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.)

Faculty Developer Signature

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):

_____________________________  _________________________
Primary Department Chair Signature  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):

[Signature]
[Date]

Academic Dean/Director Signature

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.

[Signature]
[Date]

Curriculum Committee Chair Signature

[Signature]
[Date]

Vice President of Student and Academic Affairs Signature

[Signature]
[Date]

President Signature

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

Modify an Existing Program Form — 12/9/14 — Page 3
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  

Total Credits 60.00

### Semester One - Year One

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Credits</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 1800</td>
<td>Introduction to Sales</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1820</td>
<td>Introduction to Business</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1900</td>
<td>Principles of Management</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1830</td>
<td>Customer Service</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>COMM 120</td>
<td>Small Group Communication</td>
<td>3.00</td>
<td>Liberal Arts &amp; Sciences</td>
</tr>
</tbody>
</table>

### Semester Two - Year One

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Credits</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 1810</td>
<td>Principles of Marketing</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1910</td>
<td>Entrepreneurship</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1920</td>
<td>Marketing Research</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1930</td>
<td>Human Resource Management</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>ENGL 100</td>
<td>Composition</td>
<td>4.00</td>
<td>Liberal Arts &amp; Sciences</td>
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### Semester Three - Year Two

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Credits</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 1840</td>
<td>Principles of Advertising</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1850</td>
<td>Professional Development I</td>
<td>1.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1817</td>
<td>Internship</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT Option</td>
<td>MKT 1875 or MKT 2827 or MKT Special Topics or MKT Practicum</td>
<td>2.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>LAS Elective</td>
<td>Liberal Arts - Elective Course</td>
<td>4.00</td>
<td>Liberal Arts &amp; Sciences</td>
</tr>
</tbody>
</table>

### Semester Four - Year Two

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Credits</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 2810</td>
<td>Retail Management</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT 1940*</td>
<td>Leadership Strategies (Copy)</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>MKT2817</td>
<td>Internship</td>
<td>3.00</td>
<td>Technical Course</td>
</tr>
<tr>
<td>LAS Elective</td>
<td>Liberal Arts - Elective Course</td>
<td>4.00</td>
<td>Liberal Arts &amp; Sciences</td>
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</tbody>
</table>
# Program Course List

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Credits</th>
<th>Pre/Corequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 1800</td>
<td>Introduction to Sales</td>
<td>3.00</td>
<td></td>
</tr>
<tr>
<td>MKT 1810</td>
<td>Principles of Marketing</td>
<td>3.00</td>
<td>None</td>
</tr>
<tr>
<td>MKT 1820</td>
<td>Introduction to Business</td>
<td>3.00</td>
<td>None</td>
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<td>3.00</td>
<td>NONE</td>
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<td>MKT 1920</td>
<td>Marketing Research</td>
<td>3.00</td>
<td></td>
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<td>MKT 1930</td>
<td>Human Resource Management</td>
<td>3.00</td>
<td>None</td>
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<tr>
<td>MKT 1940*</td>
<td>Leadership Strategies (Copy)</td>
<td>3.00</td>
<td></td>
</tr>
<tr>
<td>MKT 2817</td>
<td>Internship</td>
<td>3.00</td>
<td></td>
</tr>
<tr>
<td>ACCT 1834</td>
<td>Computerized Accounting 1</td>
<td>3.00</td>
<td>None</td>
</tr>
<tr>
<td>COMM 120</td>
<td>Small Group Communication</td>
<td>3.00</td>
<td>READ 0080 &amp; READ 0090 with a grade of C or higher OR A score of 78 or higher on the reading portion of Accuplacer exam.</td>
</tr>
<tr>
<td>ENGL 100</td>
<td>Composition</td>
<td>4.00</td>
<td>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.</td>
</tr>
<tr>
<td>MGT 2810</td>
<td>Retail Management</td>
<td>3.00</td>
<td>None</td>
</tr>
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