priority.

4. *Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth*

Proposed Date of Implementation: Fall 2011

Projected Enrollment:

While we have no quantifiable data, we expect a positive impact on enrollment due to the increase in demand.

Financial Impact (describe/list projected amounts):

No new courses are required for this change. If we see a surge in enrollment, it is possible we will need to add new sections of current course offerings.

- **Faculty** - No impact
- **New Library Holdings** – No impact
- **Equipment** – No impact
- **Audio-visual / software** – No impact

Effect on currently enrolled students:

Currently enrolled students may complete the BS in Business Administration with a concentration in marketing. However, the new marketing major will provide additional marketing courses (increasing student knowledge on the subject); therefore, we suspect any currently enrolled freshmen and sophomores will move to this new marketing major. We suspect currently enrolled juniors and seniors will elect to complete the BS in Business Administration with a concentration in marketing to ensure they will not delay their graduation dates.

Does the proposed program replace an existing one? No

New Program Objectives/Outcomes:

- Analyze consumer behavior in order to derive models for new product introduction and brand management.
- Identify new target markets, domestic and international marketing opportunities, and competitive advantages to satisfy existing and emerging consumer needs.
- Design an integrated marketing communication campaign, including advertising messages, public relations, sales promotion, e-commerce, and personal selling initiatives. Conduct marketing research to determine problem discovery techniques, research design, and interpretation of data.
- Critique markets experiencing rapid growth and develop sound market entry strategies.
- Outline product movement across geographic areas using effective logistic strategies, purchasing, warehousing, and inventory control.
- Evaluate legal restraints, government controls, socio-economic and cultural differences in order to develop a proficient marketing plan.

Course Listings for New Program:

List all courses required for the new program. Include course number/title and credit hours for each course. If new courses are being proposed, please complete the Motion to Modify, Add, or Drop a Course Form for each course.

The course listings are detailed on the next two pages. All courses are existing.

BS in Marketing

The following specific general education courses must be chosen to meet the requirements for this major (12 credits):

MTH 115 Introduction to Statistics	3
PSY 100 Introduction to Psychology	3
COM 102 Public Speaking	3
PHL 221 Business Ethics	3

Courses Required in the Marketing Major (63 credits):

BUS 200 Professional Development	3
BUS 202 Principles of Macro Economics	3
BUS 203 Principles of Micro Economics	3
BUS 205 Financial Accounting	3
BUS 207 Managerial Accounting	3
BUS 230 Management Principles	3
BUS 233 Marketing Principles	3
BUS 241 Business Law	3
BUS 325 International Business	3
BUS 336 Advertising Principles	3
BUS 342 Legal Environment of Business	3
BUS 343 Managerial Finance	3
BUS 350 International Marketing	3
BUS 356 Principles of Selling	3
BUS 357 Consumer Behavior	3
BUS 369 Marketing Research	3
BUS 387 Production/Operations Management	3
BUS 400 Marketing Management	3
BUS 410 Management Information Systems	3

Plus two of the following courses:

BUS 334 Retail Management	3
BUS 359 Industrial/Organizational Marketing	3
BUS 377 Case Studies/Readings in Marketing	3
BUS 485 Internship in Business Administration	3
SPT 350 Sports Marketing	3
COM 430 Argumentation and Debate	3

Courses required in other disciplines (7 credits):

MTH 105 College Algebra	4
ENG 201 Business Writing	3

Marketing Concentration (Current) Vs. Marketing Major (Proposed)			
Course Number	Course Name	Marketing Concentration Credit Hours	Marketing Major Credit Hours
Courses Required in Major			
BUS200	Professional Development	3	3
BUS202	Principles of Macro Economics	3	3
BUS203	Principles of Micro Economics	3	3
BUS205	Financial Accounting	3	3
BUS207	Managerial Accounting	3	3
BUS230	Management Principles	3	3
BUS233	Marketing Principles	3	3
BUS241	Business Law	3	3
BUS310	Organizational Behavior	3	
BUS325	International Business	3	3
BUS336	Advertising Principles		3
BUS342	Legal Environment of Business	3	3
BUS343	Managerial Finance	3	3
BUS350	International Marketing		3
BUS356	Principles of Selling		3
BUS357	Consumer Behavior	3	3
BUS362	Small Business and Entrepreneurship	3	
BUS369	Marketing Research	3	3
BUS387	Production/Operations Management	3	3
BUS400	Marketing Management	3	3
BUS410	Management Information Systems	3	3
BUS484 OR BUS485	Practicum or Internship in Business Administration	3	
Plus two of the following:			
BUS334	Retail Management		(3)
BUS359	Industrial/Organizational Marketing		(3)
BUS377	Case Studies/Readings in Marketing		(3)
BUS485	Internship in Business Administration		(3)
SPT350	Sports Marketing		(3)
COM430	Argumentation and Debate		(3)
Specific General Education Courses			
MTH115	Introduction to Statistics	3	3
PSY100	Introduction to Psychology		3
COM102	Public Speaking	3	3
PHL221	Business Ethics	3	3
Courses Required in Other Disciplines			
MTH105	College Algebra	4	4
ENG201	Business Writing	3	3

Does this new program affect another department/college? YES NO
If yes, has this department/college approved of this new program?

Additional information:

If approved, distribute to the following:

- Catalog
- Registrar
- Fontbonne Policy Manual Volume I
- Advisors' Manual
- Student Handbook
- Part-time Faculty Manual
- Staff Handbook
- Other:

Please note, all forms must be submitted to UCC by the Department Chair/College Dean.