

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Marketing Management

2016

MKM1 Curriculum Modification for 2017-18

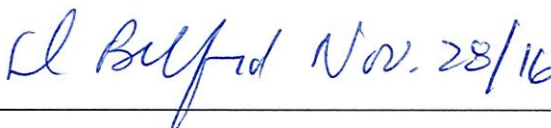


Fanshawe College

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

CURRICULUM MODIFICATION REQUEST FORM

COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

Program Requiring Changes

Program Title: Marketing Management		
Program Number: MKM11	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 type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma <input checked="" 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: 1/1/2016	
<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	 David Belford Nov. 28/16
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	 Tracy Gidycz Dec 16/16
Office of the Registrar:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 Allan Wood Dec. 9/16.

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).

As part of their program review recommendations, our Program Advisory Committee emphasized the continuing need for students to develop high level skills in digital marketing (technology), quantitative analysis and Excel. As well, they encouraged collaborative projects across courses and programs.

In response, there will be increased emphasis placed on customer data collection software/analysis in both MGMT6067 B2B Selling and MGMT6066 CRM: A Management Approach. To facilitate collaborative learning across these two courses, it is recommended they also be moved to the same semester.

To ensure all students participate in these collaborative projects, it is also recommended that MGMT6067 B2B Selling be replaced by MGMT5050 New Media Marketing as a course exemption for MGMT5039 Community Consultancy.

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 merging 2 courses into 1 the space demands in the College will

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: 600
 ii) Total program hours after proposed change: 600
 iii) Level(s) in which the proposed change(s) occurs: 2

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

Course Code	Existing DA Courses	Total Hours	Total Credits						
Level 1									
COMP5062	Web Design For Optimization	4	4		COMP5062	Web Design For Optimization	4	4	
MGMT6066	CRM: A Management Approach	3	3	Replace with MGMT6065 from level 2	MGMT6065	Global Market Strategy	4	4	
MGMT5074	Google Analytics	3	3		MGMT5074	Google Analytics	3	3	
COMM6019	Professional Comm.	3	3		COMM6019	Professional Comm.	3	3	
Subrequirement - take 1 of the following groups:					Subrequirement - take 1 of the following groups:				
MKTG6018	Customer Behavior	3	3		MKTG6018	Customer Behavior	3	3	
MKTG6016	Marketing Communications	3	3		MKTG6016	Marketing Communications	3	3	
Or					Or				
MGMT5038	Community Consultancy	6	6		MGMT5038	Community Consultancy	6	6	
TOTAL		19	19		TOTAL		20	20	
Level 2									
MKTG6015	Not for profit & Event Mktg.	4	4		MKTG6015	Not for profit & Event Mktg.	4	4	
MGMT6065	Global Market Strategy	4	4	Replace with MGMT6066 from level 1	MGMT6066	CRM: A Management Approach	3	3	
MGMT5050	New Media Marketing	3	3	Replace with MGMT6067 B2B Selling	MGMT6067	B2B Selling	3	3	
MGMT5057	SEM & google Adwords	4	4		MGMT5057	SEM & google Adwords	4	4	
Subrequirement - take 1 of the following groups:					Subrequirement - take 1 of the following groups:				
MGMT6067	B2B Selling	3	3	Replace with MGMT5050 New Media Marketing	MGMT5050	New Media Marketing	3	3	
MKTG6017	Primary Market Research	3	3		MKTG6017	Primary Market Research	3	3	
Or					Or				
MGMT5039	Community Consultancy	6	6		MGMT5039	Community Consultancy	6	6	
TOTAL		21	21		TOTAL		20	20	
Level 3									
TOTAL		0	0		TOTAL		0	0	
Level 4									
TOTAL		0	0		TOTAL		0	0	
Level 5									
TOTAL					TOTAL				
Level 6									
TOTAL					TOTAL				

PROGRAM TOTAL

40	40
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PROGRAM TOTAL

40	40
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COMMS - Vocational Learning Outcomes by Program, Level and Course (Including General Education Courses)

Program Name: Marketing Management
 Program Code: MKM1
 Academic Year: 2016-2017
 Date Generated: 11/21/2016 6:11:24 PM
 Only Display Core Courses:

Level 1																	
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
COMM-6019	Adv. Professional Comm'n																
COMP-5062	Web Design for Optimization	1	1	1	1	1	123	123		1	1				1	1	123
MGMT-5050	New Media Marketing						3	3								2	3
MGMT-5057	SEM & Google Adwords					3											
MGMT-5074	Google Analytics				3			3									
MGMT-6065	Global Market Strategy	2	3	3	3	1	3			3			2				3
MGMT-6066	CRM-A Management Approach					3		3				3	3		3	2	
MKTG-6015	Non-Profit & Event Marketing	23	13		2	1	3	123			23	23		23	123	123	23
Level 2																	
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 3																	
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Vocational Learning Outcomes

1	develop a promotion mix for marketing a product or service based on an identified target market.
2	develop pricing strategies which take into account perceived value, competitive pressures, and corporate objectives.
3	develop strategies for the efficient distribution of products and services.
4	determine strategies for developing new products and services that are consistent with evolving market needs.
5	evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits.
6	formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations, and evaluation criteria
7	communicate marketing information persuasively and accurately in oral, written and graphic formats.
8	prepare and deliver a sales presentation.
9	evaluate the viability of marketing a product or service in an international market or markets.
10	conduct primary research on market conditions in order to determine existing and potential levels of activity for particular products and services.

11	apply human resource and leadership knowledge and skills to enhance performance with individuals and teams to contribute to the successful marketing function of an enterprise.
12	employ marketing management techniques in the planning, directing, and controlling of an enterprise.
13	develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise.
14	develop strategies to establish working relationships with clients, customers, and consumers which maintain and strengthen their loyalty to his/her organization.
15	apply the principles of business ethics and corporate social responsibility.
16	prepare the marketing component of a business plan.

Legend

Rank 1	Rank 1 - Introductory (VLO); Teach (EES)
Rank 2	Rank 2 - Building (VLO); Reinforce (EES)
Rank 3	Rank 3 - Culminating (VLO); Evaluate (EES)

Degree Audit Report

Catalog: 2017/2018

Program: MKM2 **Name:** Marketing Management
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 7 - 2AcadSem/600-700 hrs
Credential: Ontario College Graduate Cert

Grade Scheme: LG2
Major: MKM1 - Marketing Management **Div:** BUS - Business and Management
Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 40.00 **Residency Reqmt:** 10.00
GPA Requirement: 2.000 **Residency Reqmt GPA:** 2.000
Minimum Grade: D

Academic Requirement: MKM1.17 Marketing Management

Major: MKM1
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Year 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-6065	Global Market Strategy	60.00	4.00	
COMP-5062	Web Design for Optimization	60.00	4.00	
MGMT-6066	CRM-A Management Approach	45.00	3.00	
MKTG-6015	Non-Profit & Event Marketing	60.00	4.00	
MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
MGMT-5056	New Media Marketing <i>B2B Selling</i>	45.00	3.00	
MGMT-5074	Google Analytics	45.00	3.00	
COMM-6019	Advanced Professional Communication	45.00	3.00	

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MKTG-6016	Marketing Communications	45.00	3.00	
MKTG-6018	Customer Behaviour	45.00	3.00	

Group 2

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

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

Degree Audit Report

5050
~~MGMT-6067~~
 MKTG-6017

New Media Marketing
~~Business-to-Business-Selling~~
 Primary Marketing Research

Total Hours	Total Credits	GE
45.00	3.00	
45.00	3.00	

Group 2

MGMT-5039

Community Consultancy 2

Total Hours	Total Credits	GE
90.00	6.00	

Subrequirement: Program Residency

Students Must Complete a Minimum of 10 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program

M. P.
 Approved By Chair/Manager:

WKS B Nov 23/16
 Department and Date:

Cl Bullen
 Approved by Dean:

Nov. 28/16
 Date:

 General Education Approved By(as appropriate):

 Date:

TGJ
 Dec 16/16