TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

1. Program Title: Marketing Communications - CAFES Option
2. Department(s): Marketing Communications-Interdisciplinary
3. College(s): CAFES
4. Proposal prepared by: David Trechter Date: 02/27/2014
5. Check all that apply
   - [ ] New program
   - [ ] Existing program
   - [X] Change in course name
   - [ ] Change in number of credits
   - [X] Change in major
   - [ ] Change in minor
   - [ ] Change in course content
   - [X] Change in emphasis/option
6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a.) Ag Economics
   b.) Animal Science
   c.) Plant/Earth Sci
   d.) Ag Engineering
7. Catalog year (and semester) of Implementation:
   - Semester: Fall
8. Have all courses in this program been approved? Yes [X] No [ ]
   If “No” which courses have not been approved?
9. Attach Request Narrative
   Include 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 economically
    substantially affected by the changes or proposal. Signature lines for the affected Departments and
    Colleges (noted in “b” above), are on the addendum to this form. These signatures should be obtained
    prior to review by all other shared governance levels.

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<th>Department Curriculum Committee Chair (optional)</th>
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<th>Department/Program Chair</th>
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<td>[Signature] Feb 27, 2014</td>
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<th>College Curriculum Committee Chair</th>
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<td>[Signature] Feb 28, 2014</td>
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<th>Dean of College</th>
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<th>University Curriculum Cmtt. Chair</th>
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*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.
Narrative for modifying Marketing Communications – CAFES Option

Currently, the only requirement for students majoring in Marketing Communications who want to receive their degree from the College of Agriculture, Food and Environmental Sciences is that they complete Agricultural Foundation courses. This sequence of 5 introductory courses is designed to provide students with a base-level of knowledge about agriculture.

All Marketing Communication majors are required to complete a minor. The proposed modification to the Marketing Communications – CAFES option is to require that these students complete a minor in CAFES. This will ensure that graduates of this program have more than a base-level of knowledge of the agricultural discipline of their choice.

The proposed modification to the CAFES option will not affect the Marketing Communication – CAS option.
Letters of support for proposed change to the Marketing Communications – CAFES emphasis:

**Animal and Food Science Department:**

Dave,

I think this makes sense, so the Department of Animal and Food Science supports the proposal to require Marketing Communication – CAFES emphasis students to complete a minor in some discipline within the College of Agriculture, Food and Environmental Sciences.

Gary Onan  
Animal & Food Science Chair

**Plant and Earth Science Department:**

Department of Plant and Earth Science  •  College of Agriculture, Food and Environmental Sciences  
Recipient of the UW Regents Teaching Excellence Award  
Phone: (715) 425-3345  •  Fax: (715) 425-3785  •  pes@uwrf.edu

March 19, 2013

To: David Trechter, Chair  
Agricultural Economics Department

Re: Marketing Communication Program Change

The Department of Plant and Earth Science supports the proposal to require Marketing Communication – CAFES emphasis students to complete a minor in some discipline within the College of Agriculture, Food and Environmental Sciences.

Sincerely,

[Signature]

Donavon H. Taylor, Chair  
Department of Plant and Earth Science
Agricultural Engineering Department:

March 19, 2013

To: David Trechter, Chair Agricultural Economics Department

From: Dean Olson, Chair Agricultural Engineering Technology Department

Re: Proposed change to the Marketing Communications major

The Agricultural Engineering Technology Department supports the proposal to require Marketing Communication – CAFES emphasis students to complete a minor in some discipline with the College of Agriculture, Food and Environmental Sciences.

Agricultural Education Department:

David,

The agricultural Education Department supports the proposal to require a CAFES minor for all Mar Com - CAFES students.

At the same time we want to clarify the internship requirement for Mar Com - CAFES students and propose that the current language of any CAFES intern course be limited to AGEC or AGED 200/300 internship courses.

Tim

Tim Buttiles, Ph.D.
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River Falls, WI 54022
Phone: 715-425-3555 - FAX: 715-425-3785
timothy.j.buttles@uwrf.edu - www.uwrf.edu/AGED