

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Minor Curriculum Clean-up- Marketing Major *Teaching*

Initiating Unit or Individual: SOE

Contact Person's Name: Liza Ing e-mail: ingl@ferris.edu phone: x5362

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	<i>Karen Norman</i>	<i>3/20/07</i>	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty	<i>Nancy Insaway Bolin</i>	<i>3/20/07</i>	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head	<i>Liza Ing</i>	<i>3/20/07</i>	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	<i>[Signature]</i>	<i>4/23/07</i>	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean	<i>Michelle Johnson</i>	<i>5/1/07</i>	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	<i>Leonard Johnson</i>	<i>9/5/07</i>	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	<i>Richard Driffin</i>	<i>9/5/07</i>	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>Darrell Fluke</i>	<i>4/6/07</i>	<input checked="" 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)

REC'D APR - 6 2009

FORM A CONT.

1. Proposal Summary

Two years ago the Michigan Department of Education (MDE) updated their standards for several teaching majors. Marketing/Distributive Education was one of the majors that was reviewed. New standards were developed and put into practice in 2005. Since that time Ferris State University's College of Business has been working on redesigning the program to meet those standards. In February 2007 the MDE finally approved our proposed program. This proposal is to update the checksheet for the program to meet the newly approved Marketing Education Teaching Major.

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
BLAW	301	Legal Environment of Business
BUSN	415	Methods of Teaching Business Education
MKTG	441	International Marketing
ECOM	200	World of E-Commerce
MGMT	301	Applied Management

e. Removal of existing FSU courses from program

Prefix	Number	Title
BLAW	221	Elementary Business Law
MATH	122	Mathematical Analysis for Business
ENGL	325	Advanced Business Writing
RETG	229	Visual Merchandising
RETG	339	Retail Merchandising
STQM	260	Introduction to Statistics
ADVG	485	Retail Promotion
MKTG	341	Credits and Collection
MKTG	365	Transportation
MKTG	472	Physical Distribution
MKTG	473	Marketing Cases and Problems
RETG	438	Retail Management

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

**FERRIS STATE UNIVERSITY
COLLEGE OF EDUCATION & HUMAN SERVICES
MARKETING GENERAL EDUCATION
BACHELOR OF SCIENCE DEGREE - SECONDARY**

NAME: _____ SS# _____

REQUIRED		COMMUNICATION COMPETENCE - 12 Credit Hours Required	S.H.	GRADE
ENGL	150	English 1	3	
ENGL	250	English 2	3	
COMM		Interpersonal Comm. (COMM 105), Foundations of Public Speaking (COMM 121), Foundations of Interpersonal Comm. (COMM 200), Public Presentation Practice (COMM 201) or Small Group Decision Making (COMM 221).	3	
ENGL	321	Advanced Composition	3	
SCIENTIFIC UNDERSTANDING - 7-8 Credit Hours Required: Two courses from the following subject areas (one must be a lab course) ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHSC, PHYS.				
QUANTITATIVE SKILLS - Proficiency in MATH 115 or higher. This requirement can be completed by ONE of the following: 1. Pass MATH 115 or higher. 2. Pass course proficiency exam in MATH 115 or higher. 3. ACT Math subtest score of 24 or higher.				
CULTURAL ENRICHMENT - 9 Credit Hours Required: Three courses from the following subject areas: ARCH 244, ARTH, ARTS, COMM 231, ENGL 322, FREN, GERM, HIST, HUMN (exclude HUMN 217), LITR, MUSI, SPAN, THTR. These courses must include: 1. At least one course at the 200 level or higher. 2. No more than 5 credit hours in music activities courses or theater activities courses may be used to complete this requirement.				
SOCIAL AWARENESS - 9 Credit Hours Required: One course at the 300 level or higher				
GLOBAL CONSCIOUSNESS: Each student must complete one course from the Global Consciousness group. Respectively. Global Consciousness courses deal specifically with contemporary cultures, languages, and societies outside North America. History teaching students must take the course listed below:				
RACE/ETHNICITY and/or GENDER: Each student must complete one course from the race/ethnicity/gender group that may also count toward fulfilling the cultural enrichment or social awareness requirement. Race/ethnicity/gender courses approach the subject of race/ethnicity and/or gender from a theoretical framework. These courses can address a single category or any combination of categories (race, ethnicity and gender).				

Note: Though faculty advisors are responsible for advising students regarding degree requirements, it is the student who is ultimately responsible for choosing the correct courses and for following the correct program. 3/07 LI

FERRIS STATE UNIVERSITY

College of Education and Human Services

School of Education

BUSINESS EDUCATION- MARKETING MAJOR - 30 Semester Hours

Code:

Endorsement: GM

MTTC Test: 36

Name: _____

SID: _____

REQUIRED		COURSE TITLE	S.H.	GRADE
ACCT	201	Principles of Accounting 1	3	
ADVG	222	Principles of Advertising	3	
BLAW	301	Legal Environment of Business	3	
BUSN	415	Methods of Teaching Business Education	3	
MKTG	231	Professional Selling	3	
MKTG	321	Principles of Marketing	3	
MKTG	322	Consumer Behavior	3	
MKTG	441	International Marketing	3	
ECOM	200	World of E-Commerce	3	
MGMT	301	Applied Management	3	
		TOTAL	30	
NOTE: A 2.50 GPA IS REQUIRED IN THE MAJOR				

Note: Though faculty advisors are responsible for advising students regarding degree requirements, it is the student who is ultimately responsible for choosing the correct courses and for following the correct program. No Grade Lower than a C.

3/07 li

University Curriculum Committee

MINUTES

September 5, 2007
9:00 – 10:00 a.m., 302 CSS

COPY

- I. Approve minutes of April 12, 2007 meeting.
- II. Present: Alspach, Drake, Flickinger, Hadley, Johnson (Chair), Ross, Watson, Wellman.
Regrets: Gerst, Purvis.
- III. Old Business – Proposals

Type	Title	UCC Action	Concerns/Reasons
Program Closure	Close BS in Small Business & Entrepreneurship	Approved, 7-0.	

IV. New Business - Proposals

Type	Title	UCC Action	Concerns/Reasons
Minor Curr. Change	BS in Business Admin. w/ AAS in Legal Studies	Sent back.	Request response to concerns raised by Jim Woolen. Check on Form B w/ Humanities. Request a Form B w/ Social Sciences. Address confusion on proposed checksheet having moved from “Legal Studies Courses” to “Legal Studies Major.” Clarify intentions on both Form D and Form A.
M.C.C.	Limited License to Instruct (grad)	Sent back.	Seek different number sequence for 509, 510, 511, 512 to avoid confusion. Request Form C. Don will consult with Jo Gerst re: Banner capabilities. For instance (EDUC 540A, etc.).
M.C.C.	SOE research courses revisions	Sent back.	EDUC 660, Delete and add new course. Form C. Form B with Michael Cooper (COB), Andy Karafa (A&S).
M.C.C.	Revision of Checksheet (EDUC 508)	Approved, 6-0.	Pending revision of Form A (white out).
M.C.C.	Marketing Major for Teacher Ed.	Approved, 6-0.	
M.C.C.	Modifying prerequisites	No action	
M.C.C.	Secondary Ed. M.Ed. (EDUC 502)	No action	
Program Redirection	Manufacturing Tooling Technology	No action	
M.C.C.	PHPR 574 course modification	No action	
Certificates	Modification of GIS Certificate	No action	
New Course	MUSI 236	No action	

V. Other Old Business

- a. Curriculum Manual Revisions – discussed “cheat sheet” and glossary.

- VI. Next meeting: Wednesday, September 12, 9:00 – 10:00 a.m. location to be determined and announced.



Liza Ing/FSU
04/14/2009 10:36 AM

To Maureen Milzarski/FSU@Ferris
cc
bcc
Subject Business Ed- Marketing Major Checksheet

Mo,

Here is the corrected check sheet. Sorry for the confusion.



Marketing Majo 4-14-09.doc

Liza Ing, Ed. D.
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Ferris State University
College of Education and Human Services
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