

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Marketing Management

2022

MKM1 Curriculum Modification for 2022-23





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: MKM1	Date Submitted: 6/8/2022	
Dean responsible for program: Mary Pierce	Associate Dean: Brad Bishop	
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 checked="" type="checkbox"/> S Other:	Catalogue Year(s) Impacted: 2022-23	
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met	Date of Last Program Review: 5/1/2022	
<i>I have read the reasons for the change and...</i>		<i>Signature and date</i>
Associate Dean of School:	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 June 28, 2022
Dean of Faculty (Lead program):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 June 28, 2022
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	 June 28, 2022
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 June 17, 2022
Office of the Registrar:	<input type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	
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), Appendix B and amend SDAR (Refer to Appendix C).

2.0 Google has changed the legal name of their program. It is no longer called "Adwords".

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 Contemporary Media

School of Design

School Digital and Performing Arts

School of Tourism, Hospitality and Culinary Arts

School of Community Studies

School of Health Sciences

School of Nursing

School of Public Safety

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

School of Language and Liberal Studies

English Language Institute

London South Campus

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). I will notify as soon as approved.

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

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	DOAA – 120 to 200 hours

Degree Audit Report

Catalog: 2022/2023

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: 39.00	Residency Reqmt: 10.00
GPA Requirement: 2.00	Residency Reqmt GPA: 2.00
Minimum Grade: D	

Academic Requirement: MKM1.22 Marketing Management

Major: MKM1
Grade Scheme: LG2
Minimum GPA: 2.00
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

	Total Hours	Total Credits	GE
MKTG-6017 Primary Marketing Research	45.00	3.00	
COMP-5062 Web Design for Optimization	60.00	4.00	
MGMT-6066 CRM A Management Approach	45.00	3.00	
MGMT-5074 Google Analytics	45.00	3.00	
COMM-6019 Advanced Professional Communication	45.00	3.00	
MKTG-5006 Marketing Management	45.00	3.00	

Subrequirement: Level 2

Take all of the following Mandatory Courses:

Group 1

	Total Hours	Total Credits	GE
MGMT-6067 Business to Business Selling	45.00	3.00	
MGMT-6065 Global Market Strategy	60.00	4.00	
MGMT-5050 New Media Marketing	45.00	3.00	

Group 2

Take MGMT-5057 or MGMT-6117

	Total Hours	Total Credits	GE
MGMT-5057 Search Engine Marketing & Google Adwords	60.00	4.00	
MGMT-6117 Search Engine Marketing-Project	60.00	4.00	

MGMT-5057 changes to MGMT-6191 "Search Engine Marketing & Google Ads"

Subrequirement: Add'l Req

Students will be enrolled in one of the following groups:

Group 1

	Total Hours	Total Credits	GE
INNV-6001 Innovation Applications	60.00	4.00	
MKTG-6018 Customer Behaviour	45.00	3.00	

Degree Audit Report

Group 2

	Total Hours	Total Credits	GE
MKTG-6015 Non-Profit & Event Marketing	60.00	4.00	
MKTG-6018 Customer Behaviour	45.00	3.00	

Group 3

	Total Hours	Total Credits	GE
MGMT-5092 Employer Rounds	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

Bully White

June 16, 2022

Approved By Chair/Manager: *M.P.*

Department and Date:
June 16, 2022

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:
