TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

1. Program Title: Marketing Communications
2. Department(s): Marketing Communications
3. College(s): CAS/CAFES
4. Proposal prepared by: James W. Pratt Date: January 7, 2013
5. Check all that apply
   - [ ] New program
   - [ ] Change in course name
   - [ ] Change in major
   - [X] Change in course content
   - [ ] Change in number of credits
   - [ ] Change in minor
   - [ ] Change in emphasis/option

6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a. CBE/CAFES
   b. ART/COMS
   c. DFT/ENGL/JOU
   d. MATH/MKTG

7. Catalog year (and semester) of Implementation: Semester Fall Year 2013-14

8. Have all courses in this program been approved? Yes [ ] No [X]

   If “No” which courses have not been approved? MARC 250, 320, 330, 335, 340, 345, 350

9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a
   program change also include a listing of course array for both the current and proposed program?

10. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs
     will be substantially affected by the changes or proposal. Signature lines for the affected Departments and
     Colleges (noted in “6” above), are on the addendum to this form. These signatures should be obtained
     prior to review by all other shared governance levels.

   Department Curriculum Committee Chair (optional) 
   [Signature] James W. Pratt 1-17-13

   Department/Program Chair
   [Signature] James W. Pratt 1-17-13

   College Curriculum Committee Chair
   [Signature] 2-12-13

   Dean of College
   [Signature] 2-12-13

   University Curriculum Cmmt. Chair
   [Signature] 3-06-13

   Academic Policy & Program Cmmt. Chair
   [Signature] 4-15-13

   Faculty Senate Chair
   [Signature] 

   Provost / Vice Chancellor
   [Signature] 

   Chancellor
   [Signature] 

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost’s office upon
final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Dean(s), Department
Chair(s)] of approvals & necessary actions to implement changes.
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost’s office upon final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.

DEPARTMENT & COLLEGE APPROVAL SIGNATURES

Department Chair

Signature: [Signature]
Date: 1-7-13

College Curriculum Cmtt. Chair

Dean of College

-------------------------------------------------------------

Department Chair

Signature: [Signature]
Date: 1-7-2013

College Curriculum Cmtt. Chair

Dean of College

-------------------------------------------------------------

Department Chair

Signature: [Signature]
Date: 1-7-2013

College Curriculum Cmtt. Chair

Dean of College

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Rev. 11/08
## Marketing Communications Program Requirements Revision
### Spring 2013

<table>
<thead>
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Stephen T. Olsen

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4/2/13
## Marketing Communications Program Requirements Revision

### Spring 2013

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| **General Electives -- Choose 2 (category 6)**
| AGED | 230 | 3 | Agricultural Newswriting |
| AGEC | 355 | 3 | Agricultural Markets and Pricing |
| AGEC | 361 | 3 | Old Professional Selling designation |
| ART | 235 | 3 | Introduction to Black and White Photography |
| ART | 303 | 3 | Advertising Design II |
| COMS | 260 | 3 | Old Electronic Field Production designation |
| COMS | 318 | 3 | Organizational Communication |
| ENGL | 288 | 3 | Business Writing |
| ENGL | 387 | 3 | Technical Writing |
| JOUR | 230 | 3 | Agricultural Newswriting |
| JOUR | 240 | 3 | Introduction to Visual Communication |
| JOUR | 351 | 3 | Old Editing for Print Media designation |
| JOUR | 465 | 3 | Mass Communication Law |
| DPT | 280 | 3 | Electronic Field Production |
| MARC | 350 | 3 | Advertising Methods |
| MARC | 361 | 3 | Advertising Methods |
| MARC | 370 | 3 | Public Relations |
| MARC | 371 | 3 | Public Relations Methods |
| MARC | 389 | 3 | Special Topics in Marketing Communications |
| MKTG | 352 | 3 | Business to Business Marketing |
| MKTG | 355 | 3 | International Marketing |
| MKTG | 365 | 3 | Marketing Research |
| PHIL | 318 | 3 | Media Ethics |

### General Electives -- Choose 2 (category 7)

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### Current MARC Requirements

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### Proposed MARC Requirements

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<td>ANSC</td>
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**KEY**

- Green = Moved to different category
- Blue = New course in program
- Red = Removed from program
- Yellow = Renamed Course

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Stephen T. Olsen

Page 2

4/2/13
Marketing Communications Curriculum Requirements Revision

Submitted: February 2013
For implementation – Fall Semester – 2013-2014

When the interdisciplinary Marketing Communications program was begun in 1996, the
goal was to develop a major using, as much as possible, courses already in place in other
departments. Over the years, supporting departments have modified their curriculums –
removing courses, adding courses, changing prerequisites, changing frequency of
offerings, changing credits offered by courses, etc. A major which had as its goal 50
majors in five years has grown to one of the largest in the University – consistently
around 275-300 majors. In addition, the number of faculty specifically assigned to
Marketing Communications has expanded as has the robustness of courses offered
specifically by MARC faculty.

The proposed changes are the result of 2 ½ years of assessment and discussion involving
a University program review, consultation with our professional advisory board and other
professionals in the field, as well as consultation with our students and faculty. This is
the first major revision in the major since its inception in 1996.

The revision of curriculum requirements and elective options is designed to accomplish
three goals:

(1) Remove courses that are not directly applicable to the MARC profession. As it is
currently configured, a student could receive a MARC major and only take 2 courses
with the MARC designation. The new approach is designed to achieve a more powerful
synergy between the major and students’ selected minor. If students want to, for
example, take additional classes in art or professional writing, they should take them as
part of minors in those areas – not as MARC electives.

(2) Add an Oral Communication directed elective to the major. We have always had
directed electives in writing and visual communication. We have always believed that an
oral communication component is equally relevant. The new elective takes advantage of
courses presently taught in COMS or MARC.

(3) Have the Promotional Elective and General MARC Electives be selected from a list
of courses specific to the process of Marketing Communications. The courses are either
courses we have offered frequently in MARC under a Topics designation or courses
currently offered by the Marketing emphasis the College of Business and Economics.

What follows is a brief discussion of changes in each of our major categories and
required supporting courses. Appendix A may be helpful in seeing how all this comes
together.
Required Courses – Category 1

Replace ART 225 – Advertising Design I – with ART 121 – Design Foundation.

Advertising Design sounds like a course that would have a natural affinity with the visual communication objectives of the MARC major – and has served in that capacity since the inception of the major. With the coming proposal of a Graphics major and minor in the Art department, Ad Design will become a 300-level course with several prerequisites. ART 121 deals with basic elements and principles of design including the use of computers to investigate the fundamentals of design. It will serve as part of our foundation courses quite well.

Writing Directed Elective – Category 3

Remove the following courses from the Writing Elective options: AGED/JOUR 230 Agricultural News Writing (it will continue to be offered in Category 7 electives) and JOUR 123 – Editing for Print Media. Add ENGL 371 – Proposal Writing. The three writing selections will be specifically related to writing skills used by Marketing Communications professionals. JOUR 123 is now part of a sequence of JOUR courses that must be taken in a specific order and has been reduced to a 2-credit course.

Visual Directed Elective – Category 4

Remove the following courses from the Visual Elective options: ART 121 – Design Foundation; ART 235 – Introduction to Black and White Photography; ART 236 – Introduction to Print Making; ART 303 – Advertising Design II; and DFT 160 – TV Studio Production. Add DFT 260 – Electronic Field Production. The two options that will be offered deal directly with digital formats – photography or film. Both involve not only shooting, but also editing of digital media.

Oral Communication Directed Elective – Category 5

Add the following courses: COMS 211 – Public Speaking; COMS 216 – Communication in the Interview; COMS 312 – Argumentation and Decision Making; COMS 416 – Training and Development; and MARC 207 – Listening Skills. All of our professional advisers and consultants were adamant that this practical training in oral communication was critical to our students’ preparation for MARC professional fields.

Promotional Elective – Category 6

Remove MKTG 365 – Marketing Research (it will move to General Electives). Add MARC 335 – MARC Sales and Promotion and Event Planning. All the courses in this category will now provide specific theoretical and practical experience in MARC professional areas.

MARC Program Requirements Revision – p. 2
General Electives – Category 7

Remove all courses not related specifically to MARC professional activities. Those courses are: AGEC 355 – Agricultural Markets and Pricing; AGEC 368 (old Professional Selling designation); ART 235 – Introduction to Black and White Photography; ART 303 – Advertising Design II; COMS 260 – old Electronic Field Production designation; COMS 316 – Organizational Communication; ENGL 266 – Business Writing; ENGL 367 – Technical Writing; JOUR 230 – Agricultural Newswriting; JOUR 240 – Introduction to Visual Communication; JOUR 351 – old Editing for Print Media designation; JOUR 465 – Mass Communication Law; DFT 260 – Electronic Field Production; and PHIL – 316 – Media Ethics. Many of these courses continue to be taught, but our students are better served by taking them in a designated minor (or Interdisciplinary minor) rather than as MARC professionally oriented electives.

Add the following courses: MKTG 315 – Retail Management and MKTG 342 – Services Marketing. Add the following MARC courses which have been taught as MARC Topics courses for several years – we will be giving them permanent course designations. The courses are: MARC 250 – MARC Ethics; MARC 320 – Evaluating MARC; MARC 330 – MARC for Non-profit Organizations; MARC 335 – MARC Sales Promotion and Event Planning; MARC 340 – MARC Sports Marketing; MARC 345 – MARC Campaigns; MARC 350 – MARC Branding.

Required Supporting Courses

Drop PSYC 201 – Behavioral Statistics. Add a cohort MATH 126 – Activities in Math – that will include a statistics component. When Psychology changed PSYC 201 from a general behavioral statistics course in order to focus it specifically on psychology research, we were advised to no longer have our students take it for general, statistics education. For years, that course had served as our primary statistics course for most of our majors. With that course no longer available, we are asking the Math department to offer selected MATH 126 courses in a cohort format that will include a statistics component. We will continue to encourage our majors to take a traditional statistics courses (from the remaining list) when appropriate.
Steve,

The Department of Management & Marketing has no objections to this revision of the Marketing Communications Major.

Darryl

Darryl W. Miller, Ph.D.
Professor of Marketing
Chair, Dept. of Management & Marketing
University of Wisconsin River Falls

-----Original Message-----
From: Stephen Olsen
Sent: Tuesday, December 04, 2012 7:15 PM
To: Darryl Miller
Cc: James Pratt
Subject: MARC Curriculum Revisions and MKTG

Darryl,

We are moving forward with the Marketing Communications curriculum revision. I have attached a spreadsheet that shows the changes.

Nothing has changed since you and I discussed this new program last spring.

You'll notice that, with one exception requested by David Trechter, the courses from departments other than MARC and MKTG have been removed from our general electives. It is our belief that if students want to take courses like those, they can do so with an appropriate minor.

I do not anticipate that our new program will have much impact on your enrollment. MARC students who want to take upper level MKTG courses (such as Sales Effectiveness or International Marketing) are already doing so. There may be a modest increase because of the absence of courses from other departments in our
General Electives, but I would expect the impact to be negligible.

I need to submit a letter of support from departments that will be affected by our revisions. I think a reply to this note will be fine.

Would you please send me a note affirming that you and I have talked about the impact of our MARC curriculum revisions on the MKTG department and that you do not foresee any negative impact on your department?

Thank you.

Stephen T. Olsen
Chair -- Marketing Communications
University of Wisconsin -- River Falls
Fwd: MARC Curriculum Revision
Randy Johnston

You replied on 12/10/2012 3:08 PM

Sent: Monday, December 10, 2012 2:48 PM
To: Stephen Olsen
Attachments: [MARC Program Requirements.xlsx (24 KB)](open as Web Page)

Stephen, I have reviewed your curriculum revision proposals and believe they will have no adverse impact on the Art department.

Sincerely
Randy Johnston

Randy J Johnston Professor
Art Department Chair
University of Wisconsin, River Falls
410 S Third St
River Falls, WI 54022
715 425 3266

Begin forwarded message:

From: Stephen Olsen <stephen.t.olsen@uwrf.edu>
Subject: FW: MARC Curriculum Revision
Date: December 10, 2012 11:37:27 AM CST
To: Randy Johnston <randy.johnston@uwrf.edu>

Randy,
When you get a quick moment, could you please respond to this?

Thank you.

Stephen T. Olsen
Chair — Marketing Communications
University of Wisconsin — River Falls
715-425-3699

From: Stephen Olsen
Sent: Tuesday, December 04, 2012 2:43 PM
To: Randy Johnston
Cc: James Pratt
Subject: MARC Curriculum Revision

Randy,

We are moving forward with the Marketing Communications curriculum revision. I have attached a spreadsheet that shows the changes.

Nothing has changed since you and I discussed this new program last spring.

The big change that will affect your scheduling is our replacing ART 225 — Ad design — with ART 121 — Design Foundation. When the graphics major/minor goes into effect, the new prerequisites for ART 225 will preclude our continuing to require that course of every MARC major. I am confident that the ART 121 class will fulfill our conceptual and practical needs as a core visual communication course. If we can continue to run at least 1 ART 225 course under the old requirements for a couple of semesters, I think we will be fine. We will also accept ART 121 as a substitute during that time.

I do anticipate very strong interest in your new graphics minor. With Dral’s help, we have been monitoring it as well as we could with Option B minors. Once it gets officially in the catalog, I would expect even more interest.

I need to submit a letter of support from departments that will be affected by our revisions. I think a reply to this note will be fine.

Would you please send me a note affirming that you and I have talked about the impact of our MARC curriculum revisions on the ART department and that you do not foresee any negative impact on your department?
Thank you.

Stephen T. Olsen
Chair -- Marketing Communications
University of Wisconsin -- River Falls
715-425-3899
Re: MARC Curriculum Revision and COMS
Jennifer Willis-Rivera
You replied on 12/6/2012 2:45 PM

Sent: Wednesday, December 05, 2012 2:42 PM
To: Stephen Olsen

Not a problem at all - I just wanted to make sure it wasn't a mistake! I have no problem with the curriculum as you have it written, and I do not see it having a negative impact on our program.

Jennifer

On 12/5/12 11:04 AM, "Stephen Olsen" <stephen.t.olsen@uwrf.edu> wrote:

> The steering committee talked about this after you and I met. The
> consensus was that for the MARC students thinking about T&D careers, the
> prerequisite would not be a deal breaker (and we have had COMS 316 as a
> general elective for 16 years!).
>
> My guess is that most of the students who would opt for the COMS 416
> option would be COMS minors or double majors.
>
> If you think the prerequisite would be a problem in terms of your staffing
> or scheduling, we can remove the COMS 416 option.
>
> Stephen T. Olsen
> Chair -- Marketing Communications
> University of Wisconsin -- River Falls
> 715-425-3899
>
> From: Jennifer Willis-Rivera
> Sent: Tuesday, December 04, 2012 8:26 PM
> To: Stephen Olsen
> Subject: Re: MARC Curriculum Revision and COMS
>
> Steve,
>
> I don't have a problem, but I think you have a mistake on here - I
> remember you and I talked about it before. You have COMS 416
down as one
>of your electives, but remember, that has COMS 316 as a
prerequisite. If
>I remember correctly, you had decided on COMS 316 instead of
COMS 416
>because of the prerequisite.
>
>Jen
>
>On 12/4/12 7:02 PM, "Stephen Olsen" <stephen.t.olsen@uwrf.edu>
wrote:
>
>>Jennifer,
>>
>>We are moving forward with the Marketing Communications
curriculum
>>revision. I have attached a spreadsheet that shows the
changes.
>>(Hopefully, it is the same one I sent you before!)
>>
>>Nothing has changed since you and I discussed this new program
last
>>spring.
>>
>>I think the obvious impact on COMS will come from our new,
required Oral
>>Communication Elective.
>>
>>We do not get a lot of new MARC majors at the beginning of
spring
>>semesters, so I really do not anticipate any scheduling issues
for you
>>until fall 2013 or maybe even spring 2014. From a practical
perspective,
>>new students would probably want to complete COMS 116 before
taking these
>>more advanced courses anyway.
>>
>>If the MARC major count remains at the level it has been for
the last ten
>>years, mathematically we need to service about 75 students a
year for
>>this Oral Communication elective. Given two semesters and five
courses
>>(more if multiple sections are offered) to choose from each
year, I
>>expect that your enrollment in the listed courses will
increase, but I do not foresee any undue stress even after the new program gets fully implemented.

We did drop two COMS courses from our general elective category. It is our hope that students interested in courses like those will become COMS minors (or do a double major). The MARC major and COMS minor will continue to be a very strong combination and I would expect the numbers for that pairing to continue about as they are now.

I need to submit a letter of support from departments that will be affected by our revisions. I think a reply to this note will be fine (just as you did with the DFT program).

Would you please send me a note affirming that you and I have talked about the impact of our MARC curriculum revisions on the COMS department and that you do not foresee any negative impact on your department?

Thank you.

Stephen T. Olsen
Chair -- Marketing Communications
University of Wisconsin -- River Falls
715-425-3899
Re: MARC Curriculum Revision and DFT
Jennifer Willis-Rivera
You replied on 12/4/2012 6:13 PM
Sent: Tuesday, December 04, 2012 4:11 PM
To: Stephen Olsen
Cc: Robin Murray

Steve,

We have talked about this revision, and I don't see any negative impact on our program. Good luck on your new curriculum!

Jennifer

On 12/4/12 3:01 PM, "Stephen Olsen" <stephen.t.olsen@uwrf.edu> wrote:

> Jennifer,
> 
> We are moving forward with the Marketing Communications curriculum revision. I have attached a spreadsheet that shows the changes.
> 
> Nothing has changed since you and I discussed this new program last spring.
> 
> The change that will probably have the most impact the Digital Film and Television program is our Visual Elective option. We have removed all courses that do not deal with digital media. So the option is digital photography or digital film.
> 
> We get so few students joining MARC early in the spring semester that I do not see much impact on DFT 260 until at least Fall of 2013. A lot of our majors opt for the JOUR 240 Visual Communication course -- of which two sections are offered every semester. So I anticipate that once our new requirements get fully implemented, Erik may need to offer 1 additional DFT 260 course per semester to meet the
expected demand.
>
I need to submit a letter of support from departments that will be affected by our revisions. I think a reply to this note will be fine.
>
Would you please send me a note affirming that you and I have talked about the impact of our MARC curriculum revisions on the DFT program and that you do not foresee any negative impact on your department?
>
Thank you.
>
>
>Stephen T. Olsen
>Chair -- Marketing Communications
>University of Wisconsin -- River Falls
>715-425-3899
RE: MARC Curriculum Revisions and PWT
Marshall Toman

Sent: Wednesday, December 05, 2012 10:46 PM  
To: Stephen Olsen  
Cc: James Pratt

Hello, Steve,

Thank you for talking with me about your proposed changes. I foresee no impact on English that we would be concerned about.

Marshall

--

Marshall Toman, Professor  
Chair, Department of English  
Coordinator, TESOL M.A. Program  
Campus Fulbright Representative  
UWRF's ACE Internationalization Lab Steering Group  
245 KFA  
University of Wisconsin–River Falls  
410 South Third Street  
River Falls, WI 54022-5001  
715-425-3537  
715-425-0657 (fax)

From: Stephen Olsen  
Sent: Tuesday, December 04, 2012 3:19 PM  
To: Marshall Toman  
Cc: James Pratt  
Subject: MARC Curriculum Revisions and PWT

Marshall,

We are moving forward with the Marketing Communications curriculum revision. I have attached a spreadsheet that shows the changes.

Nothing has changed since you and I discussed this new program last spring.

I do not expect much undo stress in your Professional Writing program from the changes in our directed Writing Elective. The reality is that I have been doing program exceptions for a
couple of years to accomodate students' interest in new PWT classes. ENGL 266 and ENGL 367 will continue to be our go to courses -- as they have in the past.

We get so few students joining MARC early in spring that I do not see any need to tweak the PWT offerings until at least next fall -- and, then, the impact will probably be negligible.

Where you might be affected is with our General Electives changes. We have taken the PWT courses out of that category (as we have other departments' courses that are not MARC or MKTG). PWT makes an extremely powerful combination with the MARC major. We will continue, when appropriate, to encourage students to adopt that as their minor -- and I would expect overall interest in the PWT program in the future to increase from its current level.

I need to submit a letter of support from departments that will be affected by our revisions. I think a reply to this note will be fine.

Would you please send me a note affirming that you and I have talked about the impact of our MARC curriculum revisions on the ENGL department and that you do not foresee any negative impact on your department?

Thank you.

Stephen T. Olsen
Chair -- Marketing Communications
University of Wisconsin -- River Falls
715-425-3899
Hi Steve,

This is a note acknowledging that you and I have discussed these changes to your program, and how they would potentially affect the Math Department.

Our department is willing to support you in adapting these changes, and to be willing to accommodate changes in course enrollments as your changes are implementated.

Bob

From: Stephen Olsen
Sent: Tuesday, December 04, 2012 8:59 AM
To: Robert Coffman
Cc: James Pratt
Subject: MARC Curriculum Revision

Bob,

We are moving forward with the Marketing Communications curriculum revision. I have attached a spreadsheet that shows the changes.

Nothing has changed since you and I discussed this new program earlier this term.

At the request of the psychology department, we are removing PSYC 201 as a statistics option because of their change of focus with that class. I would, therefore, anticipate a bit more demand from us for MATH 216 and MATH 226 in the near future.

I expect that the MATH 126 -- Activities in Math -- cohort class will eventually be popular, but, since we get so few students joining MARC early in spring terms, I do not anticipate even needing any of those courses scheduled until next Fall. Even then, we probably will not need more than one class initially.

I need to submit a letter of support from departments that
will be affected by our revisions. I think a reply to this note will be fine.

Would you please send me a note affirming that you and I have talked about the impact of our MARC curriculum revisions on the MATH department and that you do not foresee any negative impact on your department?

Thank you.

Stephen T. Olsen
Chair -- Marketing Communications
University of Wisconsin -- River Falls
715-425-3899
Marketing Communications revision
Sandy Ellis

To: James Pratt

Jim,

Congratulations on the MarComm program revision. Journalism does not anticipate that the changes Steve Olsen and I discussed last spring and this fall will have any negative effects on the Journalism program.

We wish the MarComm faculty and the program the best as you go forward. Please let us know if there's any thing we can do to assist you.

Sandy

--
Professor Sandy Ellis
Dept. Chair, Journalism

410 S. Third St.
River Falls, WI 54022

715-425-3169