BS IN BUSINESS ADMINISTRATION (MARKETING)

In Workflow

1. CBA Committee Chair (CBA%20Committee%20Chair@csus.edu)
2. CBA Dean (mcwilson@csus.edu)
3. Academic Services (torsetj@csus.edu;%20212408496@csus.edu;%20cnewsome@skymail.csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Faculty Senate Executive Committee Chair (kathy.garcia@csus.edu)
6. Faculty Senate Chair (kathy.garcia@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu;%20celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. President (cely.smart@csus.edu)
10. Academic Services (torsetj@csus.edu;%20212408496@csus.edu;%20cnewsome@skymail.csus.edu)
11. Registrar's Office (wwd22@csus.edu;%20wlindsey@csus.edu;%20sac19595@csus.edu;%20danielle.ambrose@csus.edu; %20h.skocilich@csus.edu;%20j.espera@csus.edu)

Approval Path

1. Fri, 08 Mar 2019 18:52:23 GMT
   Anne Fuller (anne.fuller): Approved for CBA Committee Chair
2. Fri, 08 Mar 2019 20:04:07 GMT
   Marty Wilson (mcwilson): Approved for CBA Dean
3. Wed, 03 Apr 2019 21:58:57 GMT
   212408496: Approved for Academic Services
4. Fri, 17 May 2019 18:31:25 GMT
   212408496: Rollback to CBA Dean for Senate Curriculum Subcommittee Chair
5. Wed, 04 Sep 2019 18:07:43 GMT
   Marty Wilson (mcwilson): Approved for CBA Dean

History

1. May 3, 2018 by clmig-jwehrheim

Date Submitted:Fri, 31 Aug 2018 03:07:50 GMT

Viewing:BS in Business Administration (Marketing)

Last approved:Thu, 03 May 2018 22:37:03 GMT

Last edit:Fri, 17 May 2019 18:31:20 GMT

Changes proposed by: Andrey Mikhailitchenko (211413112)

Academic Group: (College)

Business Administration

Academic Organization: (Department)

Business Administration

Catalog Year Effective:

2020-2021 Catalog

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
Andrey Mikhailitchenko	mikhaili@csus.edu	916-278-7128

Type of Program Proposal:

Major

Program Change Type:

Substantive

Title of the Program:

BS in Business Administration (Marketing)

Designation: (degree terminology)

Bachelor of Science

Briefly describe the program proposal (new or change) and provide a justification:

The purpose of this proposal is to permit the new course MKTG 140 Sports Marketing to count for a marketing group B elective. Sports marketing is an increasingly important topic in marketing theory and practice. Sac State students studying marketing need this elective to be efficient and effective marketers, especially in Greater Sacramento economic environment. This class will help students apply marketing principles to sports industry and use sports to market brands, goods and services.

Objectives of the degree program:

Conceptual understanding and development of professional skills essential to marketing-oriented careers in such fields as e-commerce, advertising, public relations, product and service management, retail management, international marketing, marketing research, sales management, and sports marketing

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Knowledge of human cultures and the physical and natural world
Integrative learning
Personal and social responsibility
Intellectual and practical skills

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Do these changes impact the Smart Planner roadmap?

Yes

Please attach the Smart Planner roadmap:

2019_CBA MKTG_Marketing BS.docx
2019_CBA MKTG_Marketing Expressed Interest BS.docx

Briefly describe the change:

Adding Sports marketing to the elective list.

Also making changes to reflect recent proposal in MIS: In order to be admitted to the College of Business Administration, students are currently required to take three one-credit, non-graded courses: MIS 1 (Word Processing), MIS 2 (Spreadsheet Skills) and MIS 3 (Presentation Graphics). We propose replacing these requirements for MIS 1, MIS 2, and MIS 3 with MIS 10, a new 2 credit course focused on the use of spreadsheets in a business context. While students entering the program have adequate preparation in Word Processing (MIS 1) and Presentation Graphics (MIS 3), their Spreadsheet skills need improving. MIS 10 addresses that need by increasing the credit requirements and changing the course from non-graded to graded. This change will better prepare students to successfully complete coursework in the College of Business.

Catalog Description:

Units required for Major: 66
Total units required for BS: 120

Program Description

Students may choose either the Marketing Track or the Supply Chain Management Track

The Marketing Track emphasizes the conceptual understanding and development of professional skills essential to marketing-oriented careers in such fields as e-commerce, advertising, public relations, product and service management, retail management, international marketing, marketing research, and sales management. Consideration is given to the roles of marketing in a global economy, in our society, and within both profit and not-for-profit organizations. The study of marketing includes human behavior, communication, entrepreneurship, problem solving, technological innovation, ethics, and environmentalism. For nonbusiness majors, the study of marketing provides a perspective of how organizations can satisfy the needs of their constituencies.

The Supply Chain Management (SCM) Track is concerned with organizations, methods, and processes employed in managing and improving supply chain and operations systems which provide goods or services to fulfill customer needs and wants in both local and global markets in a flexible, adaptable, reliable, cost effective and sustainable manner. Students who select the SCM Track are provided with a well-balanced program of qualitative and quantitative subject matter and should be able to assume first-line staff or management positions in supply chain and operations systems for manufacturing, service, or government organizations.

Note: The use of the words "business administration" throughout this section refers to courses designated as Accountancy (ACCY), Accounting Information Systems (AIS), Decision Sciences (DS), Entrepreneurship (ENTR), Finance (FIN), General Management (GM),

Human Resources/Organizational Behavior (HROB), International Business (IBUS), Management (MGMT), Management Information Science (MIS), Marketing (MKTG), and Operations Management (OPM).

Note: Students graduating with a Bachelor of Science in Business Administration (all concentrations) will not be subject to the University's Foreign Language Graduation Requirement. Students who change major may be subject to the University's Foreign Language Graduation Requirement.

Note: At least 15 units of upper division business administration courses must be taken in residence at (or under the auspices of) California State University, Sacramento. Of these 15 units, a minimum of nine units must be in upper division courses in the concentration.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Pre-Requisite Requirements

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of "C-" or better in each course and an overall GPA of 2.0 ("C"), with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

Code	Title	Units
MIS 15	Introduction to Business Programming (for MIS majors only)	3
DS 101	Data Analysis for Managers	3
MGMT 102	Business Communications	3
HROB 101	The Management of Contemporary Organizations	3

Computer Literacy

All business majors must meet spreadsheet competency**prior** to taking upper division courses in the major. This requires completingMIS 10 or equivalent.

Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is "C-" with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

A minimum grade point average of 2.0 ("C") is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

As defined by policyhttp://www.csus.edu/umanual/acadaff/fsm00010.htm, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Lower Division (Pre-Requisites) Courses (21 Units)		
ACCY 1	Accounting Fundamentals	3
ACCY 2	Managerial Accounting	3
ECON 1A	Introduction to Macroeconomic Analysis[1]	3
ECON 1B	Introduction to Microeconomic Analysis[1]	3
MATH 24	Modern Business Mathematics[1]	3
MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics[1]	3
Total Units		21

[1]   Course also satisfies General Education (GE)/Graduation Requirement.

When enrolled in the last of the pre-requisite courses, students must file a supplemental business application to officially apply to Business Administration as their major.Visit www.csus.edu/cba/ubac/impaction.html for more information.

Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Code	Title	Units
Required Upper Division (Major) Core Courses (24 Units)		
DS 101	Data Analysis for Managers	3

FIN 101	Business Finance	3
GM 105	Strategic Management	3
HROB 101	The Management of Contemporary Organizations	3
MGMT 102	Business Communications	3
MIS 101	Computer Information Systems for Management	3
MKTG 101	Principles Of Marketing	3
OPM 101	Operations Management	3
Total Units		24

Marketing (MKTG) Concentration (21 units)

Marketing Track

Code	Title	Units
Group A Required Courses (9 Units)		
MKTG 121	Marketing Research and Information	3
MKTG 122	Buyer Behavior	3
MKTG 129	Marketing Management	3
Group B Electives (9 Units)		
Select three of the following:		9
MKTG 115	Marketing Analytics	
MKTG 123	Public Relations and Ethics in Business	
MKTG 124	Retail Management	
MKTG 125	Advertising	
MKTG 130	Digital Marketing	
MKTG 140	Sports Marketing	
MKTG 181	Supply Chain Logistics Management	
MKTG 190	Multinational Marketing	
Group C Electives (3 Units)		
Select one of the following or any course not taken from Group B:		3
BUS 162	Project Management	
ENTR 187	Entrepreneurship	
FIN 134	Financial Management	
IBUS 190	International Business	
MKTG 160	Principles of Quality Management	
MKTG 199	Special Problems in Marketing	
Total Units		21

Supply Chain Management Track

Code	Title	Units
Group A Required Courses (9 Units)		
MKTG 121	Marketing Research and Information	3
MKTG 160	Principles of Quality Management	3
MKTG 181	Supply Chain Logistics Management	3
Group B Courses (9 Units)		
Select three of the following:		9
MKTG 129	Marketing Management	
MKTG 186	Advanced Operations Planning and Control	
MKTG 188	Supply Chain Modeling and Analysis	
MKTG 190	Multinational Marketing	
Group C Electives (3 Units)		
Select one of the following or any course not taken from Group B:		3
ACCY 121	Cost Accounting	
ACCY 122	Advanced Management Accounting	
ACCY 190	International Accounting	
GM 170	Fundamentals of Business Strategy	
BUS 162	Project Management	
HROB 155	Conflict Management and Negotiation	
IBUS 190	International Business	
MIS 132	Management Science Techniques	

MIS 163	Business Process Engineering and ERP Configuration	
MIS 171	Enterprise Resource Planning Systems	
MKTG 115	Marketing Analytics	
MKTG 124	Retail Management	
MKTG 130	Digital Marketing	
MKTG 199A	Special Problems in Supply Chain Management	
Total Units		21

General Education Requirements [1]

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1 - Oral Communication		3
A2 - Written Communication		3
A3 - Critical Thinking		3
Area B: Physical Universe and Its Life Forms (10 Units)		
B1 - Physical Science		3
B2 - Life Forms		3
B3 - Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)		1
B4 - Math Concepts [2]		0
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.		3
Area C: Arts and Humanities (12 Units)		
C1 - Arts		3
C2 - Humanities		3
C1/C2 - Area C Course		3
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.		3
Area D: The Individual and Society (9 Units)		
Area D Course		3
Area D Course		3
Area D Course [2]		0
Area D Course - Take upper-division course to complete Area & upper division requirements.		3
Area E: Understanding Personal Development (3 Units)		
Area E Course		3
Total Units		43

[1]   To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).
Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (http://www.csus.edu/acad/), by phone (916) 278-1000, or email (advising@csus.edu).

[2]   Required in Major; also satisfies GE.

Graduation Requirements [1]

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
Graduation Requirements (required by Sacramento State) (6 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement [2]		0

[1]   To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).
Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (http://www.csus.edu/acad/), by phone (916) 278-1000, or email (advising@csus.edu).

[2]   If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: https://www.csus.edu/wll/flgr/
Note: Students with a declared major of BS in Business Administration (all concentrations) are exempt from the Foreign Language Graduation Requirement.

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

There will be no impact on other academic units' programs

Provide a fiscal analysis of the proposed changes:

N/A

How will the above changes be accommodated within the department/College existing fiscal resources?

N/A

Will the proposed changes require additional resources?

No

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

No additional resources will be needed

Reviewer Comments:
212408496 (Tue, 18 Sep 2018 20:54:51 GMT): As part of the Graduation Initiative, the Office of Academic Services is in the process of placing General Education (GE) and Graduation Requirement tables based off of the Department's Smart Planner road map onto all undergraduate degree major program pages in the University Catalog. As mandatory content, the addition of these tables should not impact curriculum approval decisions.
212408496 (Thu, 21 Mar 2019 18:55:35 GMT): Changes to MIS requirements call for a change to substantive from non-substantive proposal.
212408496 (Fri, 17 May 2019 18:31:25 GMT): Rollback: Proposal should be forwarded back to Curriculum Subcommittee in Fall 2019 after requested edits have been made to MKTG 140 (Professor Mikhailitchenko was emailed on May 16, 2019 regarding requested edits). Rolled back on behalf of Curriculum Subcommittee Chair, Kace Chalmers.

Key: 344