

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Marketing Management

2018

MKM1 Curriculum Modification for 2018-19

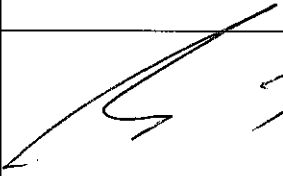
Fanshawe College

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CURRICULUM MODIFICATION REQUEST FORM

COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

Program Requiring Changes

Program Title: Marketing Management		
Program Number: MKM1	Date Submitted: 8/16/2018	
Dean responsible for program: Mary Pierce	Chair: 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 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: 2018/19	
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met	Date of Last Program Review: 2016	
I have read the reasons for the change and... Signature and date		
Dean of Faculty (Lead program):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	see attached email
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	 Aug 29/18
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	July Gledin Aug 29/18
Office of the Registrar:	<input type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	
Notes: Group 2 courses - reverse DA & G		

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).

[Students in the Lawrence Kinlin School of Business have participated in The Google Online Marketing Challenge, a global education initiative, for the past seven years. The Challenge has recently been discontinued and replaced with a new initiative – The Google Ad Grants Online Challenge. Fanshawe College was invited to participate in the program’s beta test in Spring 2018. Professor Liz Gray led 5 student volunteer groups working with 5 NGOs from around the world as they each managed a \$10,000 monthly AdWords grant budget. The Fanshawe pilot was a success. Following its successful global beta test, Google has confirmed the program will be offered to educational partners across the world beginning in Summer 2018. The Kinlin School will be participating in the program in Winter 2019. Unlike the \$250 spend in the original AdWords Challenge, the Ad Grants Challenge is a much more complex and sophisticated project with large budgets, international clients, and many risks. These factors make the new Challenge impractical to execute in large class groups. Instead we suggest offering the Challenge in a new 4-hour version of the Community Consultancy Program for students (it will match MGMT5057 - MGMT6117 Search Engine Marketing-Project). Like in other consultancy sections, students will have to apply to participate. Selection will be based on a combination of application letter, personal interview, and prior academic achievement. Those not selected for the Consultancy Program will continue to take the regular Google Course (MGMT5057), but will participate in a project using Stukent, a tool designed to simulate the Google AdWords environment.

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): Google, our educational partner, requires a different format for execution of our AdWords program.

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 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 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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7.3 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: 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).

7.4 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: 2nd

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

APPENDIX A: PROPOSED CURRICULUM MODIFICATION

Course Code	Existing DA Courses	Total Hours	Total Credits		Course Code	Proposed DA Courses	Total Hours	Total Credits
Level 1								
MGMT-6065	Global Market Strategy	60	4		MGMT-6065	Global Market Strategy	60	4
COMP-5062	Web Design for Optimization	60	4		COMP-5062	Web Design for Optimization	60	4
MGMT-6066	CRM-A Management Approach	45	3		MGMT-6066	CRM-A Management Approach	45	3
MKTG-6015	Non-Profit & Event Marketing	60	4		MKTG-6015	Non-Profit & Event Marketing	60	4
MGMT-5057	Search Engine Marketing & Google Adwords	60	4		MGMT-5057	Search Engine Marketing & Google Adwords	60	4
MGMT-6067	Business to Business Selling	45	3		MGMT-6067	Business to Business Selling	45	3
MGMT-5074	Google Analytics	45	3	may also substitute	MGMT-6117	Search Engine Marketing-Project	45	3
COMM-6019	Advanced Professional Communication	45	3		COMM-6019	Advanced Professional Communication	45	3
TOTAL		420	28		TOTAL		420	28
Level 2								
TOTAL		0	0		TOTAL		0	0
Level 3								
TOTAL		0	0		TOTAL		0	0
Level 4								
TOTAL		0	0		TOTAL		0	0
Level 5								
TOTAL		0.00	0.00		TOTAL		0	0
Level 6								
TOTAL		0	0		TOTAL		0	0

PROGRAM TOTAL 420 28

PROGRAM TOTAL 420 28

Degree Audit Report

Catalog: 2018/2019

Program: MKM1

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: 2.00

Residency Reqmt GPA: 2.00

Minimum Grade: D

Academic Requirement: MKM1.17 Marketing Management

Major: MKM1

Grade Scheme: LG2

Minimum GPA: 2.00

Minimum Grade:

Subrequirement: Year 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MKTG-5061	Global Market Strategy	60.00	4.00	
COMP-5062	Web Design for Optimization	60.00	4.00	
MKTG-5066	Marketing Analytics and Reporting	45.00	3.00	
MKTG-6015	Non-Profit & Event Marketing	60.00	4.00	
MKTG-6017	Search Engine Marketing and Social Adwords	60.00	4.00	
MGMT-6067	Business to Business Selling	45.00	3.00	
MGMT-6071	Business Analytics	45.00	3.00	
COMM-6019	Advanced Professional Communication	45.00	3.00	
MGMT-6117	Search Engine Marketing Project	60.00	4.00	

Subrequirement: Add'l Req

Student takes either MGMT-5057 or MGMT-6117

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-6038	Community Consultancy	45.00	3.00	

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MKTG-5050	New Media Marketing	45.00	3.00	

Degree Audit Report

MKTG-6017

Primary Marketing Research

45.00 3.00

Group 2

**Total Total GE
Hours Credits**

		Total Hours	Total Credits	GE Credits
MKTG-6017		45.00	3.00	

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


Approved By Chair/Manager:


Aug. 30, 2018
Department and Date:

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:


Aug. 30/18

Sanchez, Miriam

From: Pierce, Mary
Sent: August 28, 2018 12:08 PM
To: Schwerzmann, Lisa
Cc: Sanchez, Miriam
Subject: Re: URGENT - approval needed for degree audit form

This is approved.

Sent from my iPhone

On Aug 28, 2018, at 11:58 AM, Schwerzmann, Lisa <lschwerzmann@fanshawec.ca> wrote:

Hi Mary,

We need an email from you that we can attach with our degree audit form that you approve of the changes we are making to include the new course that Liz Gray is creating for the students in BAM and MKM. As it is a late degree audit change, they urgently need this and we know you won't be able to sign until later today or tomorrow so CAE has suggested an email approval from you is acceptable.

Thanks,

Lisa

Lisa Schwerzmann, BA, BEd, MA.
Chair (Acting)

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www.fanshawec.ca

<image001.jpg>

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

Program Name: Marketing Management
 Program Code: MKM1 (MKM1-BUS-20189)
 Academic Year: 2018-2019
 Date Generated: 8/28/2018 9:46:08 AM
 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	I	I	I	I	I	IBC	IBC		I	I				I	I	IBC
MGMT-5057	SEM & Google Adwords					C											
MGMT-5074	Google Analytics				C			C									
MGMT-6065	Global Market Strategy	B	C	C	C	I	C			C			B				C
MGMT-6066	CRM-A Management Approach					C		C				C	C	C	C	B	
MGMT-6067	Business to Business Selling					C		C	C			B		C	C	B	
MKTG-6015	Non-Profit & Event Marketing	BC	IC		B	I	C	IBC			BC	BC		BC	IBC	IBC	BC
MGMT-6117	Search Engine Marketing Project					C											
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

B Building
C Culminating