# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC) PROPOSAL FORM

## **Cover page** scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted, please put “none” in each A. 7 category.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A.1. [Course or program](#Proposal) | **MARKETING MINOR** | | | |  |
| [Replacing](#Ifapplicable) |  | | | |
| A. 1b. Academic unit | **School of Business** | | | |  |
| A.2. [Proposal type](#type) | **Program:** [**revision**](#revision) | | | |  |
| A.3. [Originator](#Originator) | **Justin Feeney** | [Home department](#home_dept) | Management and Marketing | | |
| A.4. [Context and Rationale](#Rationale) Must include additional information listed in smart tip for all [new programs](#type). If **online** course or program, you need to explain what mode(s) you plan to use and why you need that specific delivery. | We are making changes to make the minor more accessible to students beyond the usual school of business ones who pursue this. While it will maintain the previous course requirements that many in the school of business will be taking for their major programs, this will offer a more general alternative course in place of those that will offer a broad business foundation: the existing: MGT 100 Introduction to Business. MGT100 provides an overview of major areas of business including management, marketing, and economics.  Thus, the proposal serves to dedensify the marketing minor and provide students a core marketing foundation with some flexibility for specialization. For example, students who are interested in advertising or consumer behavior will be able to focus on these areas. The remaining courses are exclusively marketing related. For students who already have a more rigorous foundation (e.g., other business majors), they will not need to take MGT100.  The structure of our proposed revision to the marketing minor is the same as our proposed revision to the marketing minor. The ultimate goal is to streamline the curriculum and make our minors more accessible to students across the college. | | | | |
| A.5. [Student impact](#student_impact)  Must include to explain why this change is being made? | A more concise marketing minor will appeal to a wider range of students. As department chair, I frequently hear students express concern about the extensive requirements of the marketing minor, which often leads them to decide against pursuing it due to the potential delay in graduation. This discourages students who are genuinely interested in marketing from gaining the in-depth exposure they desire. | | | | |
| A.6. [Impact on other programs](#impact) | Students will not be required to take ECON 200, ECON 214 and 215, MKT 215 or MKT 334, though they will still have the option to do so. | | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **None** | | | |
| [*Library*:](#library) | **None** | | | |
| *Technology* | **None** | | | |
| [*Facilities*](#facilities): | **None** | | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2024** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | |  | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. | | | | | |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: | | | | | |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///Users/SAbbotson/Documents/Curriculum/ManualandWebsite/transfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated, including any changes in prefix numbers/titles for TES.** | | | | | |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. | | | | | |

**E.** [**Program Proposals**](#program_proposals) **For IN-Person or mixed modalities (for fully online programs: see section F):**

### **Complete only what is relevant to your proposal. Delete section E. if not needed. PLease add in the 2020 CIP number for MAJOR revisions or new programs in E 2; these can be found at** [**https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56**](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56) **consult with Institutional research to be sure you select the correct one.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| E.1. [Enrollments](#enrollments)  Must be completed. | **17** |  |
| E. 2. [2020 CIP number](#CIPnumber" \o "THESE CAN BE FOUND AT HTTPS://NCES.ED.GOV/IPEDS/CIPCODE/BROWSE.ASPX?Y=56 CONSULT WITH INSTITUTIONAL RESEARCH TO BE SURE YOU SELECT THE CORRECT ONE.) | **52.1401 [Marketing]** |  |
| E.3. [Admission requirements](#admissions) |  |  |
| E.4. [Retention requirements](#retention) |  |  |
| E.5. [Course requirements](#course_reqs) for each program option. Show the course requirements for the whole program here. | Highlights show the changes (deletion and addition):  Required Courses  ECON 200 Principles of Microeconomics (4)  MGT 201W Foundations of Management (4)  MKT 201W Introduction to Marketing (4)  MKT215 Marketing Creativity (4)  MKT334 Consumer Behavior (4)  AND TWO ADDITIONAL FOUR-CREDIT management courses at the 300-level or above (8).  Note: ECON 200: (or ECON 214 and ECON 215) | Highlights show the changes (deletion and addition):  Required Courses (Choose A., B., or C.)  A: MGT100 – Introduction to Business (4)  -OR-  B: (take BOTH)  ECON 200 Principles of Microeconomics (4)  MGT 201W Foundations of Management (4)  -OR-  C: (take ALL THREE)  ECON 214 Principles of Microeconomics (3)  ECON 215 Principles of Macroeconomics (3)  MGT 201W Foundations of Management (4)  -AND-  MKT 201W Introduction to Marketing (4)  -AND-  Any three four-credit 200+ Marketing Electives (12) |
| E.6. [Credit count](#credit_count) for each program option | **28-30** | **20-26** |
| E.7. Note any needs for program accreditation (if relevant). |  |  |
| E.8 Program modality. Online percentage of delivery; calculate % within required hybrids and the total for the program cannot go over 49% | **in-person and**  **mixed courses types (51% in person)** | **in-person and**  **mixed courses types (51% in person)** |
| E.9 Will any classes be offered at sites other than RIC campus or the RI Nursing Ed. Center?\* | **NO** | **NO** |
| E. 10. Do these revisions reflect more than 25% change to the [program?\*](file:///Users/sabbotson/Documents/Curriculum/Program%20goals) | **NO** | **NO** |
| E.11. [Program goals](file:///Users/sabbotson/Documents/Curriculum/Program%20goals)  Needed for all new programs |  |  |
| E.12. Other changes if any |  |  |

\* If answered YES to either of these questions will need to inform Institutional Research and get their acknowledgement on the signature page.

**G. Signatures**

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to [curriculum@ric.edu](mailto:curriculum@ric.edu) to the current Chair of UCC. Check UCC website for due dates. **Do NOT convert to a .pdf.**

##### G.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Justin Feeney | Chair of Management and Marketing | A close-up of a sign  Description automatically generated | 4/22/24 |
| Marianne Raimondo | Dean of School of Business | \*Approved by email | 4/24/24 |

##### G.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING

| Name | Position/affiliation | [Signature](#_Signature) | Date |
| --- | --- | --- | --- |
| Dr. Susan Weiss | Chair of Accounting | \*Acknowledged by email | 4/24/24 |
| Dr. Kemal Saatcioglu | Chair of Finance and Economics | \*Acknowledged by email | 5/6/2024 |