

University of Wisconsin-Whitewater
Curriculum Proposal Form #2
Change in Degree, Major, or Submajor

Effective Term: 2077 (Fall 2007)

Type of Action: Change in Major

Degree: MBA

Program Title: Marketing

GPA Requirement for the Major/Submajor: 3.0

Sponsor(s): Jimmy Peltier

Department(s): Marketing

College(s): Business and Economics

Consultation took place: NA Yes (list departments and attach consultation sheet)

Departments:

Proposal Information:

(Procedures can be found at <http://acadaff.uww.edu/Handbook/Procedures-Form2.htm>)

Total number of credit units in program:

Before change 12

After change 12

1. Exact description of request:

Summary

MARKETNG 767 STRATEGIC MARKETING FOR ENTREPRENEURS has been approved and has been added to the marketing curriculum. It thus needs to be added to the set of departmental electives that can be used to satisfy MBA marketing emphasis requirements.

From (as listed in catalog and on AR)

E. MARKETING EMPHASIS

1. MARKETNG 733 SEMINAR IN METHODS OF BUSINESS RESEARCH
2. SELECT 9 UNITS FROM THE FOLLOWING COURSES:
MARKETNG 745 TOTAL QUALITY MANAGEMENT
MARKETNG 751 BUYER BEHAVIOR
MARKETNG 761 INTERNATIONAL BUSINESS (MARKETING)
MARKETNG 765 ADVERTISING AND PROMOTION MANAGEMENT
MARKETNG 770 PRODUCT INNOVATION AND PRICING
MARKETNG 772 INTERNET MARKETING
MARKETNG 774 STRATEGIC MARKETING PLANNING
MARKETNG 775 DATABASE MARKETING
MARKETNG 780 SEMINAR IN CURRENT MARKET TOPICS

To (to be listed in catalog and on AR)

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2. **Relationship to mission and strategic plan of institution, and/or college and department goals and objectives: Course has already been approved.**
3. **Rationale: Course has already been approved.**
4. **Cost Implications: Course has already been approved.**