

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business Administration - Marketing

2022

BAM2 Curriculum Modification for 2020-21 2021-22 2022-23





Fanshawe College

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

CURRICULUM MODIFICATION REQUEST FORM

COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

Program Requiring Changes

Program Title: Business Administration Marketing		
Program Number: BAM2	Date Submitted: 5/20/2022	
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 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: 2020-21 →	
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	
Dean of Faculty (Lead program):	<input checked="" 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 type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 June 7, 2022
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 June 6, 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: 1710
 ii) Total program hours after proposed change: 1710
 iii) Level(s) in which the proposed change(s) occurs: 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	DOAA – 120 to 200 hours

Degree Audit Report

Catalog: 2020/2021

Program: BAM2

Name: Business Administration - Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Credential: Ontario College Advanced Dipl

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 114.00

Residency Reqmt: 29.00

GPA Requirement: 2.00

Residency Reqmt GPA: 2.00

Minimum Grade: D

Academic Requirement: BAM2.19 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.00

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	
MKTG-1094	Marketing Presentations	45.00	3.00	
COMP-3077	Excel for Business Adv	45.00	3.00	
ECON-1002	Economics 1	45.00	3.00	**

Subrequirement: Level 3

Take all of the following Mandatory Courses:

Group 1

Degree Audit Report

		Total Hours	Total Credits	GE
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

Students will be enrolled in one of the following courses: MGMT-1209 or INNV-1001 or ECON-1002

		Total Hours	Total Credits	GE
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00	
INNV-1001	Innovation Applications	45.00	3.00	
ECON-1005	Economics 2	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
MKTG-1095	Digital Marketing	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-1093	Sports, Entertainment & Event Marketing	45.00	3.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Level 5

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-5056	Research & Data Analysis	60.00	4.00	
COMP-5062	Web Design for Optimization	60.00	4.00	
MGMT-5053	Customer Relationship Management	45.00	3.00	
MGMT-5074	Google Analytics	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	
MGMT-5046	Sales Management	45.00	3.00	

Subrequirement: Level 6

Take all of the following Mandatory Courses:

Group 1

		Total Hours	Total Credits	GE
MGMT-5050	New Media Marketing	45.00	3.00	
MKTG-6029	Products & Services for a Global Market	45.00	3.00	
MGMT-6068	Project Management	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: Level 6 - Add'l Req

Degree Audit Report

Students will be enrolled in one of the following groups:

Group 1

		Total Hours	Total Credits	GE
INNV-5001	Innovation Applications	45.00	3.00	
MKTG-6018	Customer Behaviour	45.00	3.00	

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: Gen Ed - Electives

Take 6 General Education Credits - Normally taken in Levels 2 and 4

Subrequirement: Program Residency

Students Must Complete a Minimum of 29 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:

Lawrence Kinlin School of Business June 3, 2022

Department and Date:

Faculty of Business, Information Technology & Part-time Studies
June 3, 2022

Date:

General Education Approved By(as appropriate):

Date: