To: Dean Van Galen, Chancellor  
116 North Hall  
University of Wisconsin-River Falls

From: Marshall Toman, Acting Chair  
Faculty Senate  
University of Wisconsin-River Falls

April 5, 2012

RE: UWRF Faculty Senate Motion 2011-2012/99

At the April 4, 2012 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2011-2012/99 was passed and it is effective immediately. This motion is forwarded to you for your action.

Motion from the Academic Programs and Policy Committee (Steve Kelm, Chair) to revise the Marketing Option within the Business Administration Major as indicated in the supporting materials.

Approved  

Disapproved

Dean Van Galen, Chancellor

Date 4/14/12
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

2. Department(s): Management & Marketing
3. College(s): Cbe
4. Proposal prepared by: Miller, Klic, Vollmers Date: 11/28/2011

5. Check all that apply:
   - [ ] New program
   - [ ] Change in course name
   - [ ] Change in Major
   - [ ] Change in course content
   - [ ] Existing program
   - [ ] Change in number of credits
   - [ ] Change in Minor
   - [ ] Change in Emphasis/Option

6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):
   1. Economics
   2. Finance
   3. Psychology
   4. 

7. Date of Implementation: Fall Semester 2012 Year

8. Have all courses in this program been approved? Yes [x] No [ ] If “No,” which ones?

9. Attach Request Narrative. (Include description of program before and after proposed changes).

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

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<tr>
<th>Department Chair</th>
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<tr>
<th>Provost / Vice Chancellor</th>
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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.

Rev. 11/08
In designing this updated revision of the Marketing Option within the Business Administration Major the marketing faculty conducted extensive benchmarking of marketing programs at other business schools. For this purpose we chose 18 AACSB-accredited schools with missions and circumstances similar to our own (i.e., business schools from midsized public regional comprehensive universities).

The proposal includes three basic changes:

1. International Marketing (MKTG 355) becomes required of all marketing majors. Formerly it was an elective. This change is consistent with the UWRF and CBE strategic emphasis on Global Education and Engagement. The change will not likely stress resources because it has been the most popular elective for several years with a large majority of marketing majors taking it.

2. The total MKTG requirement with the option increases from 15 to 21. Both required marketing courses and marketing electives increase by 3 credits. This set of changes places our program more in line with the size and structure of programs in our benchmark schools. These slight increases should not stress resources very much. We are urging students to include an internship as part of their marketing electives and we have decreased the support elective requirement from 9 to 6 credits so the total credit hour requirement in the option increases 3 credits from 24 to 27.

3. The major change to the list of support electives includes removing several psychology courses and increasing courses in economics and other functional areas within business administration. The psychology courses that were cut seemed to be too technical for our needs. The chairperson of the psychology department supports this change because it puts less stress on her department’s ability to serve psychology students and students from programs in education. Many marketing students take Managing Workplace Diversity (MNGT 330) and/or International Business (MNGT 355) as support electives because these courses can also satisfy university diversity and global requirements respectively. Thus, enrollment patterns in other departments will not be affected to a significant degree. The 3 credit increase in the total requirements for the option do not affect whether a student can complete 120 credits for the B.S. in Business Administration in four academic years. If they take full advantage of double-counting opportunities they are left with 14.5 credits of general elective. A minor is not required with this major.
### Current Option

**Required Marketing Courses 9 cr. hrs.**

- MKTG 312 Consumer Behavior
- MKTG 365 Marketing Research
- MKTG 445 Marketing Strategy

**Marketing Electives 6 cr. hrs.**

- MKTG 315 Retail Management
- MKTG 325 Sales Effectiveness
- MKTG 330 Promotional Strategy
- MKTG 334 Internet and Direct Marketing
- MKTG 342 Services Marketing
- MKTG 352 Business to Business Marketing
- MKTG 355 International Marketing
- MKTG 379 Internship-Marketing
- MKTG 389 Special Topics in Marketing
- MKTG 499 Independent Study
- MNGT 450 e-Commerce

**Support Electives: 9 cr. hrs.**

- COMS 306 Nonverbal Communication
- COMS 311 Persuasion
- COMS 316 Organizational Communication
- ECON 316 Managerial Economics
- ECON 340 Contemporary International Trade
- ECON 342 International Finance
- ECON 426 Forecasting and Econometrics
- ESM 377 Business Ecology
- GEOG 250 Intro to Cartography and GIS
- MNGT 310 Culture and Business
- MNGT 330 Managing Workplace Diversity
- MNGT 389 Special Topics in Management
- PHIL 304 Business Ethics
- POLS 256 Public Policymaking
- POLS 260 Introduction to International Relations
- PSYC 236 Devpmntl Psych: Childhood and Adolesc
- PSYC 265 Social Psychology
- PSYC 305 Learning and Motivation
- PSYC 310 Memory and Thinking
- PSYC 320 Psychology of Personality
- PSYC 336 Devpmntl Psych: Adulthood and Aging

### Proposed Option

**Required Marketing Courses 12 cr. hrs.**

- MKTG 312 Consumer Behavior
- MKTG 365 Marketing Research
- MKTG 445 Marketing Strategy
- MKTG 355 International Marketing

**Marketing Electives 9 cr. hrs.**

- MKTG 315 Retail Management
- MKTG 325 Sales Effectiveness
- MKTG 330 Promotional Strategy
- MKTG 334 Internet and Direct Marketing
- MKTG 342 Services Marketing
- MKTG 352 Business to Business Marketing
- MKTG 379 Internship-Marketing
- MKTG 389 Special Topics in Marketing
- MKTG 499 Independent Study
- MNGT 450 e-Commerce

**Support Electives: 6 cr. hrs.**

- CBE 370 International Study Tour
- COMS 306 Nonverbal Communication
- COMS 311 Persuasion
- COMS 313 Intercultural Communication (d)
- CSIS 333 Database Management Systems
- ECON 316 Managerial Economics
- ECON 340 Contemporary International Trade
- ECON 342 International Finance
- ECON 426 Forecasting and Econometrics
- ECON 301 Intermediate Micro
- ECON 302 Intermediate Macro
- ECON 305 Money & Banking
- ECON 324 Labor Economics
- ESM 377 Business Ecology
- FINC 314 Principles of Insurance
- FINC 350 Real Estate
- FINC 355 Multinational Financial Management
- GEOG 250 Intro to Cartography and GIS
- MARC 370 Public Relations
- MNGT 318 Operations Research
- MNGT 330 Managing Workplace Diversity (d)
- MNGT 340 Ethical Leadership
- MNGT 355 International Business (g)
- MNGT 362 Logistical Management
- MNGT 430 Small Business Management
- PHIL 304 Business Ethics
- POLS 256 Public Policymaking
- POLS 260 Introduction to International Relations
- PSYC 265 Social Psychology

**PSYC 320 Psychology of Personality**
Dear Darryl,
In talking with the COMS staff, yes, we approve your choice/change from 316 to 313. However, you should know that we are in the process of dropping a section of 313 for spring and will offer only 2 sections of 30 per. Though...we also offer an online 313 class during summer and J-term. The online 313 is a-synchronous. If you need something more official...please let me know.

Thanks
Robin

Robin Murray, Chair Communication Studies and Theatre Arts

University of Wisconsin-River Falls
Office phone# 715-425-3097

"Sometimes I have believed as many as six impossible things before breakfast." Lewis Carroll, from Through the Looking Glass

From: Darryl Miller
Sent: Monday, October 24, 2011 11:33 AM
To: Robin Murray
Subject: COMS 313 as support elective for Marketing Option?

Dr. Murray,

The faculty of the Dept. of Management and Marketing has recently met to update the curriculum of the Marketing Option within the Business Administration Major. Three COMS courses have been included as support electives in this option for several years. These include: COMS 306 (Nonverbal Comm), COMS 311 (Persuasion), and COMS 316 (Org Comm). With your approval we would like to replace COMS 306 with COMS 313 (Intercultural Comm). We believe that given the importance of multicultural marketing internationally and domestically COMS 313 would be a better choice for our students than COMS 316. Thank you.

Darryl W. Miller, Ph.D.
Professor of Marketing
Chair, Dept. of Management & Marketing
University of Wisconsin River Falls
Re: CSIS 333
Hossein Najafi
Sent: Thursday, December 15, 2011 10:44 AM
To: Darryl Miller

That should work.

Hossein Najafi, PhD
Computer Science and Information Systems Department, Chair
University of Wisconsin, River Falls
410 S. 3rd St.
River Falls, WI 54022
715-425-3335

From: Darryl Miller <darryl.w.miller@uwrf.edu>
Date: Thu, 15 Dec 2011 10:43:43 -0600
To: Hossein Najafi <hossein.najafi@uwrf.edu>
Subject: CSIS 333

Hossein,
Please confirm that CSIS 333 is acceptable as a support elective for the
Marketing Option within the Business Administration Major. Thanks.
D.

Darryl W. Miller, Ph.D.
Professor of Marketing
Chair, Dept. of Management & Marketing
University of Wisconsin River Falls
RE: ECON Courses as MKTG Support Electives

Hamid Tabesh

Sent: Friday, October 28, 2011 4:10 PM
To: Darryl Miller
Cc: Jacqueline Brux; Hossein Eftekar; Logan Kelly; Pascal Ngoboka; Suzy Rogers; Brian Schultz; John Walker

Darryl:
The Department of Economics met on Friday October 28, 2011 and discussed your proposal regarding "Econ courses as Marketing Support Electives" (please see below). The Economics department supports your proposal and appreciates your collaborative approach regarding your proposed changes. At the present time, we are offering Econ 301 in the Fall terms and Econ 302 in the Spring terms. If we are allowed to hire new faculty it is possible that we may be able to offer these courses every term in the future. Please let me know if you have any question or concern.

Thank you, Hamid

From: Darryl Miller
Sent: Tuesday, October 25, 2011 9:55 AM
To: Hamid Tabesh
Subject: RE: ECON Courses as MKTG Support Electives

Thank you.

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

From: Hamid Tabesh
Sent: Monday, October 24, 2011 4:09 PM
To: Darryl Miller
Subject: RE: ECON Courses as MKTG Support Electives

Hi Darryl:
Thank you for informing me about updating your curriculum in Marketing. Our department has a meeting on Friday Oct. 30, I will bring your email to their attention. I do not foresee any issue on our part, nevertheless; If I receive feedback from my colleagues I will forward them to you by early next week. Thank you, Hamid

From: Darryl Miller
Sent: Monday, October 24, 2011 1:54 PM
To: Hamid Tabesh
Subject: ECON Courses as MKTG Support Electives

Hamid,

We are in the process of updating the curriculum for the Marketing Option. The following ECON courses have been on our list of support electives for several years:

ECON 316 Managerial Economics
ECON 340 Contemporary International Trade  
ECON 342 International Finance  
ECON 426 Forecasting and Econometrics

*With your approval* we would like to retain them and add the following courses:

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<td>ECON 302</td>
<td>Intermediate Macro</td>
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<td>ECON 305</td>
<td>Money &amp; Banking</td>
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<td>ECON 324</td>
<td>Labor Economics</td>
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Thank you.

Darryl W. Miller, Ph.D.  
Professor of Marketing  
Chair, Dept. of Management & Marketing  
University of Wisconsin River Falls
Thank you, Darryl, for contacting me. The Department has no objections. The enrollment demands from business for these two courses are extremely low, and we would welcome the continuation of this as an option. Cheers, Wes

From: Darryl Miller  
Sent: Monday, October 24, 2011 12:36 PM  
To: Wesley Chapin  
Subject: POLS Courses as Support Elective for Marketing Option

Dr. Chapin,

The faculty of the Dept. of Management and Marketing has recently met to update the curriculum of the Marketing Option within the Business Administration Major. For several years POLS 256 (Pub Pol) and POLS 260 (Intl Rel) have been included as support electives in this option. With your approval we would like to retain both in the revised option. Thank you

Darryl W. Miller, Ph.D.  
Professor of Marketing  
Chair, Dept. of Management & Marketing  
University of Wisconsin River Falls
RE: GEOG 250 as support elective for Marketing Option?

John Heppen

Sent: Monday, October 24, 2011 11:57 AM
To: Darryl Miller

Yes that is fine with me. I approve it. Happy to help.

From: Darryl Miller
Sent: Monday, October 24, 2011 11:06 AM
To: John Heppen
Subject: GEOG 250 as support elective for Marketing Option?

Dr. Heppen,

The faculty of the Dept. of Management and Marketing has recently met to update the curriculum of the Marketing Option within the Business Administration Major. GEOG 250 (Intro to Cartography and GIS) has been included as a support elective in this option for several years. With your approval we would like to retain it as a support elective. We believe the course would be useful to marketing majors who are interested mobile marketing practices. Thank you.

Darryl W. Miller, Ph.D.
Professor of Marketing
Chair, Dept. of Management & Marketing
University of Wisconsin River Falls
RE: ESM 377 as support elective for Bus Admin Marketing Option?
Donavon Taylor
Sent: Monday, October 24, 2011 11:11 AM
To: Darryl Miller

Darryl,
Thanks for the email. We are pleased that ESM 377 is included on your supporting electives lists and support it continued listing there.
Have a good day,
Don Taylor, Chair
Department of Plant and Earth Science

From: Darryl Miller
Sent: Monday, October 24, 2011 11:01 AM
To: Donavon Taylor
Subject: ESM 377 as support elective for Bus Admin Marketing Option?

Dr. Taylor,

The faculty of the Dept. of Management and Marketing has recently met to update the curriculum of the Marketing Option within the Business Administration Major. ESM 377 (Business Ecology) has been included as a support elective in this option for several years. With your approval we would like to retain it as a support elective. We believe that given the increasing importance of sustainable business practices, ESM 377 is a logical choice for a support elective. Thank you

Darryl W. Miller, Ph.D.
Professor of Marketing
Chair, Dept. of Management & Marketing
University of Wisconsin River Falls
RE: MARC 370?
Stephen Olsen
Sent: Thursday, December 15, 2011 10:05 AM
To: Darryl Miller
Cc: dbonko@q.com; Tracy O'Connell; James Pratt; Stephen Olsen; David Trechter; Mialisa Moline; Dan Paulus

Darryl,

I am writing to confirm that MARC will be happy to have MARC 370 -- Public Relations -- listed as a support elective for Business Administration -- Marketing Option.

The course has MARC 100 -- Writing for Media -- as a prerequisite for our majors, but that will be waived for CBE students wishing to take the course.

Your students should contact Dr. Tracy O'Connell directly for an add card -- that will override the eSIS check for the MARC 100 prerequisite.

Thank you for including us in your program.

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

From: Darryl Miller
Sent: Tuesday, December 13, 2011 1:35 PM
To: Stephen Olsen
Subject: RE: MARC 370?

Steve,
Please confirm (for AP&P) that you and Tracy have approved MARC 370 as a support elective for Business Administration - Marketing Option. Marketing option students can enter the class can do so with instructor permission. Thanks.
Darryl

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

From: Stephen Olsen
Sent: Monday, October 24, 2011 11:51 AM
To: Darryl Miller
Cc: Tracy O'Connell
Subject: RE: MARC 370?

Not at all.

The problem is that there is a prerequisite for MARC 370 -- MARC 100 (writing for mass media) -- because there is a lot of writing involved in the PR course.

Here's the workaround.

MARC 370 is joint listed with JOUR 370. It is the same class.

The MARC 370 is intended for MARC majors and has the prerequisite.
JOUR 370 does not have the MARC 100 prerequisite. We did that deliberately so that students from other majors could take the Public Relations class if they had a real interest in doing so (and would not need to take two classes to get the one they really want).

We should check with the registrar's office to see if eSIS will really block MARC 370 registration without MARC 100 actually being completed.

I'll copy Tracy O'Connell on this to see if there is some problem I am not thinking about -- but I think we can make this work.

PS: We are doing a major overhaul on the MARC program requirements -- which will add several additional MKTG courses to our electives category. I'll keep you in the loop as we finalize the new requirements.

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

From: Darryl Miller
Sent: Monday, October 24, 2011 11:40 AM
To: Stephen Olsen
Subject: MARC 370?

Steve,

Would you have any objection if we were to add MARC 370 (PR) as a support elective to the Marketing Option?

Darryl

Darryl W. Miller, Ph.D.
Professor of Marketing
Chair, Dept. of Management & Marketing
University of Wisconsin River Falls
RE: PYSC Courses as Marketing Option Support Electives
Cyndi Kernahan

Sent: Monday, October 24, 2011 3:25 PM
To: Darryl Miller
Cc: Cyndi Kernahan

Hi Darryl-

The psychology department is happy to have these classes (Psychology 265 and Psychology 320) remain as part of the Marketing Option (Business Administration Major).

Thanks so much for checking in with us-

Cyndi

Cyndi Kernahan, PhD
Professor and Chair, Psychology Department
University of Wisconsin-River Falls
410 S. 3rd Street
River Falls, WI 54022
715.425.3306

From: Darryl Miller
Sent: Monday, October 24, 2011 1:49 PM
To: Cyndi Kernahan
Subject: PYSC Courses as Marketing Option Support Electives

Dr. Kemahan,

The faculty of the Dept. of Management and Marketing is in the process of updating the curriculum for the Marketing Option within the Business Administration Major. For several years our list of support electives has included PSYC 236, 265, 305, 310, 320, and 336. With your approval, we would like retain only PSYC 265 and 320. These two courses seem to be the best compliments to our major. Thank you.

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

The dept of acct & finc strongly supports your department's decision to add the following finc courses to the marketing option's the support electives. We also suggest that finc 348 (investments) can be an excellent support elective course as well.

Thank you,
Reza

From: Darryl Miller  
Sent: Monday, October 24, 2011 1:57 PM  
To: Reza Rahgozar  
Subject: FINC Courses as MKTG Support Electives

Reza,

With your approval we would like to add the courses below to the support electives for the Marketing Option.

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<tr>
<th>FINC 314 Principles of Insurance</th>
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<tr>
<td>FINC 350 Real Estate</td>
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<td>FINC 355 Multinational Financial</td>
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Thank you.

D.

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