

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business Administration - Marketing

2020

BAM2 Curriculum Modification for 2018-19

Fanshawe College

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CURRICULUM MODIFICATION REQUEST FORM

COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

Program Requiring Changes

Program Title: Business Administration Marketing (BAM)		
Program Number: BAM	Date Submitted: 11/21/2019	
Dean responsible for program: Mary Pierce	Associate Dean: Lisa Schwerzmann	
Credential Provided: <input type="checkbox"/> Declaration of Academic Achievement <input type="checkbox"/> Local Certificate <input type="checkbox"/> Ontario College Certificate <input type="checkbox"/> Diploma <input checked="" 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 type="checkbox"/> W <input type="checkbox"/> S Other:	Catalogue Year(s) Impacted: 2018/19	
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met	Date of Last Program Review: 5/27/2019	
<i>I have read the reasons for the change and...</i>		<i>Signature and date</i>
Dean of Faculty (Lead program):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	<i>MJP Dec 1/19</i>
Dean of Faculty (Affiliate program-impacted by change):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Dean of Faculty (Affiliate program-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 checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	<i>Dec 15/19</i>
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	<i>12/9/2019</i>
Office of the Registrar:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	<i>05 Dec 2019</i>
Notes:		

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).

[BMK Level 2 ECON 1005 moves to level 3 and ECON 1002 moves from Level 3 to level 2; this is better for those who complete BAM and who do not enter the Degree. MGMT-5056, Research & Data Analysis moves from level 6 to 5 and is a core course. The PAC supported this as the first research class is in level 2 of BMK and the student doesn't take another research course until level 6 - which all felt was too late. MGMT-5002, IMC moves from group 1 sub requirement to level 5. MGMT-5038 Community Consultancy is removed from level 5 and will be replaced with MGMT-5092 Consultancy Employer Rounds in level 6. MGMT-5034 Strategic Policy & Planning is removed and replaced with MGMT-6068, Project Management. This is a one-for-one swap into the BCOMM degree so there is no impact. PAC wanted a student to have a project management course as many of our grads work in an agency where the business operates a projects. MGMT-5050, New Media is no long a group sub requirement and is a core course is level 6. Given the rapid evolution of technology in marketing, the PAC felt this was a necessary change. MGMT-5039 Community Consultancy is replaced with MGMT-5092 Consultancy Employer Rounds. PAC supported the move from what was a more strategy focused to a "doing" and rotating structure. Sub requirement level 6 is now MGMT-6018, Consumer Behaviour and MKTG-6015, Not-for-profit marketing. INNV-6001, Innovative Applications has been added to level 6 sub requirement.

Changing the DA for BMK 2018/19 students will see them receive the most up-to-date BAM curriculum.

2.0 Reason/Rationale for Changes

2.1 The reason for the change is based on:

- A recent program review
- 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 - Enhance innovative practices for exceptional student learning
- Goal 2 - Manage enrolment growth
- Goal 3 - Optimize use of resources
- Goal 4 - Build sustainable sources of alternative revenue

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?

- Lawrence Kinlin School of Business
- School of Information Technology

- School of Tourism, Hospitality and Culinary Arts
- School of Community Studies
- School of Health Sciences
- School of Nursing
- School of Public Safety
- School of Contemporary Media
- School of Design
- School Digital and Performing Arts
- School of Language and Liberal Studies
- Donald J. Smith School of Building Technology
- Norton Wolf School of Aviation Technology
- School of Applied Sciences and Technology
- School of Transportation Technology and Apprenticeship
- 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)

7.0 General College Requirements

7.1 Are changes consistent with Colleges policies?

- Yes
 No (If no, please explain)

7.2 Will the program meet the General Education requirements (Policy A126) 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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7.3 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: A122 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).

7.4 Indicate:

- i) Total program hours before proposed change: _____ 1725 (1740)___
ii) Total program hours after proposed change: _____ 1725 (1740)___
iii) Level(s) in which the proposed change(s) occurs: _____ 5 & 6___

7.4.1 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 2100 hours
Graduate Certificate - 600 hours	

New Degree Audit – BAM (Takes Effect 20/21)

Level 1: Take all of the following mandatory courses

MGMT-5056	Research & Data Analysis	60	4
COMP-5062	Web Design for Optimization	60	4
MGMT-5053	Customer Relationship Management	45	3
MGMT-5074	Google Analytics	45	3
MGMT-5002	IMC	45	3
MGMT-5046	Sales Management	45	3
Total		300	20

Holzmann
Assoc. Dean
Dec 3, 2019

MFR
Dec 3/19

Level 2: Take all of the following mandatory courses

MGMT-5050	New Media	45	3
MGMT-5005	Global Marketing	45	3
MGMT-6068	Project Management	45	3

Sub-requirement:

Take either MGMT-5057 or MGMT-6117

MGMT-5057	Search Engine Marketing & Google Adwords	60	4
MGMT-6117	Search Engine Marketing-Project	60	4

Sub-requirement: Students will Take One of the Following Groups

Group 1: Students will be enrolled in either INNV-6001 or MKTG-6015 and MGMT-6018

INNV- 6001	Innovation Applications	60	4
MKTG-6015	Non-Profit & Event Marketing	60	4
MGMT-6018	Consumer Behaviour	45	3

Group 2:

MGMT-5092	Consultancy Employer Rounds	90	6
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Total		285 (300)	19 (20)
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