



MEMORANDUM

To: Julio Frenk
University President

From: Linda L. Neider
Chair, Faculty Senate

Date: February 21, 2020

Subject: Faculty Senate Legislation #2019-55(B) – Curriculum Change to the Minor in
Marketing for Business Students – Miami Herbert Business School

The Faculty Senate, at its February 19, 2020 meeting, had no objections to the approval of the Miami Herbert Business School's proposal to change the marketing minor curriculum for business students. This change consists of increasing the minor from 12 to 15 credit hours by adding MKT 302, Marketing Research, as a required course.

The proposal is enclosed for your reference.

This legislation is now forwarded to you for your action.

LLN/ss/rh

cc: Jeffrey Duerk, Executive Vice President and Provost
John Quelch, Dean, Miami Herbert Business School
Michael Tsiros, Chair, Marketing Department, Miami Herbert Business School
Caglar Irmak, Associate Professor, Marketing, Miami Herbert Business School

CAPSULE: Faculty Senate Legislation #2019-55(B) – Curriculum Change to the Minor in Marketing for Business Students – Miami Herbert Business School

PRESIDENT'S RESPONSE

APPROVED:  DATE: 3/10/20
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: John Quelch, Dean Business School

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

Program Change Request

Date Submitted: 01/21/20 1:02 pm

Viewing: **MKTGB_MN : Minor in Marketing for Business Students**

Last approved: 01/15/20 5:12 pm

Last edit: 01/29/20 6:13 pm

Changes proposed by: Patty Murphy (pxm491)

Catalog Pages Using
this Program

[Minor in Marketing for Business Students](#)

In Workflow

1. PG Assessment and Accreditation
2. PG FS Office for UCC
3. PG University Curriculum Committee
4. PG FS Office for GWC
5. PG FS GWC
6. PG Faculty Senate
7. PG FS Office for President
8. PG Registrar

Approval Path

1. 01/21/20 3:18 pm
Patty Murphy (pxm491): Approved for PG Assessment and Accreditation
2. 01/28/20 1:45 pm
Robyn Hardeman (rhardeman): Approved for PG FS Office for UCC
3. 01/29/20 4:26 pm
David Chin (dchin1): Approved for PG University Curriculum Committee

History

1. Jan 15, 2020 by

Patty Murphy

(pxm491)

2. Jan 15, 2020 by

Patty Murphy

(pxm491)

Please list the authors of this proposal including name, rank/title, program/department, and school.

Proposer(s) Name

Michael Tsiros

Professor

Chair, Marketing Department

Miami Herbert Business School

305-284-5950

tsiros@miami.edu

Change Type **All Other Changes**

Provide a brief
summary of the
change

Increasing the minor from 12 to 15 credit hours by adding MKT 302, Marketing Research as a required course

Career **Undergraduate****Academic Structure****School/ College****Department**

Miami Herbert Business School

Marketing

Plan Type **Minor**

Who can take this program? **Any Students in this
College/School**

Proposed Plan CodePlan Name **Minor in Marketing for Business Students**Effective Term **Fall 2020**First Term Valid **Fall 2020**Program Instruction Mode **In Person**

Where is the program offered?

Location

Please provide the % of instruction at each location.

Coral Gables Campus

100

Total Credits **15** ~~12~~

Areas of Knowledge

People & Society

To Be Published in the Academic Bulletin

Program Overview

Minor Area of Specialization in Marketing for Business Students (People & Society)

The **15-credit-hour** ~~12-credit-hour~~ minor in Marketing for Miami Business School students consists of 9 credit hours of Marketing courses beyond the core courses ~~course~~ MKT 201/MKT 301 and MKT 302. ~~MKT 301~~.

Curriculum Requirements

Curriculum Requirements

Course List

Code	Title	Credit Hours
Core Course		
<u>MKT 201/</u>	Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses) 1 , 2	3
or <u>MKT 301</u>	Marketing Foundations	
<u>MKT 302</u>	Marketing Research and Market Analysis (pre-requisites <u>MKT 201/MKT 301</u> & <u>MAS 202</u> or 3 <u>MAS 312</u>)	3
Choice Courses for the Minor		
Select three courses (9 credit hours) from the Department of Marketing 3		9
Total Credit Hours		15

1 Important Note: In order to pursue the minor in Marketing, a student must earn a grade of "B" (grade point average of 3.0) or higher in MKT 201/MKT 301 (note that a grade of "B-" does not qualify).

2 MKT 201 is intended for freshman business students. MKT 301 is an equivalent course, but is intended for students at the sophomore level or higher. Students may not take both MKT 201 and MKT 301.

3 All courses must be taken within the current pre-requisite structure. At most, one course (3 credit hours) identified as STEM may be selected from the available choice courses.

***Note:** All specific coursework for the minor in Marketing must be completed with a grade of "C-" or higher

(except for the minimum "B" grade required for MKT 201/MKT 301 , as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in this minor area of specialization. All graded departmental courses in Marketing will be calculated into the minor GPA.

Rationale

Rationale

Members of the Marketing department's external board have voiced concern that the degree needs to be more quantitative and, specifically, that they are looking to hire graduates who are able to understand large amounts of data. In addition, other competing programs are making their degrees more quantitative. Overall, the marketing industry is becoming more analytical and we need to prepare our students appropriately.

Market Demand

Relationship to Other Programs

Library Resources Available and Needed to Support the Program

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

Other Resources Available or Needed to Support the Program

Curriculum

Program Curriculum

For the marketing minor we are recommending adding MKT 302, Marketing Research. MKT 302 is a good foundational course, broad, and not so daunting that we think it will scare minors away. This is a STEM-designated course and currently a requirement for marketing majors.

Upload Syllabi for Any New Courses

CIP Code

Proposed CIP Code

Faculty

Program Directors

Upload CV(s)

Program Faculty

We do not anticipate a problem adding a few sections to cover the increase of classes. We have six full-time lecturers and another six part-time lecturers who can take additional load. In addition, we have hired two more lecturers who can teach some of the specialized topics. We have also just hired a regular faculty in marketing analytics.

Documents

Attach Supporting Documentation

[MKT Letters of Support.pdf](#)

Reviewer

Comments

Patty Murphy (pxm491) (01/21/20 1:09 pm): The Department of Marketing faculty voted unanimously in favor of this proposal on 11/19/2019. The Undergraduate Business Education Committee (UBEC) voted unanimously in favor of this proposal on 12/04/2019. The MHBS School Council approved this proposal on 12/19/2019.

Patty Murphy (pxm491) (01/21/20 3:18 pm): The proposed changes do not represent a significant departure from the currently approved program. Therefore, notification to or approval from SACSCOC is not required.

Robyn Hardeman (rhardeman) (01/28/20 1:45 pm): Forwarded to UCC recommendation.

David Chin (dchin1) (01/29/20 4:26 pm): On 1/29/20 the University Curriculum Committee voted to support this proposal as submitted.

Key: 129

MEMORANDUM

TO: Faculty Senate

FROM: Mrs. Blanca Ripoll
Secretary of the Faculty School Council
Miami Business School

DATE: January 29, 2020

SUBJECT: Unanimous approval of the BSBA Marketing Curriculum Changes

On Friday, December 20, 2019, the Faculty School Council of the Miami Herbert Business School (MHBS) unanimously approved the proposal for changes to the BBA in Marketing, BSBA in Marketing, Marketing Minor for Business Students and Marketing Minor for Non –Business Students.

cc: Dr. Michael Tsiros, Chair, Marketing Department



December 20, 2019

Faculty Senate
University of Miami
Coral Gables, FL

Dear Faculty Senate:

I write to extend my enthusiastic support of the proposed changes in course requirements in Marketing for the BBA, BSBA, Minor for Business students, and minor for non-BU students. The proposal was unanimously supported by the Department of Marketing faculty, and the Undergraduate Business Education Committee. It was read in School Council and was approved by that body on December 19, 2019.

The proposed curriculum of the BSBA in Marketing will undoubtedly enrich our Marketing students' skills in business analytics and augment their future career prospects.

Thank you for your support and collaboration. I look forward to working with the Faculty Senate on other matters in the future.

Sincerely,

A handwritten signature in blue ink that reads 'John Quelch'. The signature is written in a cursive style and is positioned above the printed name 'John Quelch'.

John Quelch

Dean
Miami Herbert Business School

cc: Michael Tsiros, Chair of Marketing Department
Chester Schriesheim, Speaker of School Council
Ann Olazabal, Vice Dean for Undergraduate Business Education



UNIVERSITY OF MIAMI
MIAMI HERBERT
BUSINESS SCHOOL

January 16, 2020

Faculty Senate
University of Miami
Coral Gables, FL

Dear Faculty Senate:

The Marketing department met on 11/19/2019 and voted unanimously to approve the changes to the BBA in Marketing, BSBA in Marketing, Marketing Minor for Business Students, and Marketing Minor for Non-Business Students.

Sincerely,

Michael Tsiros

Chair, Marketing Department
Miami Herbert Business School