



**MEMORANDUM**

**To:** Julio Frenk  
University President

**From:** Linda L. Neider  
Chair, Faculty Senate

**Date:** February 21, 2020

**Subject:** Faculty Senate Legislation #2019-56(B) – Curriculum Change to the Minor in Marketing for Non-Business Students – Miami Herbert Business School

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The Faculty Senate, at its February 19, 2020 meeting, had no objections to the approval of the Miami Herbert Business School's change in the marketing minor for non-business students curriculum. This change will increase the minor from 12 to 15 credit hours by adding a 3-credit course to the required electives.

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 #2019-56(B) – Curriculum Change to the Minor in Marketing for Non-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: **MKTG\_MN : Minor in Marketing for  
Non-Business Students**

Last edit: 01/29/20 6:12 pm

Changes proposed by: Patty Murphy (pxm491)

Catalog Pages Using  
this Program

[Minor in Marketing for Non-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 3:19 pm  
Patty Murphy  
(pxm491): Approved  
for PG Assessment  
and Accreditation
2. 01/28/20 1:43 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

*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 a 3-credit course to the required  
 electives

Career Undergraduate

Academic Structure

**School/ College**

**Department**

Miami Herbert Business School

Marketing

Plan Type Minor

Who can take this program? **Any Student at University of  
 Miami**

Proposed Plan Code

Plan Name Minor in Marketing for Non-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

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### Program Overview

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

Non-Business students in any school or college may pursue a minor in Marketing. Interested students should consult with an academic advisor *in the School or College of their degree/major* to determine if a minor in Marketing is acceptable. If so, neither advice nor consent from either the Office of Undergraduate Business Education or the Marketing Department is necessary for a student to choose or complete a Marketing minor. Instead the non-business student should simply declare the minor and complete the required **15** ~~12~~ credit hours of Marketing courses.

### Curriculum Requirements

## Curriculum Requirements

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### Course List

| Code                         | Title  | Credit Hours |
|------------------------------|--|--------------|
| Required Course              |  |              |
| <u>MKT 301</u>               | Marketing Foundations (pre-requisite for all other MKT courses) 1                    | 3            |
| Choice Courses for the Minor |  |              |
|                              | <del>Select three courses (9 credit hours) from the Department of Marketing. 2</del> | <del>9</del> |
|                              | <b>Select four courses (12 credit hours) from the Department of Marketing. 2</b>     | <b>12</b>    |
| 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 301 (note that a grade of "B-" does not qualify).

2 All courses must be taken within the current pre-requisite structure. At most, two courses (6 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 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

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## 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

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Program Curriculum

For the Minor in Marketing for non-business students, we are recommending adding a 3-credit class to the required electives.

Upload Syllabi for Any New Courses

## CIP Code

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Proposed CIP Code

## Faculty

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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

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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 1:43 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: 130

**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

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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





UNIVERSITY OF MIAMI  
**MIAMI HERBERT**  
BUSINESS SCHOOL

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,

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