

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business - Marketing

2016

BMK1 BMK2 Curriculum Modification for 2017-18




Fanshawe College

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CURRICULUM MODIFICATION REQUEST FORM

COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

Program Requiring Changes

Program Title: Business Marketing		
Program Number: BMK1/BMK2	Date Submitted: 11/11/2016	
Dean responsible for program: David Belford	Chair: Mary Pierce	
Credential Provided: <input type="checkbox"/> Declaration of Academic Achievement <input type="checkbox"/> Local Certificate <input type="checkbox"/> Ontario College Certificate <input checked="" type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma <input type="checkbox"/> Grad Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Apprenticeship		
Program Intakes: <input checked="" type="checkbox"/> F <input checked="" type="checkbox"/> W <input type="checkbox"/> S Other:	Catalogue Year(s) Impacted: 2017/18	
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met	Date of Last Program Review: 2016	
<i>I have read the reasons for the change and...</i>		<i>Signature and date</i>
Dean of Faculty (responsible for program):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Dean of Faculty (impacted by change):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Dean of Faculty (impacted by change):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Senior Vice President Academic (required for major changes and late DAs):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	
Office of the Registrar:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay review of the proposed changes.

1.0 Describe proposed change(s). Complete Appendix A (if necessary) and amend SDAR (Refer to Appendix C).

In order to improve student satisfaction and success, we are recommending an increase in the number of hours (30) in the BMK1/BMK2 programs. Specifically, a one-hour per week increase in the Marketing Presentations course in Level 2 and a one-hour per week increase in the Sports, Entertainment & Event Marketing course in Level 4 of the programs. The increase of 30 course hours incurred by this change will be compensated for by the reduction of 30 course hours in levels 5 of the Business Administration Marketing diploma program (BAM2). These courses will be modified to include more live-client and community partnerships as well as providing students with more communication and presentation skills. Further, by increasing these courses to a 3 hour/credit course, the change will make these courses more transferrable by students looking to continue their education through the ONCAT Agreement or other pathways. This change was documented in the 2016 Program Review Action Plan.

In order to improve student satisfaction and success, we are also recommending that a new Digital Marketing Course be added into the BMK1/BMK2 programs. The course will replace the MGMT3067 Small Business Management course in Level 4 of the BMK1/BMK2 programs. This change will give students more exposure to digital marketing skills that are required by industry. This change was also documented in the 2016 Program Review Action Plan.

2.0 Reason/Rationale for Changes

2.1 The reason for the change is based on:

- A recent program review
- College Advisory Committee feedback
- Program Advisory Committee feedback
- Student feedback
- KPI results
- Accreditation or other regulatory requirements
- Shared curriculum
- Trends in the field/industry
- Other (please describe):

2.2 Does the change support the College's Strategic Framework (mission, vision, values)?

- Yes
- No (If no, please explain)

2.3 What strategic goal(s) does the proposed change support?

- Goal 1 - Enrolment growth
- Goal 2 - Flexible delivery options
- Goal 3 - Premier student experience
- Goal 4 - Sustainable College life

3.0 Students

3.1 Will the change affect the cost of the program for students?

- Yes
- No

3.2 If yes, there will be an additional cost for:

- Materials (Include details):
- Equipment (Include details):
- Other (Please describe):

4.0 Program Learning Outcomes

4.1 Will the proposed change meet the Program Vocational Learning Outcomes? (Complete Appendix B and mark the changes in the mapping [e.g. red font])

- Yes
- No

4.2 Are there any implications related to progression because of pre-requisite courses (and/or co-requisite courses)?

- No
- Yes (If yes, please explain)

5.0 Relationships with Other Programs

5.1 Are any of the courses impacted by the change provided by another School (e.g., SLLS, LKSB) and/or delivered at another campus?

- No
- Yes

5.2 What Schools/Campuses will be impacted by the proposed change?

- School of Information Technology
- Lawrence Kinlin School of Business
- School of Tourism and Hospitality
- School of Health Sciences
- School of Human Services

- School of Nursing
- School of Public Safety
- School of Contemporary Media
- School of Design
- School of Language and Liberal Studies
- Norton Wolf School of Aviation Technology
- School of Applied Sciences and Technology
- Donald J. Smith School of Building Technology
- School of Transportation Technology
- Continuing Education
- Simcoe/Norfolk Regional Campus
- St Thomas/Elgin Regional Campus
- Woodstock/Oxford Regional Campus
- Huron/Bruce Regional Sites

5.3 Will the change affect pathway agreements (e.g., bridging, articulations, laddering, advanced standing) with other Fanshawe program(s) and/or other institution(s)? (Refer to the pathway agreements listed here: <http://transferagreements.fanshawec.ca/>)

- No
- Yes (If yes, indicate when you will notify the other Fanshawe program(s) and/or other institution(s) and the Pathways Coordinator in the Centre for Academic Excellence of the change)

5.4 If this program is a Co-Operative Education program, will the proposed change impact Co-op?

- No
- Yes (If yes, consult with the Co-op office prior to submission)

6.0 Resource Implications of Proposed Changes

6.1 Will the proposed change have staffing implications?

- No
- Yes (If yes, please explain)

6.2 Will the proposed change impact any of the Enabling areas?

- No
- Yes (If yes, please explain)

6.3 Will the proposed change affect space and/or technology requirements?

- No
- Yes (If yes, please explain)

Yes, by adding hours into the BMK programs the amount of classroom space required will increase (this will be offset by the reduction in classroom space used by the BAM program with their corresponding reduction).

7.0 General College Requirements

7.1 Are changes consistent with Colleges policies?

- Yes
 No (If no, please explain)

7.2 Indicate:

- i) Total program hours before proposed change: __1095__
 ii) Total program hours after proposed change: __1125__
 iii) Level(s) in which the proposed change(s) occurs: __2/4__

7.2.1 Are the total program hours consistent with the requirements as listed below?

- Yes
 No (If no, please explain)

Local Certificate - 300 hours	Ontario College Certificate - 600 hours
Diploma - 1200 to 1400 hours	Advanced Diploma - 1800 to 2000 hours
Graduate Certificate - 600 hours	

7.3 Will the program meet the General Education requirements (Policy 2-B-02) as listed below?

- No
 Yes

Local Certificate, Ontario College Certificate and Graduate Certificate - none required)	Diploma - 3 required (minimum of 1 must be an elective)	Advanced Diploma - 4 required (minimum of 2 must be electives)
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7.4 Will the program have 25% distinct curriculum to meet the Residency Requirement of 25% credit units? Consider all pathway agreements (e.g., bridging, internal articulations, laddering, advanced standing) with other Fanshawe programs and/or other institutions.

- No
- Yes

Note: In accordance with POLICY NUMBER: 2-B-17 Graduation from Approved College Programs

...to be eligible for any College Credential a student must be enrolled and complete at least 25% of that program's credit units at Fanshawe College, unless stipulated differently by other approving bodies such as the Postsecondary Education Quality Assessment Board (PEQAB).

APPENDIX A: PROPOSED CURRICULUM MODIFICATION

	TOTAL	0	0			TOTAL	0	0

PROGRAM TOTAL 37 37

PROGRAM TOTAL 39 39

Degree Audit Report

Catalog: 2017/2018

Program: BMK2
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 8 - 4AcadSem/1200-1400hrs
Credential: Ontario College Diploma

Name: Business - Marketing (Co-op)

Grade Scheme: LG2
Major: BMK1 - Business - Marketing
Co-Op Indicator: Mandatory Co-op

Div: BUS - Business and Management

Academic Program Requirement

Total Credits: 74.00
GPA Requirement: 2.000
Minimum Grade: D

Residency Reqmt: 19.00
Residency Reqmt GPA: 2.000

Academic Requirement: BMK2.17 Business - Marketing

Major: BMK1
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-1100	Principles of Accounting 1	45.00	3.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing 1	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	**
COOP-1020	Co-operative Education Employment Prep	6.00	1.00	

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
MKTG-1028	Secondary Market Research	45.00	3.00	

Degree Audit Report

		Hours	Credits
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
COMP-1413	Adobe Suite for Business	45.00	3.00

Group 2

Take MGMT-1209 or ECON-1002

		Total Hours	Total Credits	GE
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00	
ECON-1002	Economics 1	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-3067	Small-Business-Management	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-1056-1093	Sports, Entertainment & Event Marketing	45.00	3.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

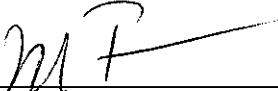
Subrequirement: Gen Ed - Electives

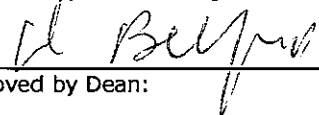
Take 6 General Education Credits -

Normally taken in Levels 2 and 4

Subrequirement: Program Residency

Students Must Complete a Minimum of 19 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program


Approved By Chair/Manager:


Approved by Dean:


Department and Date:


Date:

Degree Audit Report

Catalog: 2017/2018

Program: BMK1	Name: Business - Marketing
Department: BUS - Kinlin School of Business	
Academic Level: PS	
CCD: 8 - 4AcadSem/1200-1400hrs	
Credential: Ontario College Diploma	
Grade Scheme: LG2	
Major: BMK1 - Business - Marketing	Div: BUS - Business and Management
Co-Op Indicator: N/A	

Academic Program Requirement

Total Credits: 73.00	Residency Reqmt: 19.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: BMK1.17 Business - Marketing

Major: BMK1
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-1100	Principles of Accounting 1	45.00	3.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing 1	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
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	

Degree Audit Report

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
COMP-1413	Adobe Suite for Business	45.00	3.00

Group 2

Take MGMT-1209 or ECON-1002

		Total Hours	Total Credits	GE
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00	
ECON-1002	Economics 1	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
<i>MKTG-1095</i>	<i>Digital Marketing</i>			
MGMT-3062	Small Business-Management	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-1055 <i>1093</i>	Sports, Entertainment & Event Marketing <i>15, 02</i>	30.00	2.00	<i>3.00</i>
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

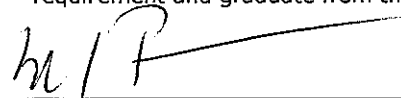
Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -

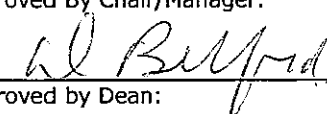
Normally taken in Levels 2 and 4

Subrequirement: Program Residency

Students Must Complete a Minimum of 19 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program



Approved By Chair/Manager:



Approved by Dean:



Department and Date:



Date:

General Education Approved By (as appropriate):

Date:

PROGRAM MAPPING (Business Marketing - BMK1)													
PROGRAM VOCATIONAL LEARNING OUTCOMES	LEVEL ONE						LEVEL TWO						
	ACCT-1004 - Principles of Accounting I	MATH-1052 - Business Math	BUSI-1005 - Introduction to Business Process	BUSI-1030 - Strategies for Success	MKTG-1012 - Principles of Marketing I	WRIT-1032 - Reason & Writing I	ECON-1019 - Contemporary Issues in Economics	MKTG-1028 - Secondary Market Research	MKTG-1054 - Principles of Advertising & Branding	MKTG-1094 - Marketing Presentations	COMP-3077 - Excel for Business	Gen-ed Elective #1	# OF COURSES EVALUATING THE OUTCOME
1) Contribute to the development of an integrated marketing communication strategy* for marketing* products*, concepts, goods, or services based on an identified target market					1			2					2
2) Contribute to the development of pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis.	1	1			1		2	1					5
3) Contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods, and services			1		1			1	1				4
4) Determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs					1		1	1	2				4
5) Analyze results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria	1	1			1		2			1			5
6) Contribute to the development of a marketing plan including marketing objectives, marketing mix*, marketing strategies*, budgetary considerations, and evaluation criteria	1		1		1		1	2		1			6
7) Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others.			1	1					1				3
8) Communicate marketing information persuasively and accurately in oral, written, and graphic formats				1	1	1	2	2	2		2		8
9) Analyze the viability of marketing products, concepts, goods, or services in an international market or markets					1		1	1	1				4
10) Participate in conducting market research* to provide information needed to make marketing* decisions					1		1	2	1				4
11) Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing* expertise			1	2					2				3
12) Participate in the development of a business plan	1						1	1					3
13) Apply the principles of business ethics and corporate social responsibility.			1		1								2
14) Use professional sales techniques to make a sale					1								2
15) Adapt to and apply various and changing technologies, systems, and computer applications used in marketing* environments			1	1					2				2
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE	4	2	6	4	11	1	8	9	6	5	3	2	81
V = Vocational Courses E = Essential Employability Skills Courses GM = General Education (mandatory) G = General Education (elective)													
NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course													
PROGRAM COORDINATOR: ACADEMIC CHAIR: Date Completed:						Analysis of Mapping Results:							

PROGRAM MAPPING (Business Marketing - BMK1)		LEVEL THREE					LEVEL FOUR					# OF COURSES EVALUATING THE OUTCOME			
PROGRAM VOCATIONAL LEARNING OUTCOMES		COMM-3020 - Professional Communication	MKTG-3033 - Advertising Emerging & Traditional	MKTG-3007 - Selling Fundamentals	MKTG-1095 - Marketing Metrics	COMP-1413 - Adobe Suite for Business	MGMT-1209 - Corporate Social Responsibility & Ethics	MKTG-1095 - Digital Marketing	MKTG-3023 - Strategic Marketing & Marketing Plan	MATH-1090 - Business Statistics	MGMT-3041 - Organizational Behaviour		MKTG-1093 - Sports Entertainment & Event Marketing	MGMT-3059 - Retail Management & eCommerce	Gen-Ed Elective #2
1 - Introductory															
2 - Intermediate															
3 - Advanced															
The graduate has reliably demonstrated the ability to: (Source: MTCU Code:)															
1) Contribute to the development of an integrated marketing communication strategy* for marketing* products*, concepts, goods, or services based on an identified target market			3			1		1	3	1		2			6
2) Contribute to the development of pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis					2				3			2	3		4
3) Contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods, and services									3			2	3		3
4) Determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs.						1	1	1	3			2			5
5) Analyze results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria			2		2				3	1		2	3		6
6) Contribute to the development of a marketing plan including marketing objectives, marketing mix*, marketing strategies*, budgetary considerations, and evaluation criteria			3			2		1	3	1		2	3		7
7) Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others				2			2	1	2		3	2	2		7
8) Communicate marketing information persuasively and accurately in oral, written, and graphic formats.		3	3	3		2		2	3	2			2		8
9) Analyze the viability of marketing products, concepts, goods, or services in an international market or markets			2					1				2	3		4
10) Participate in conducting market research* to provide information needed to make marketing* decisions			2		2			2	3	2		2			8
11) Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing* expertise		2					1	2			2				4
12) Participate in the development of a business plan.			2		1				2						3
13) Apply the principles of business ethics and corporate social responsibility				3		2		2			3	1			5
14) Use professional sales techniques to make a sale.				3			2	2							1
15) Adapt to and apply various and changing technologies, systems, and computer applications used in marketing* environments		2	2			2		3	3	2		2	1		6
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE		3	8	4	4	5	4	10	11	6	3	8	9	2	77
V = Vocational Courses E = Essential Employability Skills Courses															
GM = General Education (mandatory) G = General Education (elective)															

NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course

PROGRAM COORDINATOR
 ACADEMIC CHAIR
 Date Completed

Analysis of Mapping Results:

PROGRAM MAPPING (Business Administration Marketing - BAM2)	LEVEL FIVE - Take one of the following groups													LEVEL SIX				TOTAL # OF COURSES
	LEVEL FIVE							LEVEL SIX										
PROGRAM VOCATIONAL LEARNING OUTCOMES	MGMT5053 CRM	MGMT5074 Google Analytics	MGMT5046 Sales Mgmt	MGMT5016 Consumer Behaviour	COMP5062 Web Design for Optimization	MGMT5002 Integrated Marketing Communications	MGMT5039 Community Consultancy	MGMT5050 New Media Mktg	MGMT5056 Research & Data Analysis	MGMT5057 Search Engine Marketing & GA	MGMT5005 Global Marketing	MKTG5008 Nonprofit & Event Marketing	MGMT5034 Strategic Policy & Planning	MGMT5039 Community Consultancy				
1. Introductory																		
2 - Intermediate																		
3 - Advanced																		
The graduate has reliably demonstrated the ability to: (Source: MTCU Code:)																		
1. Develop an integrated marketing communications strategy for marketing a product, service, concept, good or service based on an identified target					1	3	3	3			2	3			3			
2. develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis.				2	1		3					2			3			
3. Develop strategies for the efficient and effective distribution of product, concepts, goods and services.					1		3				3		3		3			
4. Determine strategies for the developing new and modified products, concepts, goods and services that respond to evolving market needs.					1		3				3				3			
5. Evaluate results of marketing activities using criteria related to budgeted sales, profits and other appropriate criteria		3	3		1	1	2		2	3		1	2		2			
6. Formulate and prepare a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations and evaluative criteria.					3	3	3					3	3		3			
7. Project the impact of a marketing initiative using quantitative data	2	3			3	3	2	3	3	3		3	3		2			
8. Address marketing problems and opportunities using a variety of skills and tactics	3	3	3	3	3		3	3	3		3	2	3		3			
9. Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors and others.			3	3			1					3	3		1			
10. Communicate marketing information persuasively in oral, written and graphic formats	3	3	3	3	3	3	2	3	3	3					2			
11. Evaluate the viability of marketing products, concepts, goods, services in an international market or markets				1	1		3				3	1			3			
12. Conduct primary and secondary market research to provide information needed to make marketing decisions.					1	1	3		3		2		3		3			
13. develop personal professional development strategies and plans to enhance leadership, management skills and marketing expertise			3	2														
14. Assist in the development of a business plan									2									
15. Apply the principles of business ethics and corporate social responsibility	3		2	2	1			3	2				2					
16. Use professional sales techniques to make a sale			3									2						
17. Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments	3	3	3	3	3		1	3	3	3					1			
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE	5	5	8	9	13	6	13	6	8	4	6	9	7		13			
V = Vocational Courses E = Essential Employability Skills Courses																		
GM = General Education (mandatory) G = General Education (elective)																		
NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course																		
PROGRAM COORDINATOR: Sherry McEvoy	Analysis of Mapping Results:																	
ACADEMIC CHAIR: Mary Pierce	1) Learning Outcome #2 (Pricing Strategy) needs a greater program emphasis.																	
Date Completed: Feb. 14th, 2012																		