

3/4/16



# Curriculum Development Form

## Modify an Existing Program (Academic Award)

Program Name (Academic Award):

Marketing Management AAS

CIP Code: \_\_\_\_\_

Type of Academic Award:    AA    AAS    AFA    AS    Diploma    Certificate

Current Location:    Faribault    North Mankato      Proposed Location:    Faribault       North Mankato

Current Credits:                                  60                                  Proposed Credits:                                  60

Date of Proposal:                                  3/6/2016                                  Proposed Implementation Date:                                  8/24/2016

Contact Person:   Shayne Narjes

What is the modification being proposed? \_\_\_\_\_

Modifying required technical courses \_\_\_\_\_

What impact will the modification have? \_\_\_\_\_

Impact on this AAS degree (and Business Management AAS - separate change) \_\_\_\_\_

Describe the rationale for this modification: \_\_\_\_\_

Recommendation from Program Review \_\_\_\_\_

*Attach additional material if necessary*

**As Faculty Developer, by signing this *Modify an Existing Program* form, the Curriculum Committee is assured of the following (check marks required):**

***Prior to Preparing Documentation***

- Initiation — idea was submitted to Department Chair(s) and Academic Dean/Director for discussion and support
- Explored existing program offerings to identify potential duplication
- Completed Intention Form

***Continue the Curriculum Development Process***

- Completed the comparison template outlining old program plan vs. new program plan, noting changes between the old and new
- Completed the WIDS Program Project, which includes outlining scope and sequence of program  
**Please Note:** If courses do not already exist, the shell of each course must be created in WIDS before the WIDS Program Project can be completed
- Identified prerequisites (if any) for admission to the program
- Created measurable program student learning outcomes
- Proofread documentation for correct content
- Proofread documentation for grammatical and typographical errors
- Uploaded additional documentation to WIDS (comparison template, etc.)

Shayne Narjes

Faculty Developer Signature

1/26/16

Date

**As Primary Department Chair, by signing this *Modify an Existing Program* form, the Curriculum Committee is assured of the following (check marks required):**

Documentation through email and department meetings made available for other faculty and programs to provide feedback

Proofread documentation for correct content and proper structure

Proofread documentation for grammatical and typographical errors

For LAS programs, signature of all LAS Department Chairs included

For technical programs, the change was discussed at Advisory Committee meeting (provide meeting minutes)

I support this program plan

I do not support this program plan — please provide reason(s):

*Shayne Nator*

Primary Department Chair Signature

*1/26/16*

Date

*For all modified program, if Primary Department Chair does not support the modified program proposal, faculty developer can elevate the proposal to AASC for resolution.*

**For AA and AFA Degrees Only — As a LAS Department Chair, by signing this *Modify an Existing Program* form, the Curriculum Committee is assured of the following (check marks required):**

Documentation through email and department meetings made available for other faculty and programs to provide feedback

I support this program plan

I do not support this program plan — please provide reason(s):

\_\_\_\_\_  
LAS Department Chair Signature

\_\_\_\_\_  
Date

I support this program plan

I do not support this program plan — please provide reason(s):

\_\_\_\_\_  
LAS Department Chair Signature

\_\_\_\_\_  
Date

I support this program plan

I do not support this program plan — please provide reason(s):

\_\_\_\_\_  
LAS Department Chair Signature

\_\_\_\_\_  
Date

*If all four LAS Department Chairs do not support the modified program proposal, faculty developer can elevate the proposal to AASC for resolution.*

As Academic Dean/Director, by signing this *Modify an Existing Program* form, the Curriculum Committee is assured of the following (check marks required):

- Identified potential opportunities and impacts of the change on other programs/departments — DARS search
- Provided supporting documentation to populate Program Navigator

I support this program plan

I do not support this program plan — please provide reason(s):

  
Academic Dean/Director Signature

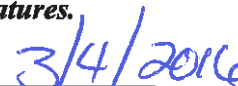
  
Date

*If Academic Dean/Director does not support the modified program proposal, faculty developer can elevate the proposal to AASC for resolution.*

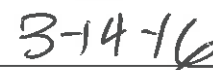
*Upload this signed form as a PDF to WIDS Shared Document folder — Curriculum Committee. Place signed original forms in Curriculum Committee mailbox.*

*Following Curriculum Committee support, this form is completed with final signatures.*

  
Curriculum Committee Chair Signature

  
Date

  
Vice President of Student and Academic Affairs Signature

  
Date

President Signature

Date

*The following steps are possible post-approval steps*

**Modify an Existing Program**

— Credit length change

Upload to MnSCU Program Navigator

- Curriculum Committee Chair electronic approval
- Vice President of Student and Academic Affairs electronic approval
- President electronic approval
- Vice President of Student and Academic Affairs electronic approval (2nd)
- MnSCU reviews for final approval
- MnSCU grants approval

Student Affairs

- ISRS; DARS; eCatalog

Scope and Sequence for Perkins Programs of Study

Federal Dept. of Education review

Higher Learning Commissions (HLC) review

**Modify an Existing Program**

— No credit length change

Student Affairs (documentation posted on CC website)

- ISRS; DARS; eCatalog

Scope and Sequence for Perkins Programs of Study



**South Central College  
Program Design**

## **AAS 3272 / AAS 2284 Marketing Management**

### **Program Information**

**Instructional Level** Associate Degree

**Career Cluster** Business Management and Administration

### **Description**

The Associate of Applied Science Marketing Management degree is designed to prepare individuals for employment in marketing, sales management, and retail management fields. Learners will learn current practices and acquire knowledge in marketing fundamentals, management, sales, retail operations, managing human resources, sales force management, managing a sales business for profitability and new applications in the art of selling. Learners are required to participate in a business and industry internship in positions include customer services, sales, retailing, marketing and advertising to reinforce newly acquired skills. In addition, the program requires Liberal Arts & Sciences courses designed to provide an understanding of the culture and environment in which we live. Advisors will work with students in developing a program of study, encouraging timely program completion. After completing an A.A.S. Degree in Marketing, graduates can transfer their program credits toward a Bachelor of Applied Science Degree in Marketing from Southwest Minnesota State University. Courses are offered at South Central via ITV, and online. See an advisor for program requirements.

### **Program Admission Dates (Fall and/or Spring)**

Fall and Spring

### **Program Location (North Mankato and/or Faribault)**

North Mankato and Faribault

### **Program Student Learning Outcomes**

- 1 Manage human resources effectively**
- 2 Apply business related technology**
- 3 Develop and deliver professional presentations**

### **Program Configurations**

**Fall or Spring Start**

**Credits**

Technical Course 45.00

Liberal Arts & Sciences 15.00

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**Total Credits 60.00**

**Semester One - Year One**

Course #	Course Title	Credits	Function
MKT 1800	Introduction to Sales	3.00	Technical Course
MKT 1820	Introduction to Business	3.00	Technical Course
MKT 1900	Principles of Management	3.00	Technical Course
MKT 1830	Customer Service	3.00	Technical Course
COMM 120	Small Group Communication	3.00	Liberal Arts & Sciences

**Semester Two - Year One**

Course #	Course Title	Credits	Function
MKT 1810	Principles of Marketing	3.00	Technical Course
MKT 1910	Entrepreneurship	3.00	Technical Course
MKT 1920	Marketing Research	3.00	Technical Course
MKT 1930	Human Resource Management	3.00	Technical Course
ENGL 100	Composition	4.00	Liberal Arts & Sciences

**Semester Three - Year Two**

Course #	Course Title	Credits	Function
MKT 1840	Principles of Advertising	3.00	Technical Course
MKT 1850	Professional Development I	1.00	Technical Course
MKT 1817	Internship	3.00	Technical Course
MKT Option	MKT 1875 or MKT 2827 or MKT Special Topics or MKT Practicum	2.00	Technical Course
LAS Elective	Liberal Arts - Elective Course	4.00	Liberal Arts & Sciences

**Semester Four - Year Two**

Course #	Course Title	Credits	Function
MGT 2810	Retail Management	3.00	Technical Course
MKT 1940*	Leadership Strategies (Copy)	3.00	Technical Course
MKT2817	Internship	3.00	Technical Course
LAS Elective	Liberal Arts - Elective Course	4.00	Liberal Arts & Sciences

ACCT 1834	Computerized Accounting 1	3.00	Technical Course
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### Program Course List

Number	Title	Credits	Pre/Corequisites
MKT 1800	Introduction to Sales	3.00	
MKT 1810	Principles of Marketing	3.00	None
MKT 1820	Introduction to Business	3.00	None
MKT 1830	Customer Service	3.00	None
MKT 1840	Principles of Advertising	3.00	none
MKT 1850	Professional Development I	1.00	none
MKT 1900	Principles of Management	3.00	
MKT 1910	Entrepreneurship	3.00	NONE
MKT 1920	Marketing Research	3.00	
MKT 1930	Human Resource Management	3.00	None
MKT 1940*	Leadership Strategies (Copy)	3.00	
MKT2817	Internship	3.00	
ACCT 1834	Computerized Accounting 1	3.00	None
COMM 120	Small Group Communication	3.00	READ 0080 & READ 0090 with a grade of C or higher OR A score of 78 or higher on the reading portion of Accuplacer exam.
ENGL 100	Composition	4.00	A score of 78 or higher on the reading portion of the Accuplacer or completion of READ 0090 with a C or higher. A score of 85.5 or higher on the sentence skills portion of the Accuplacer or completion of ENGL 0090 with a C or higher.
MGT 2810	Retail Management	3.00	None