

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business Administration - Marketing

2013

BAM2 Curriculum Modification for 2011-12 2012-13

Fanshawe College

Follow this and additional works at: https://first.fanshawec.ca/cae_business_businessadminmarketing_documentation

Course/Program Curriculum Changes: Principles

Program Title:	Business Administration - Marketing	
Program Alpha & Number:	BAM 2	
Effective Catalog Year:	2011/12, 2012/13	
Late Request:	Yes.	

Reviews are likely to be a response to currency, flexibility and access issues. This review should:

- Clearly describe the reasons for and benefits of the change;
- Answer the questions regarding the effects of the changes – see Program/Curriculum "Rationale"

Review done 2011/12.

Note: The Faculty Dean must approve the changes at this point before any further work is to be done. Part of this approval will require that program mapping has been completed – see Note for #2 and #3 below. It may also require VPA's Office approval if significant changes are being proposed.

Changes must be to the benefit of the student with no disadvantages; therefore, if courses needed to complete the program are no longer offered, the School must develop a viable pathway to graduation.

Quality assessment of existing programs is achieved through continuous monitoring by the program team.

Reviews validate that the program learning outcomes are relevant/current and that they continue to be met by the graduation requirements in the program.

The essence of a program is represented in its learning outcomes; the graduation requirements identify the courses & activities whose successful completion is necessary to the mastery of the learning outcomes.

Process should be lean – no unnecessary new steps.

Once students start a program in a specific catalog, no changes to that degree audit may be made, e.g., a course change is proposed for third level. December 1st, 2010 for 2011/2012 catalogue means the new course would not be delivered until September 2012.

Changes must be documented – retained by the School as well as archived with the Office of the Registrar.

Communication of changes must be made to all affected stakeholders.

Comments: *Changes based on Program Review Recommendations.*
VPA signature req'd (Jan 7/13)
- 3rd yr. → Internal transfer

Recommended for Approval Yes No

Signature *Judy Geddes* Date *Jan 7/13*

Request for Late Change to Degree Audit Form

To the Division --

1. A copy of the Degree Audit Report (SDAR) with changes marked must accompany this request.
2. Please keep Yellow Copy of the Form and photocopy of SDAR Report with marked changes for your records
3. Allow 5 business days after receipt in the Office of the Registrar for the completion of this request.

To be completed by Division (please print)

<u>BAM2</u>	<u>Business Administration - Marketing</u>	<u>22/11/2012</u>
Program #	Program Name	Date of Request (dd/mm/yyyy)
<u>LKSB</u>	<u>Sherry McEvoy</u>	<u>2011/12 2012/13</u>
Division	Program Co-ordinator	Catalogs (To be updated – attach all copies)

Reason for late change:

The digital marketing curriculum within Fanshawe's Business Administration - Marketing program differentiates Fanshawe's program from competitor programs, attracts students to Fanshawe, and contributes to high graduate employment rates. It is imperative that this curriculum remains current. Because the digital marketing curriculum is delivered in Levels 5 and 6 of BAM, a late change is required to ensure this curriculum can be offered starting in 2013/14. A full rationale for this change is provided in the "Program Curriculum Rationale for Changes" submission for BAM2 for 2013/14. (NOTE: If this change were approved, we would also seek permission to add MGMT-5034 at the same time. This change is also outlined in the 2013/14 Rationale.

If the change is a correction to the Degree Audit, identify the impact on current students (please review and submit student EVALS with submission to determine possible impact)

(attach sample EVALS)

Academic Manager Signature [Signature] Date (dd/mm/yyyy) Nov 26/12

[Signature] - Nov. 26/12

I have read the reasons for the change and any possible impact. Permission is granted: Yes No

Vice-President Academic Signature [Signature] Date (dd/mm/yyyy) February 7/13

Comments _____

Registrar Office Use Only

APRS Updated: Initials: _____
Catalog(s) Updated: _____

EVAL printed: Initials: _____
Division Notified: Date: _____
Signed Copy Returned: Date: _____

Degree Audit Report

Catalog: 2012/2013

Program: BAM2
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 9 - 6AcadSem/1800-2100hrs

Name: Business Administration -
Marketing

Grade Scheme: LG2
Major: BAM2 - Business Admin-Marketing
Co-Op Indicator: N/A

Div: BUS - Business and Management

Academic Program Requirement

Total Credits: 115.00 **Residency Reqmt:** 29.00
GPA Requirement: 2.000 **Residency Reqmt GPA:** 2.000
Minimum Grade: D

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

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COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-5005	Global Marketing	45.00	3.00	
MGMT-5056	Research & Data Analysis	60.00	4.00	
COMP-5055	Business Web Design & Google Analytics	60.00	4.00	Web Design for Optimization
MGMT-5053	Customer Relationship Management	45.00	3.00	
MGMT-5046	Sales Management	45.00	3.00	
MGMT-5054	Business & Consumer Events	45.00	3.00	
MGMT-5050	New Media Marketing	45.00	3.00	
MGMT-5051	Current Market Trends & Issues	45.00	3.00	Google Analytics
MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5055	Strategic Management	45.00	3.00	
MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Catalog: 2011/2012

Program: BAM2 **Name:** Business Administration - Marketing
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 9 - 6AcadSem/1800-2100hrs
Grade Scheme: LG2
Major: BAM2 - Business Admin-Marketing **Div:** BUS - Business and Management
Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00 **Residency Reqmt:** 29.00
GPA Requirement: 2.000 **Residency Reqmt GPA:** 2.000
Minimum Grade: D

Academic Requirement: BAM2.11 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
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BUSI-1060	Strategies for Success	15.00	1.00	
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Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

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COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-5005	Global Marketing	45.00	3.00	
MGMT-5056	Research & Data Analysis	60.00	4.00	
COMP-5055	Business Web Design & Google Analytics	60.00	4.00	
MGMT-5053	Customer Relationship Management	45.00	3.00	
MGMT-5046	Sales Management	45.00	3.00	
MGMT-5054	Business & Consumer Events	45.00	3.00	
MGMT-5050	New Media Marketing	45.00	3.00	
MGMT-5054	Current Market Trends & Issues	45.00	3.00	
MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	

5062
5074
Web Design for Optimization
Google Analytics

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

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Group 2

		Total Hours	Total Credits	GE
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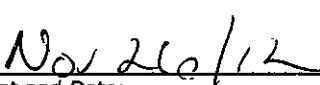
Degree Audit Report

Subrequirement: Gen Ed - Electives
Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency
Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.



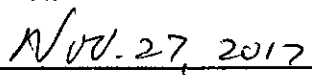
Approved By Chair/Manager:



Department and Date:



Approved by Dean:



Date:

General Education Approved By(as appropriate):

Date:

