

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Meryl Gardner _____ phone number 831-1772 _____

Department: Business Administration _____ email address gardnerm@udel.edu _____

Action: Revise Major, _____
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term 14F _____
(use format 04F, 05W)

Current degree BS _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: BS _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: N/A _____
Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting:

Undergraduate major / Concentration: Revise Marketing Major _____
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: _____
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: _____
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

BUAD476 Marketing Analytics supports both the Lerner College of Business & Economic's goal and the Department of Business Administration's goal to incorporate within our curriculum an understanding of how to use big data to solve business problems. Students enrolled in this course will learn the development and use of various quantitatively-based marketing models to help make decisions related to segmentation, positioning, new product diffusion, and allocation of marketing mix expenditures. This course will also provide the students with an opportunity to improve their statistical and analytical skills as well as build on their proficiency with statistical software. Prerequisite: MATH202, BUAD301, BUAD302

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

Goal 1. Attain effective skills in (a) oral and (b) written communication, (c) quantitative reasoning, and (d) the use of information technology.

- BUAD476: The main goal of this course is to teach students how to use information technology in conjunction with statistical knowledge to make reasoned-based decisions.

Goal 2. Learn to think critically to solve problems.

- BUAD476 will require students to both identify and solve business problems.

Goal 3. Be able to work and learn both independently and collaboratively.

- BUAD476 will require both individual and group projects.

Goal 4. Engage questions of ethics and recognize responsibilities to self, community, and society at large.

- BUAD476 will address the issue of privacy in terms of the amount of information businesses collect from their customers as well as their ability to use this information to predict future consumer behavior.

Goal 5. Understand the diverse ways of thinking that underlie the search for knowledge in the arts, humanities, sciences and social sciences.

- BUAD476 will expose students to the idea that data can be used in meaningful ways to not only account for current consumer behavior, but also to predict future consumer behavior.

Goal 6. Develop the intellectual curiosity, confidence, and engagement that will lead to lifelong learning.

- BUAD476 will allow student to gain more confidence in their analytic skills as well as give them an appreciation for the many questions that can be answered through data.

Goal 7. Develop the ability to integrate academic knowledge with experiences that extend the boundaries of the classroom.

- BUAD476 will eventually incorporate the use of "real-life" business problems which will include the need to interact with clients outside the university.

Goal 8. Expand understanding and appreciation of human creativity and diverse forms of aesthetic and intellectual expression.

- NA

Goal 9. Understand the foundations of United States society including the significance of its cultural diversity.

- NA

Goal 10. Develop an international perspective in order to live and work effectively in an increasingly global society.

- NA

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter "None")

None

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

Businesses have compiled a huge amount of data reflecting a wealth of information ranging from consumer demographics, preferences, and buying patterns, to name just a few examples. Hence, the ability to gather and store data is no longer a problem. Now the focus has shifted to being able to extract meaningful information from the data. It is the role of analytics to do just that. Marketing analytics has quickly become a critical component for most large businesses, so much so that many businesses are now adding their own marketing analytics departments.

Additions to the Marketing Curriculum

BUAD476 Marketing Analytics. This course is designed to teach students to apply their marketing knowledge, analytical skills, and knowledge of technology to large data bases in order to identify and solve marketing-related questions. This will be a required course for all marketing majors.

Change in Course Status

BUAD477 Information Technology Applications in Marketing. This course will no longer be a required course for marketing majors but rather will be offered as a marketing elective. This course focusses on the use of electronic technology within a marketing context and is not as critical as marketing analytics. Rather than increasing the number of required courses, we prefer to change the status of this course from a required course to an elective.

BUAD351: Entrepreneurial Marketing, which is cross-listed with ENTR351. This course will now count as a marketing elective. It covers basic and advanced marketing topics pertinent to bringing new innovations to market and other aspects of marketing particularly relevant to entrepreneurship. Given the importance of these issues, we feel it is an appropriate elective for the marketing major.

Change in Course Description

BUAD471 Advertising Management

From: Planning, implementing, and evaluating advertising and sales promotion activities. Determining advertising objectives, selection of campaign themes and media,

evaluating advertisements and campaigns, controlling advertising and promotion expenditures, the client-agency relationship, regulation, and the social and economic effects of advertising.

To: This course covers a variety of topics including: Determining advertising objectives; media planning including media characteristics, media-market measurements and media purchasing; selecting campaign themes and developing creative strategy for traditional and electronic markets; controlling advertising expenditures; the impact of regulations as well as social and economic effects of advertising.

Rationale for change: Surveys with alumni suggest that media planning should be emphasized more heavily. Notably, this topic may be covered more now than it had been in the past when the alumni took the course. However, even if this is the case, it is proposed that the course title and course description be changed to reflect this.

BUAD473 Buyer Behavior

From: The decision processes associated with buying and consumption. Social, cultural and psychological influences on consumer decisions and consumption patterns. The relationship between buyer behavior and marketing decision making

To: This course covers a variety of topics including: The decision processes associated with buying, consuming, and disposing of products, services and ideas; Social, cultural, and psychological influences on consumer decision making and consumption patterns; The relationship between consumer behavior and marketing decision making.

Rationale for change: The current description mentions buying behavior as opposed to consumer behavior. The current description is also a bit redundant.

BUAD477 Information Technology Applications in Marketing.

From: How changes in information technology affect the marketplace and how it should be used to support marketing decision-making. Emerging opportunities that could drastically alter the way organizations market their products and provide service to their customers are presented and discussed

To: Students will learn how to explore the possibilities and limitations of various internet marketing media and will learn how to apply and adapt basic and advanced marketing strategies to construct and critically evaluate internet marketing efforts, their impact, and their practical use in marketing contexts. The course will enable students to develop skills involving social media, web analytics, and a wide variety of other formats. Students will also examine strategies for creating, managing and measuring two-way marketing conversations with consumers on a variety of digital platforms, including mobile devices.

Rationale for change: Social media and web analytics have become increasingly important topics with more job opportunities for those with skill and knowledge in these areas.

Change in Course Prerequisites

BUAD479 Marketing Strategy for the Firm

Current Prerequisites: Twelve credit hours of marketing courses including BUAD302.

Proposed Prerequisites: Twelve credit hours of marketing courses including BUAD302 and BUAD476. Proposed addition of BUAD476 to the prerequisites will enable students

in BUAD479 to apply marketing analytics to address strategic marketing issues.

Name Change

BUAD471 Advertising Management to Advertising and Media Management. Proposed name change of *Advertising Management* to *Advertising and Media Management* to more closely reflect the course content and program objectives.

BUAD473 Buyer Behavior to Consumer Behavior. Proposed name change of *Buyer Behavior* to *Consumer Behavior* to more closely reflect the course content and program objectives.

BUAD477 Information Technology Applications in Marketing to Digital Marketing. Proposed name change of *Information Technology Applications in Marketing* to *Digital Marketing* to more closely reflect the course content and program objectives.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and include a side-by-side comparison of the credit distribution before and after the proposed change.)

NEW CURRICULUM		CURRENT CURRICULUM	
University Requirements	Credits	University Requirements	Credits
ENGL110*	3	ENGL110*	3
BUAD110*	3	BUAD110*	3
DLE	3	DLE	3
Multicultural Course	3	Multicultural Course	3
University Breadth		University Breadth	
Creative Arts & Humanities*	3	Creative Arts & Humanities*	3
History & Cultural Change*	3	History & Cultural Change*	3
Social & Behavioral Science*	3	Social & Behavioral Science*	3
Math, Natural Science, & Technology*	3	Math, Natural Science, & Technology*	3
Major Requirements		Major Requirements	
Additional credits from Creative Arts & Humanities, Hist. & Cultural Change, and/or foreign language instruction	6	Additional credits from Creative Arts & Humanities, Hist. & Cultural Change, and/or foreign language instruction	6
Social & Behavioral Sciences – no more than six credits in same department PSYCH100 and a SOCI course are required	12	Social & Behavioral Sciences – no more than six credits in same department PSYCH100 and a SOCI course are required	12
Additional credits of Math, Natural Science, and Technology (Note: MATH, STAT, and CISC courses may not apply) This requirement includes one associated lab credit.	7	Additional credits of Math, Natural Science, and Technology (Note: MATH, STAT, and CISC courses may not apply) This requirement includes one associated lab credit.	7
MATH221*	3	MATH221*	3
MATH201*	3	MATH201*	3
MATH202	3	MATH202	3
COMM212	3	COMM212	3
Business Core Courses		Business Core Courses	
ECON151*	3	ECON151*	3
ECON152*	3	ECON152*	3
ACCT207*	3	ACCT207*	3
ACCT208*	3	ACCT208*	3
ACCT352	3	ACCT352	3
FINC311*	3	FINC311*	3
MISY160	3	MISY160	3
MISY261 Only one of the following will count toward graduation: MISY261 or ACCT302	3	MISY261 Only one of the following will count toward graduation: MISY261 or ACCT302	3
BUAD301*	3	BUAD301*	3
BUAD306*	3	BUAD306*	3
BUAD309*	3	BUAD309*	3
BUAD441*	3	BUAD441*	3
One International theme course from approved list	3	One International theme course from approved list	3
Marketing Major (Changes in red italics)		Marketing Major	
BUAD302* Marketing Research	3	BUAD302* Marketing Research	3
<i>BUAD476* Marketing Analytics</i>	3	BUAD477* Information Technology Applications in Marketing	3
BUAD479* Marketing Strategy for the Firm	3	BUAD479* Marketing Strategy for the Firm	3
Three of the following courses:	9	Three of the following courses:	9

(must include either BUAD 471 or BUAD 473) BUAD 470 Sales Management and Selling BUAD 471 Advertising and Media Management BUAD 472 Marketing, Society and Environment BUAD 473 Consumer Behavior BUAD 474 Marketing Channels and Retailing BUAD 475 International Marketing BUAD 478 Field Projects in Marketing BUAD477 Digital Marketing BUAD351 (cross listed with ENTR351) Entrepreneurial Marketing		(must include either BUAD 471 or BUAD 473) BUAD 470 Sales Management and Selling BUAD 471 Advertising Management BUAD 472 Marketing, Society and Environment BUAD 473 Buyer Behavior BUAD 474 Marketing Channels and Retailing BUAD 475 International Marketing BUAD 478 Field Projects in Marketing	
Professional Electives		Professional Electives	
ACCT, BUAD, ENTR, FINC, or MISY courses at 300-level or higher	3	ACCT, BUAD, ENTR, FINC, or MISY courses at 300-level or higher	3
Free Electives Chosen from outside the Lerner College of Business & Economics, and no more than two credits can be from BHAN120.	12	Free Electives Chosen from outside the Lerner College of Business & Economics, and no more than two credits can be from BHAN120.	12
CREDITS TO TOTAL A MINIMUM OF	121	CREDITS TO TOTAL A MINIMUM OF	121

* minimum grade C-

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson _____ Date 1/16/14
Dean of College Rick Andrews, Deputy Dean Date 1-16-14
Chairperson, College Curriculum Committee Jackson F. Dallerpie Date 1/16/14
Chairperson, Senate Com. on UG or GR Studies _____ Date _____
Chairperson, Senate Coordinating Com. _____ Date _____
Secretary, Faculty Senate _____ Date _____
Date of Senate Resolution _____ Date to be Effective _____
Registrar _____ Program Code _____ Date _____
Vice Provost for Academic Affairs & International Programs _____ Date _____
Provost _____ Date _____
Board of Trustee Notification _____ Date _____