

**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title: Integrated Marketing Techniques Minor**




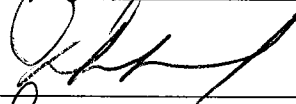

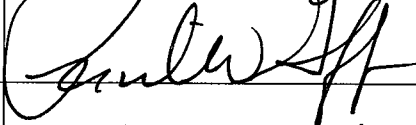

**Initiating Unit or Individual: Marketing Department, College of Business**

**Contact Person's Name: Patrick Bishop/Kay Anderson e-mail: andersok@ferris.edu**

**phone: x2426**

**Date or Semester of Proposal Implementation: Fall 2007**

- Group I - A – New degree/major or major, or redirection of a current offering
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty		1/16/07	15 <input type="checkbox"/> Support 0 <input type="checkbox"/> Support with Concerns 0 <input type="checkbox"/> Not Support
Department Head			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee		2/13	7 <input type="checkbox"/> Support 0 <input type="checkbox"/> Support with Concerns 0 <input type="checkbox"/> Not Support
Dean		2/15	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee		3/15/07	<input checked="" type="checkbox"/> Support 8-0 <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate		4/4/07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

\* Support with Concerns or Not Support must include a list of concerns.

**To be completed by Academic Affairs**

\_\_\_\_\_  
 President (Date Approved)      Board of Trustees (Date Approved)      President's Council (Date Approved)

## 1. Proposal Summary

The Integrated Marketing Techniques (IMT) minor has been developed in conjunction with the Humanities Department as an option to complement their degree programs in (1) Applied Speech Communication and (2) Communication Arts. Both programs require a minor in an applied discipline to complete their degree. The Integrated Marketing Techniques minor will also serve the needs of other campus degree programs outside of the College of Business.

The eighteen (18) credits consist of twelve (12) credits required core courses that serve as the prerequisites for the remaining six (6) credits. The additional credits can be selected from an area of emphasis, 13 of which are available, or by combining courses from these areas. With consultation of an advisor, students may select an emphasis that meets their specific needs from other campus disciplines.

The IMT minor will add specific knowledge, skills, and techniques that will assist in developing entry level employment opportunities in marketing, sales, advertising, public relations, direct marketing, E-commerce marketing, retailing, graphic design, and other fields within business and industry including the not-for-profit sector of the economy.

## 2. Summary of All Course Action Required\*

### a. Newly Created Courses to FSU:

Prefix	Number	Title
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### b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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### c. Existing Course(s) to be Modified:

Prefix	Number	Title
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### d. Addition of existing FSU courses to program

Prefix	Number	Title
ADVG	222	Principles of Advertising
ADVG	334	Fundamentals of Media
ADVG	375	Business-to-Business Advertising
ADVG	376	Media Strategies and Tactics
ADVG	312	Advertising Layout and Production
ADVG	324	Advertising Copy
COMM	333	Theories of Persuasion
COMM	385	Broadcast Writing
ECOM	375	Business-to-Business E-Commerce Marketing
ECOM	383	Business-to-Consumer E-Commerce Marketing
GRDE	118	Desktop Publishing
GRDE	226	Web Tools and Techniques
MKTG	231	Professional Selling
MKTG	321	Principles of Marketing
MKTG	378	Marketing Data Analysis
MKTG	425	Marketing Research
MKTG	410	Industrial Marketing
MKTG	383	Direct Marketing
MKTG	322	Consumer Behavior
MKTG	434	Advanced Selling
MKTG	375	Non-Profit Marketing
MKTG	475	Product Marketing
PREL	240	Public Relations Principles
PREL	341	Public Relations Tools and Techniques

PREL	342	Public Relations Tactics and Strategies
RETG	337	Principles of Retailing
RETG	339	Retail Merchandising
STQM	260	Introduction to Statistics
STQM	322	Inferential Statistics
STQM	200	Introduction to Data Mining

**e. Removal of existing FSU courses from program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

Ferris State University – College of Business  
Marketing Department  
INTEGRATED MARKETING TECHNIQUES MINOR – 18 Credits

NAME: \_\_\_\_\_

ID#: \_\_\_\_\_

MAJOR: \_\_\_\_\_

REQUIRED	COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )		S.H.	GRADE	GR. PTS.
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**REQUIRED COURSES - 12 Credits Required**

*ADVG	222	Principles of Advertising (None)	3		
*MKTG	231	Professional Selling (COMM 105 or 121 highly recommended, not required)	3		
*MKTG	321	Principles of Marketing (Sophomore Standing)	3		
PREL	240	Public Relations Principles (ENGL 150)	3		

**ELECTIVE COURSES - 6 Credits Required – Choose an emphasis OR a combination of any two courses from below:**

**Advertising Media Emphasis**

ADVG	334	Fundamentals of Media (ADVG 222)	3		
ADVG	376	Media Strategies and Tactics (ADVG 334)	3		

**Analytical Marketing Emphasis**

MKTG	378	Marketing Data Analysis (STQM 260 and MKTG 321)	3		
MKTG	425	Marketing Research (STQM 260 and MKTG 321)	3		

**Business Marketing Emphasis**

*MKTG	410	Industrial Marketing (MKTG 321)	3		
*ADVG	375	Business-to-Business Advertising (ADVG 222 and Junior Status)	3		

**Communication Emphasis**

COMM	333	Theories of Persuasion (COMM 121 or COMH 121 or COMM 201)	3		
COMM	385	Broadcast Writing (COMM 105 or COMH 121 or COMM 121 or COMM 200 or COMM 201; & ENGL 150)	3		

**Creative Advertising Emphasis**

ADVG	312	Advertising Layout and Production (ADVG 222)	3		
ADVG	324	Advertising Copy (ADVG 222 and ENGL 250)	3		

**Direct Marketing Emphasis**

*MKTG	383	Direct Marketing (ADVG 222 and MKTG 321)	3		
STQM	200	Introduction to Data Mining (MATH 115 or 116, ISYS 105 course competency recommended)	3		

**E-Commerce Marketing Emphasis**

*ECOM	375	Business-to-Business E-Commerce Marketing (MKTG 321)	3		
*ECOM	383	Business-to-Consumer E-Commerce Marketing (MKTG 321)	3		

**Graphic Design Emphasis**

GRDE	118	Desktop Publishing	3		
GRDE	226	Web Tools and Techniques (GRDE 120 and GRDE 126)	3		

**Marketing Sales Emphasis**

*MKTG	322	Consumer Behavior (MKTG 321 and PSYC 150)	3		
MKTG	434	Advanced Selling (MKTG 231 & MKTG 321 and Senior status)	3		

**Product and Non-Profit Marketing Emphasis**

MKTG	375	Non-Profit Marketing (MKTG 321)	3		
MKTG	475	Product Marketing (MKTG 321 and STQM 260)	3		

**Public Relations Emphasis**

PREL	341	Public Relations Tools (ENGL 150 & 250 with a grade of B or better & PREL240 & Instructor approval)	3		
PREL	342	Public Relations Tactics and Strategies (PREL 341 and instructor approval)	3		

**Retailing Emphasis**

RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		

**Statistics Emphasis**

*STQM	260	Introduction to Statistics (MATH 115 or MATH 116 or MATH 117 or 24 on ACT or 560 on SAT)	3		
STQM	322	Inferential Statistics (STQM 260)	3		

**Other: (consent of advisor required)**

			3		
			3		

\* Course is offered on-line – see course offering sheet for semesters available online.

**PROPOSED CHECKSHEET**

## ACADEMIC MINOR DECLARATION FORM

**Name:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **Semester Effective:** \_\_\_\_\_

**College** \_\_\_\_\_ **Major** \_\_\_\_\_

**Requirements for minor in Integrated Marketing Techniques, Emphasis:** \_\_\_\_\_

### COURSES TO BE COMPLETED

<b>Required Courses:</b>	<b>Emphasis: (elective courses)</b>
ADVG 222	
MKTG 231	
MKTG 321	
PREL 240	

*Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.*

### PROCEDURES

1. In consultation with an advisor, the student will complete an integrated marketing techniques minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.
2. The completed integrated marketing techniques minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.
3. Grades of the completed courses for the integrated marketing techniques minor will be posted on the student's checksheet.
4. **Upon completion of the integrated marketing techniques minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.
5. **No more than 50% of the credits in this minor may be transferred from another institution, nor, will this minor be granted if more than 6 of the minor credits are specifically required in the students' major.**

#### NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

**Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.**

***NOTE: A 2.00 GPA is required for completion of the Integrated Marketing Techniques minor.***

Declaration Of Minor	Student	Date
	Minor Advisor	Date
	Department Head	Date

Clearance Of Minor	Student	Date
	Minor Advisor	Date
	Dean (College offering minor)	Date

**Proposed Checksheet/Minor Declaration Page – Page 2 checksheet**