ACADEMIC SENATE PROPOSAL TRACKING SHEET
(Document To Be Originated By the Academic Senate Secretary On Canary Color Paper)

OCT 29 2018

Proposal # 18-13	Title: BMKT 4XX Advanced Marketing

(Proposal explanation, submitter and college dean signatures on attached program/degree or course revision form.)

All proposals MUST have their originating college faculty body (Ex. Arts & Sciences, Education and Nursing; Technical Sciences) approval and must be signed by the submitter and the college dean before being submitted to the Academic Senate Secretary.

1. Submit all proposals (using the appropriate Academic Senate program/degree and/or course revision forms or General Education Inclusion form) to the Academic Senate Secretary. **NOTE: Level 1 or Level 2 forms must be submitted concurrent with this proposal where applicable. For Education proposals, PEU approval must be received prior to forwarding the proposal to the Senate.**

2. The Academic Senate Secretary logs and numbers items and forwards them to the appropriate Academic Senate subcommittee(s): General Education (if applicable), or Curriculum. A transmittal e-mail will be sent to the Recording Secretary of the receiving committee, cc Provost's Administrative Assistant, by the Academic Senate Secretary. A digital copy of the proposal will be linked on the Academic Senate Proposal page by the Academic Senate Secretary.

3. The Academic Senate subcommittee(s) consider(s) the proposal. If approved, the proposal is returned to the Academic Senate Secretary for forwarding to the next committee. If a committee disapproves the proposal, the originator may request that the item be forwarded to the next body for consideration. The committee will provide written rationale to the originator, via the Academic Senate, when a proposal is disapproved and the proposal is returned to the originator. Upon completion of committee action, the proposal will be returned to the Academic Senate Secretary, and a transmittal e-mail sent by the Committee Recorder to the Senate Secretary, cc Provost's Administrative Assistant.

4. The Academic Senate considers the proposal and recommends approval or disapproval. If approved, the proposal is forwarded to the Provost for consideration. If the Academic Senate disapproves the proposal, the originator may request that the item be forwarded to the Full Faculty for consideration, utilizing the procedures set forth in the Senate Bylaws. The Academic Senate will provide written rationale to the originator when proposals are disapproved and the proposal is returned to the originator.

5. Approved proposals will be forwarded to the Provost. The Provost approves or disapproves the proposal. If approved, the proposal is then forwarded to the Chancellor. From this point forward, the Provost's Administrative Assistant will update the Proposal page on the website by contacting the webmaster.

7. The Chancellor approves or disapproves the proposal.

8. The proposal will then either be implemented or referred to MSU for further action. The tracking page on the Provost site will be updated as required.

    Subcommittee and Academic Senate college representatives will notify their respective colleges' of the progress of submitted proposals or the proposal may be tracked via the web page -- http://www.msun.edu/admin/provost/senate/proposals.htm

    **Documentation and forms for the curriculum process is also available on the web page:
    http://www.msun.edu/admin/provost/forms.htm**

*****(If a proposal is disapproved at any level, it is returned through the Academic Senate secretary and the Senate President, to the Dean of the submitting college who then notifies the originator.

See back for tracking form

	Date	Action Taken	Signature	Date	Comments/Reason for Disapproval	Sent to	Date	Transmittal E-mail sent
*Abstract received by Senate Secretary		Copy to Senate President. Forward to Provost.						
*Provost		☐ Abstract Approved ☐ Disapproved						
Received by Senate Secretary	10/29/18	Tracking form initiated	DBradley		tracking	G. Surraw	11/12/18	inner office
General Education Committee (if applicable)	11/14/18	☐ Approved ☐ Disapproved NH	Stacy L. Ruiter	10/30/18	forward	J. Toth	11/19/18	inner office
Curriculum Committee (if applicable)	11/20/18	☑ Approved ☐ Disapproved	Joy D		forward	M Seifert	12/10/18	inner office
Academic Senate	12/11/18	☑ Approved ☐ Disapproved	Seifert		forward Bond	C Bond	12/19/18	inner office
Full Faculty (if necessary)		☐ Approved ☐ Disapproved						
Provost		☐ Approved ☐ Disapproved						
Chancellor		☐ Approved ☐ Disapproved						
MSU		☐ Approved ☐ Disapproved						
BOR		☐ Approved ☐ Disapproved						
NWCCU		☐ Approved ☐ Disapproved						
Provost		Advise originating college and Academic Senate of status. Update Web page.						
Registrar		Catalog/Policy Manual Update						

NOTE: The secretary of the Academic Senate will update the Academic Senate Proposal web page from initial receipt until the proposal reaches the Provost. The Provost's Administrative Assistant will ensure that the current status of each proposal is maintained on the Academic Senate Proposal web page from that point forward. ***Abstract and pre-approval required for new programs ONLY.**

Academic Senate Form 1 (Revised 3/21/2012)

PROGRAM/DEGREE REVISION FORM

NEW_____ DROPPED_____ MAJOR REVISION _____ FOR INFORMATION ONLY _X__

College _Technical Science_____ Program Area _Business_____ Date _9/27/2018_

Submitter _Barbara Zuck_____ Dean _David E. Krueger_____ Date _10-26-18_
          Signature _Barbara Zuck_   Signature (indicates "college" level approval)

Please provide a brief explanation & rationale for the proposed revision(s).

Course Number and Description Change. BMKT 341 is a Capstone Course. We use this course for Program Assessment. The "4XX" number will better communicate that this course is a Capstone Course.

Please provide in the space below a "before and after" picture of the program with the changes in the program noted. Attach appropriate Course Revision Forms. Please indicate changes by shading the appropriate cells.

PROPOSAL TITLE__ Marketing Minor:_____
                 Course Number & Description Change: Advanced Marketing
                 Application

Current Program listed in 2017-18 Catalog

Course Prefix	#	Course Title	Credits
BGEN	112	Creative Problem Solving	3
BMKT	325	Principles of Marketing	3
BMKT	337	Consumer Behavior	3
BUS	348	Business Communication	3
BMKT	345	Marketing Trends	3
BMKT	341	Advanced Marketing Application	3
BMKT	436	Sales & Sales Management	3
BMKT	338	Advertising & Promotion	3
BMGT	245	Customer Service Management	3
GDSN	231	Graphic Design Application	3
		Total	30

Proposed Program for 2018 -19 Catalog

Course Prefix	#	Course Title	Gen-Ed Credits	Degree Credits
BGEN	112	Creative Problem Solving	0	3
BMKT	325	Principles of Marketing	0	3
BMKT	337	Consumer Behavior	0	3
BUS	348	Business Communication	0	3
BMKT	345	Marketing Trends	0	3
BMKT	4XX	Advanced Marketing Application	0	3
BMKT	436	Sales & Sales Management	0	3
BMKT	338	Advertising & Promotion	0	3
BMGT	245	Customer Service Management	0	3
GDSN	231	Graphic Design Application	0	3
		Total	0	30

Additional instructional resources needed (including library materials, special equipment, and facilities). Please note: approval does not indicate support for new faculty or additional resources.

N/A. Changing Course Number and Course Description.

COURSE REVISION FORM

NEW_____ DROPPED_____ MAJOR REVISION_____ FOR INFORMATION ONLY __X__

College_Technical Sciences_____ Program Area _Business_____ Date _9/27/2018_

Submitter _Barbara Zuck_ Dean _David E. Krueger_ Date _10-26-18_
Signature _Barbara Zuck_   Signature (indicates "college" level approval)

Please provide a brief explanation & rationale for the proposed revision(s):
Identify and specify that this is a Capstone Course for students earning a Marketing Minor.

Please provide the following information:

College:	**College of Technical Sciences**
Program Area:	**Business**
Date:	**September 27, 2018**
Course Prefix & No.:	**BMKT 4XX (NOTE: We would like to see this as BMKT 441)**
Course Title:	**Advanced Marketing Application**
Credits:	**3**
Required by:	Minor: Marketing
	Bachelor of Science: Business Administration
Selective in:	N/A
Elective in:	N/A
General Education:	N/A
Lecture:	3
Lecture/Lab:	N/A
Gradable Lab:	N/A
Contact hours lecture:	3
Contact hours lab:	0

Current Catalog Description (include all prerequisites):
BMKT 341. Advanced Marketing Application. 3 Credits.
This course is a marketing applications course that adds depth to student understanding of marketing concepts. The course uses the case study approach, a comprehensive marketing project, and a marketing simulation that requires the application of concepts learned in the Principles of Marketing class. Case studies that apply directly to the four P's of Marking (Product, Price, Place, Promotion) will be used to emphasize pertinent concepts and procedures used in the marketing of products and services. The project and the simulation require the synthesis of all marketing knowledge to application situations. Prerequisite: BMKT 325. Formerly BUS 341.

Proposed or New Catalog Description (include all prerequisites):

BMKT 4XX. Advanced Marketing Application. 3 Credits.
This is a capstone course for students earning a Marketing Minor. This capstone course is the culmination of the courses building up to the Marketing Minor. In this course, students will demonstrate their knowledge of the program learning outcomes through a comprehensive marketing project and/or simulation. Prerequisite BMKT 325.

Course Outcome Objectives:

(Retrieved from the Montana University System, Office of the Commissioner of Higher Education: https://mus.edu/Qtools/CCN/outcomes/BMKT.pdf)

Upon completion of this course, a student will be able to demonstrate:
• The ability to examine a market scenario and develop a market segmentation plan complete with a description of the buyer behaviors related to the products offered.
• The ability to present an analysis of the industry in which the company operates and describe the major competitor actions within that industry.
• The ability to identify major opportunities and obstacles faced in an international market.
• The ability to identify market aspects that apply directly to the product itself.
• The ability to identify market aspects that revolve around the pricing of the product.
• The ability to identify and recommend promotional activities relating to the product relevant to the specific industry in which the company operates.
• The ability to identify product distribution opportunities and challenges.
• The ability to discuss and recommend ethical and socially responsible actions relevant to the marketing of the product.
• Interaction with a real community client to provide real time delivery of an integrated communications strategy.

Additional instructional resources needed (including library materials, special equipment, and facilities). Please note: approval does not indicate support for new faculty or additional resources.

Updated 09/29/05