

Rochester INSTITUTE OF TECHNOLOGY

Minor Program proposal form

E. PHILIP SAUNDERS COLLEGE OF BUSINESS

**Certifying Academic Unit: E. Philip Saunders College of Business**

**Name of Minor:** Marketing

**Brief description of the minor to be used in university publications**

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| Today's most successful companies are market driven and it is critical for everyone within the organization to focus on customer wants and needs. The marketing minor at the E. Philip Saunders College of Business prepares students with an applied focus on both classical and emerging approaches to marketing. Students will benefit from a broad-based practical understanding, as well gain confidence as agents of change in the ever-increasing networked world of commerce." |
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**1.0 Minor Program Approvals**

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| --- | --- | --- |
|  | Approval request date: | Approval granted date: |
| Academic Unit Curriculum Committee |  | 02/21/12 |
| College Curriculum Committee |  | 02/21/12 |
| Inter-College Curriculum Committee | 05/04/12 | 05/14/12 |

**2.0 Rationale:**

A minor at RIT is a related set of academic courses consisting of no fewer than 15 semester credit hours leading to a formal designation on a student's baccalaureate transcript.

How is this set of academic courses related?

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| The courses provide students with an introduction to the field of marketing and an opportunity to explore more specialized fields within. The first required course (MKTG-230) provides an introduction with emphasis on determining the needs and wants of customers and how these can be satisfied through the controllable marketing variables of product, price, promotion and distribution. The optional courses provide students the opportunity to explore specific marketing areas in greater detail. **Note: New MKTG courses will automatically be included in the minor unless specifically indicated otherwise by the discipline and/or Undergraduate Curriculum Committee, with approval of the Dean.** |

**3.0 Multidisciplinary Involvement:**

If this is a multidisciplinary minor spanning two or more academic units, list the units and their role in offering and managing this minor.

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**4.0 Students Ineligible to Pursue this Minor:**

The purpose of the minor is both to broaden a student's college education and deepen it in an area outside the student’s major program. A minor may be related to and complement a student’s major, or it may be in a completely different academic/professional area.   It is the responsibility of the academic unit proposing a minor and the unit’s curriculum committee to indicate any home programs for which the minor is not a broadening experience.

Please list below any home programs whose students will not be allowed to pursue this minor, provide the reasoning, and indicate if this exclusion has been discussed with the affected programs:

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| Students majoring in Marketing will not be allowed to pursue this minor given that the courses are a subset of those required in their home program.  |

**5.0 Minor Program Structure, Sequence and Course Offering Schedule:**

Describe the structure of the proposed minor and list all courses, their anticipated offering schedule, and any prerequisites.

* All minors must contain at least fifteen semester credit hours;
* Minors may be discipline-based or interdisciplinary;
* In most cases, minors shall consist of a minimum of two upper division courses (300 or above) to provide reasonable breadth and depth within the minor;
* As per New York State requirements, courses within the minor must be offered with sufficient frequency to allow students to complete the minor within the same time frame allowed for the completion of the baccalaureate degree;
* Provide a program mask showing how students will complete the minor.

Narrative of Minor Program Structure:

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| The minor includes one required course and four additional courses selected from the electives list below: |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Course Number & Title | SCH | Required | Optional | Fall | Spring | Annual/Biennial | Prerequisites |
| MKTG-230 Principles of Marketing | 3 | X |  | X | X | Annual | Sophomore Status |
| MKTG-340 Product And Service Commercialization  | 3 |  | X |  |  | Annual | MKTG-230 Junior Status |
| MKTG-320 Internet Marketing | 3 |  | X | X | X | Annual | MKTG-230 Junior Status |
| MKTG-410 Search Engine Marketing And Analytics | 3 |  | X |  | X | Annual | MKTG-320 |
| MKTG-350 Buyer Behavior  | 3 |  | X | X | X | Annual | MKTG-230 Junior Status |
| MKTG‑550 Marketing Management | 3 |  | X | X | X | Annual | MKTG-230 and prior or concurrent registration with MKTG-310, one completed co-op block and Senior Status  |
| MKTG-310 Marketing Metrics And Research | 3 |  | X | X | X | Annual | MKTG-230,STAT-146 |
| MKTG-489 Seminar In Marketing  | 3 |  | X |  | X | Annual | MKTG-230 Junior Status |
| MKTG-360 Professional Selling  | 3 |  | X | X | X | Annual | MKTG-230 Junior Status |
| MKTG-370 Advertising And Promotion Management  | 3 |  | X | X |  | Annual | MKTG-230 Junior Status |
| INTB-320 Global Marketing | 3 |  | X | X | X | Annual | MKTG-230 Junior Status |
| MKTG-420-Advanced Internet Marketing | 3 |  | X |  | X |  | MKTG-410MKTG-320 |
| MKTG-599-Independent Study Marketing | 3 |  | X | Not to be published | Instructor approval |

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| Total credit hours: 15 |  |

**Minor Course Conversion Table: Quarter Calendar and Semester Calendar Comparison**

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| **Directions: The tables on this page will be used by the Registrar’s office to aid student’s transitioning from the quarter calendar to the semester calendar.**  **If this minor existed in the quarter calendar and is being converted to the semester calendar, please complete the following tables.**  **If this is a new minor that did not exist under the quarter calendar, do not complete the following tables.**Use the following tables to show minor course comparison in quarter and semester calendar formats. Use courses in the (2011-12) minor mask for this table. Display all required and elective minor courses. If necessary, clarify how course sequences in the quarter calendar convert to semesters by either bracketing or using some other notation. |

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| Name of Minor in Semester Calendar: | Marketing |
| Name of Minor in Quarter Calendar: | Marketing |
| Name of Certifying Academic Unit: | E. Philip Saunders College of Business |

| **QUARTER: Current Minor Courses** | **SEMESTER: Converted Minor Courses** |  |
| --- | --- | --- |
| Course # | Course Title | QCH | Course # | Course Title | SCH | **Comments** |
| 0105-363 | Principles of Marketing | 4 | MKTG-230 | Principles of Marketing | 3 | The required course |
| 0105-440 | Internet Marketing | 4 | MKTG-320 | Internet Marketing | 3 |  |
| 0105-410 | Product and Service Commercialization | 4 | MKTG-340 | Product and Service Commercialization | 3 |  |
| 0105-442 | Search Engine Marketing and Analytics | 4 | MKTG-410 | Search Engine Marketing and Analytics | 3 |  |
| 0105-505 | Buyer Behavior | 4 | MKTG-350 | Buyer Behavior | 3 |  |
| 0105-550 | Marketing Management | 4 | MKTG-550 | Marketing Management | 3 |  |
| 0105-520 | Advanced Internet Marketing | 4 | MKTG-420 | Advanced Internet Marketing | 3 |  |
| 0105-551 | Marketing Metrics and Research | 4 | MKTG-310 | Marketing Metrics and Research | 3 |  |
| 0105-559 | Professional Selling | 4 | MKT-360 | Professional Selling | 3 |  |
| 0105-560 | Advertising and Promotion Management | 4 | MKTG-370 | Advertising and Promotion Management | 3 |  |
| 0105-554 | Seminar in Marketing | 4 | MKTG-489 | Seminar in Marketing | 3 |  |
| 0105-559 | Independent Study |  | MKTG-599 | Independent Study Marketing | 3 | Not to be published |
| 0113-450 | Marketing in the Global Environment | 4 | INTB-320 | Global Marketing | 3 |  |

Policy Name: **D1.1 MINORS POLICY**

 1. Definition

A minor at RIT is a related set of academic courses consisting of no fewer than 15 semester credit hours leading to a formal designation on a student's baccalaureate transcript.

The purpose of the minor is both to broaden a student's college education and deepen it in an area outside the student’s major program. A minor may be related to and complement a student’s major, or it may be in a completely different academic/professional area.   It is the responsibility of the academic unit proposing a minor and the unit’s curriculum committee to indicate any home programs for which the minor is not a broadening experience.

In most cases, minors shall consist of a minimum of two upper division courses to provide reasonable breadth and depth within the minor.

2. Institutional parameters

1. Minors may be discipline-based or interdisciplinary;
2. Only matriculated students may enroll in a minor;
3. At least nine semester credit hours of the minor must consist of courses not required by the student's home program;
4. Students may pursue multiple minors.  A minimum of nine semester credit hours must be designated towards each minor; these courses may not be counted towards other minors;
5. The residency requirement for a minor is a minimum of nine semester credit hours consisting of RIT courses (excluding "X" graded courses);
6. Posting of the minor on the student's academic transcript requires a minimum GPA of 2.0 in each of the minor courses;
7. Minors may not be added to the student's academic record after the granting of the bachelor's degree.

3. Development/Approval/Administration Processes

* 1. Minors may be developed by faculty at the departmental, inter-departmental, college, or inter-college level. As part of the minor development process:
		1. students ineligible for the proposed minor will be identified;
		2. prerequisites, if any, will be identified;
	2. Minor proposals must be approved by the appropriate academic unit(s) curriculum committee, and college curriculum committee(s), before being sent to the Inter-College Curriculum Committee (ICC) for final consideration and approval.
	3. The academic unit offering the minor (in the case of interdisciplinary minors, the designated college/department) is responsible for the following:
		1. enrolling students in the minor (as space permits);
		2. monitoring students progress toward completion of the minor;
		3. authorizing the recording of the minor's completion on student's academic records;
		4. granting of transfer credit, credit by exam, credit by experience, course substitutions, and advanced placement;
		5. responding to student requests for removal from the minor.
	4. As per New York State requirements, courses within the minor must be offered with sufficient frequency to allow students to complete the minor within the same time frame allowed for the completion of the baccalaureate degree.

4. Procedures for Minor Revision

It is the duty of the college curriculum committee(s) involved with a minor to maintain the program’s structure and coherence.  Once a minor is approved by the ICC, changes to the minor that do not have a significant effect on its focus may be completed with the approval of the involved academic unit(s) and the college curriculum committee(s).  Significant changes in the focus of the minor must be approved by the appropriate academic unit(s) curriculum committee(s), the college curriculum committee(s) and be resubmitted to the ICC for final consideration and approval.