

The University Of Toledo

Graduate Program Requirement Revision

* denotes required fields

Contact Person*: Michael Mallin Phone: 530-4737 (xxx - xxxx) Email: Michael.Mallin@Utoledo.edu

College*: College Business and Innovation
 Dept/Academic Unit*: Marketing and International Business
 Program Name*: MBA in Marketing

Present

Proposed

Minimum number of credit hours for completion(if changed):

Minimum number of credit hours for completion(if changed):

List all courses which comprise the certificate or degree and identify term offered (summer/fall/spring):

See attached

List all courses which comprise the certificate or degree and identify term offered (summer/fall/spring):

see attached

Identify delivery method (Online/in class/off campus):

Identify delivery method (Online/in class/off campus):

File Type	View File
PresentCourseList	View

File Type	View File
ProposedCourseList	View

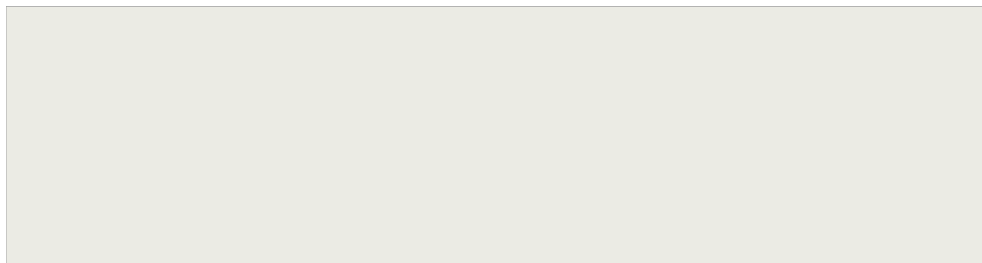
Proposed effective term*: 201640 (e.g. 201140 for 2011 Fall)

Please refer to <http://www.utoledo.edu/catalog/> for university catalog.

Comments/Notes:

This proposal streamlines the MBA Marketing major enabling students to more options to complete their degree and ensuring needed courses are available offerings.


Rationale:



Program Approval:

Department Curriculum Authority:	<input type="text" value="Iryna Pentina"/>	Date	<input type="text" value="2016/04/05"/>
Department Chairperson:	<input type="text" value="Thomas W. Sharkey"/>	Date	<input type="text" value="2016/04/08"/>
College Curriculum Authority or Chair:	<input type="text" value="Michael Mallin"/>	Date	<input type="text" value="2016/04/11"/>
College Dean:	<input type="text" value="Anand S. Kunnathur"/>	Date	<input type="text" value="2016/06/02"/>
Graduate Council:	<input type="text" value="Constance Schall (GC 9.20.2016)"/>	Date	<input type="text" value="2016/09/28"/>
Dean of Graduate Studies:	<input type="text" value="Amanda Bryant-Friedrich"/>	Date	<input type="text" value="2016/09/29"/>
Office of the Provost :	<input type="text" value="Marcia King-Blandford"/>	Date	<input type="text" value="2016/09/29"/>

Administrative Use Only

Effective Date:	<input type="text" value="2016/08/22"/>  (YYYY/MM/DD)
CIP Code:	<input type="text"/>
Subsidy Taxonomy:	<input type="text" value="masters"/>
Program Code:	<input type="text"/>
Instructional Level:	<input type="text"/>

Registrar's Office Use Only

Processed in Banner on:	<input type="text"/> 
Processed in Banner by:	<input type="text"/>
Banner Program Code:	<input type="text"/>

Banner Term Code:

Marketing

While students specializing in Marketing may take any three 6000-level MKTG courses to fulfill the requirement, there are three suggested areas of concentration: Marketing Management, CRM & Marketing Intelligence, and Sales Leadership. It is not possible for a specific concentration to be listed on the official transcript.

All 6000-level MKTG courses have a pre-req of MKTG 5410/BUAD 3010.

Optional tracks:

For Marketing Management concentration, choose any three of recent offerings:

MKTG 6140	Customer Relationship Marketing (Spring)
MKTG 6150	Intelligence Driven Customer Strategy
MKTG 6220	Integrated Marketing Communications (Fall)
MKTG 6230	Digital Marketing Processes (Spring)
MKTG 6240	Sales Force Leadership (Fall)
MKTG 6250	Strategic Selling Analysis & Applications (Spring)
MKTG 6310	Product Commercialization
MKTG 6320	Strategic Brand Management (Spring)
MKTG 6330	Applied Marketing Research
MKTG 6400	International Marketing (Spring)

For CRM & Marketing Intelligence:

Essential to take both

MKTG 6140	Customer Relationship Marketing (Spring)
MKTG 6150	Intelligence Driven Customer Strategy

Choose one

MKTG 6330	Applied Marketing Research
MKTG 6230	Digital Marketing Processes (Spring)
MKTG 6220	Integrated Marketing Communications (Fall)

For Sales Leadership

Essential to take both

MKTG 6240	Sales Force Leadership (Fall)
MKTG 6250	Strategic Selling Analysis & Applications (Spring)

Choose one

MKTG 6140	Customer Relationship Marketing (Spring)
MKTG 6220	Integrated Marketing Communications (Fall)

Motion: To revise the MIB majors and concentrations in the MBA program as follows.

This proposal serves to streamline two concentrations in within the Marketing major as well as the International Business major to minimize overscheduling and courses cancellations. This also serves to provide students a reasonable expectation of what will be offered and in which term.

Marketing (major)

Marketing Management (concentration)

Required:

MKTG 6140 Customer Relationship Marketing (Spring, Summer)^a

MKTG 6220 Integrated Marketing Communications (Fall, Summer)^b

Pick one:

MKTG 6320 Strategic Brand Management (Varies)

MKTG 6980 Special Topics (Varies)

MKTG 6250 Global Sales & Strategic Account Management (Spring)^b

IBUS 6100 Study Abroad (Varies)

MKTG 6240 Sales Force Leadership & Strategy(Fall)^b

MKTG 6400 International Marketing (Spring)^b

Professional Sales (concentration)

Required:

MKTG 6250 Global Sales & Strategic Account Management (Spring)^b

MKTG 6240 Sales Force Leadership & Strategy (Fall)^b

Pick one:

MKTG 6220 Integrated Marketing Communications (Fall)^b

MKTG 6140 Customer Relationship Management (Spring)^a

IBUS 6100 Study Abroad (Spring)

MKTG 6980 Special Topics (Varies)