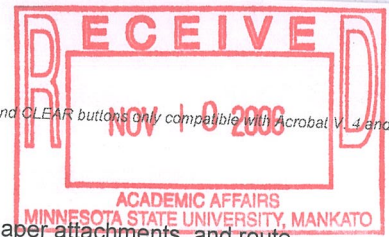




Minnesota State University, Mankato
Curriculum Proposal

HOLD and CLEAR buttons only compatible with Acrobat V.4 and 5



Please type or select the requested information. Print completed forms, add appropriate paper attachments, and route through MSU's curricular process for recommendations and decisions.

(Check all that apply):

College: Business Undergraduate
 Department: Marketing and International Business Graduate
 Program: Marketing CIP # _____
 Type of Change: PROGRAM PROPOSALS
 Proposed: Program change
 Title Current: _____
 Title Proposed: _____
 24-Char. Abbrev: _____

Proposal # 172
 Effective Date of Change: _____
 Academic Year 06-07
 (For Office Use Only)

Course Designator and Number	Number of Credits

(if applicable)

Include a course or program description for the Bulletin (30-40 words maximum for courses, 100 for programs):
 To begin taking courses for the marketing minor, a student must have a cumulative GPA of 2.7 or higher.

Rationale or Justification for change:

The 2006-2007 catalog requires a 2.7 GPA for admission to the COB. The 2.7 GPA requirement for marketing minors is being implemented to reflect the new COB admission requirement.

For General Education or Cultural Diversity Courses Only

GE Category #	GE Category Name (Maximum of 3 Categories)	Cultural Diversity Course:
N/A		(Please check one.) <input type="checkbox"/> Core (At least 75% devoted to topics of race, gender, sexual orientation, age, class, and disabilities as they occur in United States Society.) <input type="checkbox"/> Related (At least 25% devoted to the above topics or to a global perspective on topics related to African American, Asian, Hispanic, and Native American inhabitants of the United States.)
N/A		
N/A		

? For Writing Intensive Courses, attach a description of the kind and quantity of writing.
 ? For Upper Division Courses, include a description of the respects in which it is broad and general rather than narrow and specific, and so suitable as GE.

Attach paper copies of the following:

- Syllabus or course outline.
- Course's student learning outcomes associated with each GE competency or CD designation.
- List of strategies to be used to assess students' achievement of each GE competency or CD designation.

For New Courses

(Check all that apply):

Course is an elective.
 Course is required for program
 Pre- or Co-requisites:
 Other courses are being changed or eliminated. (Explain.) _____

Instructional Type: Lecture
 Grading Format: Grade P/N

Course will be offered:
 Fall Semester
 Spring Semester
 Summer Session

Course content or title is similar to courses in other departments. (Attach copy of letter of agreement with other program(s) contacted. Indicate the nature of the discussions and/or resolution of differences or potential conflicts.)

Attach paper copies of the following:

- Syllabus or course outline.
- Course's student learning outcomes.
- A list of resources required to offer and support this course.
- A description of how teaching this course will affect department staffing.
- If 400/500 level course, an explanation of added expectations of graduate students.



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*****For Program Proposals*****

Attach paper copies of the following:

- a. Student learning outcomes for the program.
- b. Minutes from department and college curriculum meetings in which action was taken on this proposal.
- c. Program Assessment Plan. Forms are available on the Academic Affairs Web site:
<http://www.mnsu.edu/acadaf/pra/forms/>
- d. List of program requirements for **New** programs, or a list of **Current** and **Proposed** program requirements for **Redesigned** programs.
- e. A list of resources required to offer and support this program.
- f. A description of how offering this program will affect department staffing.
- g. A list of additional library holdings required for this program.

Please include rationale for any proposed changes in number of program credits:

*****For Programs Requiring MnSCU Approval*****

If any of the following changes are proposed, please fill out and attach MnSCU Program Approval Forms, which are available on the Academic Affairs Web site:

<http://www.mnsu.edu/acadaf/Curriculum/curformsprocess.html>

1. **Creation** of an entirely new program.
2. **Redesign** of existing programs, which takes any of the following forms:
 - Addition or deletion of a program option. Options are part of program design in which 30-50% of the courses are required as part of a common core for all students, and which offers curriculum alternatives greater than 30% of the total number of credits in the major. Options are appropriate to baccalaureate or masters programs.
 - Addition or deletion of a program emphasis. Emphases are part of program design in which more than 50% of the courses are required as part of a common core for all students, and which offers curriculum alternatives with a minimum of nine credits. Emphases are appropriate to associate and baccalaureate programs.
 - Change in program name.
 - Change in program CIP #.
 - Change in TOTAL program credits.
 - Change in degree award. For example, changing a B.A. to B.S.
 - Creation of a new degree award in a related academic area. Examples include creation of a certificate program from an existing degree program, or a new degree program from an existing degree program (e.g., Art History BA from Art BA.)
3. **Relocation** of an existing program. This is a proposal to move an existing program from one site to be exclusively offered at another site, and requires closing the program offered at the original site. For example, a program offered both on-campus and through extended campus is to be offered only at the extended campus site.
4. **Replication** of an existing program. This is a proposal to offer an existing program at a new site, which may be an existing MnSCU-approved site, or another campus of the same institution. Replicated programs are offered at both the original site and the new location.
5. **Suspension** or **reinstatement** of a program. This proposal suspends admission of students into an existing program, and is good for three years. Reinstatement proposals request the reopening of student admissions into a given program.
6. **Closure** of a program. This proposal requests closure of an existing program and its from an institution's official inventory of academic programs. Unless a department seeks to re-open a suspended program, it should be closed within three years of suspension.

Department of Marketing & International Business

November 3, 2006
10:07 am- 11:28 am
Minutes

Present: K. Anglin, L. Anglin, K. Elliott, T. Guvenli, M. Hall, M. Hashmi, J. Hou, S. King, A. Kuzma, J. Kuzma, B. Janavaras, J. Meng, R. Young

The meeting was called to order at 10:07. October 6, 2006 meeting minutes were approved.

Announcements:

1. Spring pre-enrollment will start next week. Seniors will have first right to register.
2. Management department has decided to suspend their minor for three years.

Department Advisory Board:

Marketing & International Business department is in a process to add new advisory board members and a number of names were proposed. Kevin will contact them about their willingness to participate in department advisory board. Proposed names are as follows:

1. Amanda Nevala
2. Christian Delmani
3. Crystal Schroeder
4. Rae Hale
5. Deana Olson
6. Steven Bucelly
7. Bruce M.

Assessment of COB Outcomes:

Linda explains new criteria for COB learning outcome assessment. Both programs must assess outcomes 1 & 5 in Fall-2006, and assessment should be at individual level. After considerable discussion the following courses was selected to assess COB outcomes in both programs.

IB	MRKT
COB Outcome # 1 Written communications and oral presentation skills in IBUS 428	COB Outcome # 1 Written communication skills in MRKT and oral presentation skills in both sections of MRKT 490
COB Outcome # 5 IBUS 428	COB Outcome # 5 MRKT 324

Summer Profits:

Kevin reported summer 2006 profit of \$ 34,500 which is more than the summer 2005 profit of \$ 30,500. Kevin announced that summer 2006 profit should be spent by May 18, 2007. It was decided that profit will be divided equally among the faculty members and

faculty members can claim additional amount if a portion of summer-2006 profit is unused by May 1, 2007.

Staffing Request:

A tenure track position requested by the department and Kevin did not know the decision. If approved, the position will be jointly used to offer marketing and IB courses. Academic affairs may give us a fixed term position in lieu of tenure track position. Kevin reported that local IFO officers told him that Dick Young cannot be rehired after four years.

Other Issues:

- We need a faculty advisor for marketing Club.
- A motion was approved to change the minimum GPA requirement for marketing minor from 2.0 to 2.7.
- GPA requirement for IB minor will be discussed by IB faculty and they will report to Kevin within couple of days.
- It was decided that MRKT 491 will be listed as one of electives for marketing minor
- It was decided that IBUS 491 will be listed as one of the electives for international business minor.

The meeting adjourned at 11:28 am.

M. Anaam Hashmi

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M. Anaam Hashmi

 This message was sent with high importance.

Elliott, Kevin M

From: Granberg-Rademacker, Sara L **Sent:** Tue 11/7/2006 12:23 PM
To: Cronn-Mills, Daniel; McConnell, Jane S; Johnson, James B; Banschbach, John; Lindberg, John; Erickson, Gary L
Cc: Elliott, Kevin M
Subject: Marketing Minor - GPA Requirement
Attachments:

Hi all –

I have encountered some students in your departments who may choose to pick up marketing minors. Thus, I wanted to pass along Kevin Elliott's message about an upcoming change. As you'll note below, the Marketing department plans to require a 2.7 GPA for students to be admitted to the marketing minor. This change will likely go into effect with the next catalog (2007-08).

Please feel free to distribute to your faculty as you deem appropriate.

Thanks,

Sara

Sara Granberg-Rademacker,
Student Relations Coordinator,
College of Arts & Humanities

To set up an appointment, please call our main office at 389-1712. Thanks!

From: Elliott, Kevin M
Sent: Monday, November 06, 2006 2:48 PM
To: Granberg-Rademacker, Sara L
Subject: Marketing Minor

Sara:

Linda Meidl suggested that I contact you as a point person for the College of Arts & Humanities. The Department of Marketing & International Business recently voted to raise the minimum GPA to 2.7 for students minoring in marketing. Students majoring within the COB currently need to have a 2,7 GPA to be admitted to the college, so the department felt a need to raise the minor GPA to reflect the COB requirement.

I would like to get the word out to the various departments within your college, especially Mass Communications and Speech. We are just starting the paperwork for the curriculum process, but we hope to have the change in the 2007-2008 catalog.

If you have any questions, please feel free to contact me.

Kevin M. Elliott, Ph.D.

Professor of Marketing

Chair, Dept. of Marketing & International Business

Co-Director of MBA Program

Minnesota State University, Mankato

(507) 389-5404

Elliott, Kevin M

From: Rushing, Garold M
To: Elliott, Kevin M
Cc: Lim, Yean Sub; Lee, Soonhwan
Subject: RE: Marketing Minor
Attachments:

Sent: Mon 11/6/2006 2:46 PM

Kevin, thanks for the information. I will pass it along to our other instructors.

Gary

From: Elliott, Kevin M
Sent: Monday, November 6, 2006 2:37 PM
To: Rushing, Garold M
Subject: Marketing Minor

Dear Garold:

The Marketing & International Business Department recently voted to raise the minimum GPA for marketing minors to 2.7. Beginning in AY 2007-2008 catalog, students minoring in marketing must have a 2.7 GPA to begin the marketing coursework for the minor.

I just wanted to give you a heads-up for the Sports Management major. The GPA requirement for business majors to take business courses is also 2.7, so we wanted to get our minor in line with the COB requirements.

If you have any questions, please feel free to contact me.

Thanks,

Kevin M. Elliott, Ph.D.
Professor of Marketing
Chair, Dept. of Marketing & International Business
Co-Director of MBA Program
Minnesota State University, Mankato
(507) 389-5404

Minnesota State University, Mankato
College of Business
Curriculum Committee

November 9, 2006

Members: Jon Kalinowski, Ann Kuzma, Mary Rolfes, Roger Severns, Dooyoung Shin

The committee voted tentative and final approval to the following proposals:

1. Proposal from the Department of Marketing and International Business to require a GPA of 2.7 for students wishing to begin a marketing minor.
Rationale: The 2006-2007 catalog requires a 2.7 GPA for admission to the COB. The 2.7 GPA requirement for marketing minors is being implemented to reflect the new COB admission requirement.
2. Proposal from the Department of Marketing and International Business to add MRKT 491 to the list of marketing electives.
Rationale: MRKT 491 is currently being used for one-week study trips to New York, Greece, Austria, and Singapore. These trips require a substitution form for each student in order for it to count towards an elective in marketing. Adding it to the list of electives would eliminate this paperwork.
3. Proposal from the Department of Marketing and International Business to add IBUS 491 to the list of international business electives.
Rationale: Same as #2.

Recorded by, *AK*
Ann Kuzma