TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

1. Program Title: Marketing Communications - CAFES emphasis
2. Department(s): Marketing Communications
3. College(s): CAFES and CAS
4. Proposal prepared by: James Pratt Date: April 1, 2013
5. Check all that apply
   - [ ] New program
   - [ ] Existing program
   - [x] Change in course name
   - [ ] Change in number of credits
   - [ ] Change in major
   - [ ] Change in minor
   - [ ] Change in course content
   - [ ] 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 Spring Year 2014
8. Have all courses in this program been approved? Yes [ ] No [x]
   If "No" which courses have not been approved?
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.

Signature Date
Department Curriculum Committee Chair (optional) 
Department/Program Chair
College Curriculum Committee Chair
Dean of College
University Curriculum Cmmt. Chair
Academic Policy & Program Cmmt. Chair
Faculty Senate Chair
Provost / Vice Chancellor
Chancellor

*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 - Addendum**

**Signatures of Additional Department & Colleges Affected**

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Narrative for modifying Marketing Communications – CAFES emphasis

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 emphasis 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 emphasis will not affect the Marketing Communication – CAS emphasis option.
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

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