10KM1432BS: MARKETING, BS

In Workflow
1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1902 Committee Chair (mwolter@illinois.edu; jloew@illinois.edu; bfulton@illinois.edu)
3. 1902 Head (cotnes@illinois.edu)
4. KM Committee Chair (dyer1@illinois.edu)
5. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
6. University Librarian (jpwilkin@illinois.edu)
7. Provost (kmartens@illinois.edu)
8. Senate EPC (bjlehman@illinois.edu; kmartens@illinois.edu; moorhouz@illinois.edu)
9. Senate (jtempel@illinois.edu)
10. U Senate Conf (none)
11. Board of Trustees (none)
12. IBHE (none)
13. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path
1. Fri, 07 Feb 2020 16:01:06 GMT
   Deb Forgacs (dforgacs): Approved for U Program Review
2. Tue, 03 Mar 2020 17:12:24 GMT
   Mark Wolters (mwolter): Approved for 1902 Committee Chair
3. Thu, 05 Mar 2020 16:49:24 GMT
   Cele Otnes (cotnes): Approved for 1902 Head
   Michael Dyer (dyer1): Approved for KM Committee Chair
5. Mon, 09 Mar 2020 20:47:54 GMT
   Mark Pecher (peecher): Approved for KM Dean
   John Wilkin (jpwilkin): Approved for University Librarian
   Kathy Martensen (kmartens): Rollback to KM Dean for Provost
8. Tue, 10 Mar 2020 13:36:25 GMT
   Mark Pecher (peecher): Rollback to 1902 Head for KM Dean
   Cele Otnes (cotnes): Rollback to 1902 Committee Chair for 1902 Head
    Brian Fulton (bfulton): Approved for 1902 Committee Chair
    Cele Otnes (cotnes): Approved for 1902 Head
12. Wed, 10 Jun 2020 19:26:50 GMT
    Michael Dyer (dyer1): Approved for KM Committee Chair
13. Wed, 10 Jun 2020 20:12:29 GMT
    Mark Pecher (peecher): Approved for KM Dean
    John Wilkin (jpwilkin): Approved for University Librarian
15. Wed, 10 Jun 2020 21:33:19 GMT
    Kathy Martensen (kmartens): Approved for Provost
16. Thu, 02 Jul 2020 15:26:06 GMT
    Barbara Lehman (bjlehman): Rollback to 1902 Committee Chair for Senate EPC
17. Wed, 05 Aug 2020 21:18:58 GMT
    Brian Fulton (bfulton): Approved for 1902 Committee Chair
    Cele Otnes (cotnes): Approved for 1902 Head
Michael Dyer (dyer1): Approved for KM Committee Chair

20. Wed, 05 Aug 2020 22:02:43 GMT
   Mark Peecher (peecher): Approved for KM Dean

   John Wilkin (jpwilkin): Approved for University Librarian

   Kathy Martensen (kmartens): Approved for Provost

23. Tue, 25 Aug 2020 16:16:00 GMT
   Kathy Martensen (kmartens): Rollback to 1902 Committee Chair for Senate EPC

   Brian Fulton (bfulton): Approved for 1902 Committee Chair

25. Tue, 25 Aug 2020 21:00:15 GMT
   Cele Otnes (cotnes): Rollback to 1902 Committee Chair for 1902 Head

   Brian Fulton (bfulton): Approved for 1902 Committee Chair

   Cele Otnes (cotnes): Approved for 1902 Head

   Michael Dyer (dyer1): Approved for KM Committee Chair

29. Mon, 31 Aug 2020 17:14:54 GMT
   Mark Peecher (peecher): Approved for KM Dean

   John Wilkin (jpwilkin): Approved for University Librarian

   Kathy Martensen (kmartens): Approved for Provost

Date Submitted: Thu, 06 Feb 2020 17:34:20 GMT

Viewing: 10KM1432BS : Marketing, BS
Changes proposed by: Diana Gonzalez

Proposal Type

Proposal Type:
Major (ex. Special Education)

This proposal is for a:
Revision

Proposal Title:

If this proposal is one piece of a multi-element change please include the other impacted programs here. example: A BS revision with multiple concentration revisions

Revision of Marketing Major within Gies College of Business

EP Control Number

EP:20.183_Rev1
Official Program Name
Marketing, BS

Effective Catalog Term
Fall 2020

Sponsor College
Gies College of Business

Sponsor Department
Business Administration

Sponsor Name
Aric Rindfleisc, Marketing Area Leader and John M. Jones Professor of Marketing

Sponsor Email
aric@illinois.edu

College Contact
Dean Jeffrey Brown. C/O Mary Schultz

College Contact Email
mlschltz@illinois.edu

Program Description and Justification

Justification for proposal change:
These changes will make our Marketing major among the most competitive and comprehensive in the country, preparing our students for the demands of the job market. We are revisiting the curriculum after more than a decade during which the landscape has changed in terms of market demands and marketplace challenges. Our proposed major aims to prepare students and offer a major that meets the demands of the 21st century.

Corresponding Degree
BS Bachelor of Science

Is this program interdisciplinary?
No

Academic Level
Undergraduate
Will you admit to the concentration directly?
No

Is a concentration required for graduation?
No

CIP Code
521401 - Marketing/Marketing Management, General.

Is This a Teacher Certification Program?
No

Will specialized accreditation be sought for this program?
No

Admission Requirements

Is this revision a change to the admission status of the program?
No

Enrollment

Describe how this revision will impact enrollment and degrees awarded.
N/A

Estimated Annual Number of Degrees Awarded

What is the matriculation term for this program?
Fall

What is the typical time to completion of this program?
4 years

What are the minimum Total Credit Hours required for this program?
124
Delivery Method

Is this program available on campus and online?
No

This program is available:
On Campus

Budget

Are there budgetary implications for this revision?
No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?
No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?
No

Technology

Will the program need additional technology beyond what is currently available for the unit?
No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?
No

Resources

Faculty Resources
Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

No units outside the College of Business are involved. The impact on faculty resources stems from adding two new courses for an anticipated total of four new sections. As noted, the Department of Business Administration has hired two new faculty who will teach the proposed new courses.

Library Resources

Describe your proposal’s impact on the University Library’s resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

There is no impact on the library.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjsects impacted by the creation/revision of this program?

No

Financial Resources

How does the unit intend to financially support this proposal?

The proposal will be supported from existing resources.

Will the unit need to seek campus or other external resources?

No

Are you seeking a change in the tuition rate or differential for this program?

Yes
Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program’s learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student’s achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

Traditional course and program metrics currently used in our Marketing major will be used to assess and improve student performance. These include student satisfaction and hiring/placement statistics.

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

“Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses” (source: https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf). For proposals for new bachelor’s degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Revised programs

Marketing side by side (1).xlsx

Attach a side-by-side comparison with the existing program AND, if the revision references or adds “chose-from” lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.

Catalog Page Text

Statement for Programs of Study Catalog

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM</td>
<td>Marketing Research (Prerequisite: BADM 320)</td>
<td>3</td>
</tr>
<tr>
<td>BADM</td>
<td>Consumer Behavior (Prerequisite: BADM 320)</td>
<td>3</td>
</tr>
<tr>
<td>BADM</td>
<td>IT for Networked Organizations</td>
<td>3</td>
</tr>
<tr>
<td>BADM</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BADM</td>
<td>Advanced Marketing Management (Prerequisite: BADM 320)</td>
<td>3</td>
</tr>
</tbody>
</table>

Select four of the following (which must include at least two Marketing Major Elective Courses - marked with *):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM</td>
<td>Leading Individuals and Teams</td>
</tr>
<tr>
<td>BADM</td>
<td>Designing and Managing Orgs</td>
</tr>
<tr>
<td>BADM</td>
<td>Principles of Retailing (Prerequisite: BADM 320)</td>
</tr>
<tr>
<td>BADM</td>
<td>Marketing Communications (Prerequisite: BADM 320)</td>
</tr>
</tbody>
</table>

Choose from the list for a minimum of 18 hours:
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 324</td>
<td>Purchasing and Supply Mgmt</td>
<td>(Prerequisite: Credit or concurrent enrollment in BADM 320)</td>
</tr>
<tr>
<td>BADM 326</td>
<td>Pricing Strategy</td>
<td>(Prerequisite: BADM 320)</td>
</tr>
<tr>
<td>BADM 327</td>
<td>Marketing to Business and Govt</td>
<td>(Prerequisite: BADM 320)</td>
</tr>
<tr>
<td>BADM 328</td>
<td>Business-to-Business Selling</td>
<td>(Course title changing to: Advanced sales Strategies)</td>
</tr>
<tr>
<td>BADM 329</td>
<td>New Product Development</td>
<td>(Prerequisite: BADM 320)</td>
</tr>
<tr>
<td>BADM 330</td>
<td>Brand Management</td>
<td></td>
</tr>
<tr>
<td>BADM 331</td>
<td>Making Things</td>
<td></td>
</tr>
<tr>
<td>BADM 351</td>
<td>E-Business Management</td>
<td></td>
</tr>
<tr>
<td>BADM 374</td>
<td>Management Decision Models</td>
<td></td>
</tr>
<tr>
<td>BADM 378</td>
<td>Logistics Management</td>
<td></td>
</tr>
<tr>
<td>BADM 403</td>
<td>Corporate &amp; Commercial Law</td>
<td></td>
</tr>
<tr>
<td>BADM 382</td>
<td>International Marketing</td>
<td></td>
</tr>
<tr>
<td>PSYC 201</td>
<td>Intro to Social Psych</td>
<td>(Preferred prerequisite: PSYC 100 or PSYC 103)</td>
</tr>
<tr>
<td>BADM 395</td>
<td>Senior Research II (Section DIG: Digital Marketing)</td>
<td></td>
</tr>
<tr>
<td>BADM 395</td>
<td>Senior Research II (Section SMM: Social Media Marketing)</td>
<td></td>
</tr>
<tr>
<td>GEOG 440</td>
<td>Business Applications of GIS</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours** 27

### EP Documentation

**Attach Rollback/Approval Notices**

- ep20283_email to sponsor_20200702.pdf
- Re_EP20183 - BS Marketing_emailREedits82520.pdf

### DMI Documentation

**Banner/Codebook Name**

BS: Marketing - UIUC

**Program Code:**

10KM1432BS

**Degree Code**

BS

**Major Code**

1432

**Program Reviewer Comments**

**Deb Forgacs (dforgacs) (Thu, 30 Jan 2020 17:59:52 GMT):** Rollback: request.

**Kathy Martensen (kmartens) (Mon, 09 Mar 2020 21:22:34 GMT):** Rollback: GIS 440 is not found and not found as a rubric. This plus two courses in BADM that are unknown at this time other than level comprises a small but significant portion of the electives list. Senate Ed Pol will need these courses at least proposed/in the system before considering the curricular proposal.

**Mark Peecher (peecher) (Tue, 10 Mar 2020 13:36:25 GMT):** Rollback: GIS 440 is not found and not found as a rubric. This plus two courses in BADM that are unknown at this time other than level comprises a small but significant portion of the electives list. Senate Ed Pol will need these courses at least proposed/in the system before considering the curricular proposal.
Kathy Martensen (kmartens) (Tue, 25 Aug 2020 16:16:00 GMT): Rollback: Email exchange with EPC Chair Linda Moorhouse, 8/25/20 (attached in EP Documentation)

Cele Otnes (cotnes) (Tue, 25 Aug 2020 21:00:15 GMT): Rollback: Rolled back per request.

Key: 101
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>BADM 322</td>
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<td>BADM 350</td>
<td>IT for Networked Organizations</td>
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</tr>
<tr>
<td>BADM 375</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BADM 420</td>
<td>Advanced Marketing Management (Prerequisite: BADM 320)</td>
<td>3</td>
</tr>
</tbody>
</table>

Select four of the following (which must include at least two Marketing Major Electives)

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<tbody>
<tr>
<td>BADM 312</td>
<td>Designing and Managing Orgs (Prerequisite: BADM 310)</td>
<td>3</td>
</tr>
<tr>
<td>BADM 321</td>
<td>Principles of Retailing (Prerequisite: BADM 320) *</td>
<td>3</td>
</tr>
<tr>
<td>BADM 323</td>
<td>Marketing Communications (Prerequisite: BADM 320) *</td>
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</tr>
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<td>Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment in BADM 320) *</td>
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</tr>
<tr>
<td>BADM 326</td>
<td>Pricing Policies (Prerequisite: BADM 320) *</td>
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<td>Marketing to Business and Govt (Prerequisite: BADM 320) *</td>
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<td>Business-to-Business Selling 1 *</td>
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<td>New Product Development (Prerequisite: BADM 320) *</td>
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</tr>
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<td>International Marketing (Prerequisite: BADM 320) *</td>
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</tr>
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<td>PSYC 201</td>
<td>Intro to Social Psych (Preferred prerequisite: PSYC 100 or PSYC 103)</td>
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<td>Management Decision Models (Prerequisite: BADM 211)</td>
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</tr>
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<td>Corporate &amp; Commercial Law</td>
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</tr>
</tbody>
</table>

Total Hours: 27

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### Revised Course List

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**Marketing Core**

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<td>GEOG 440</td>
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<td></td>
</tr>
</tbody>
</table>

Total Hours: 27
Hi Mark:

This is what is in the CIM-P table in your proposal (below). As long as both CIM-P and your attached side by side comparison course lists match we are good. You can have whatever you think is appropriate for your degree!

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<tr>
<td>BADM 395</td>
<td>Senior Research II (Section MA: Marketing Analytics)</td>
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<tr>
<td>GEOG 440</td>
<td>Business Applications of GIS</td>
</tr>
</tbody>
</table>

Linda

Linda R. Moorhouse, DMA
Associate Director and Professor
School of Music, MB 2044
University of Illinois
Chair of the Board of Directors, The American Bandmasters Association
Executive Secretary and Journal Editor, National Band Association
1114 W. Nevada
Urbana, IL 61801
Office: 217-244-4108

From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Tuesday, August 25, 2020 10:47 AM
To: Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thank you Linda,
I will ask for some help with this from a colleague as I have never edited anything on CIM before. Also, the BADM 395 Social Media Marketing is a different course than the Marketing Analytics course. So I think that one would need to stay correct?
And just wait on the Marketing Analytics course to be added when it is officially approved.
How does that sound?
Mark

Dr. Mark Wolters
Associate Teaching Professor of Business Administration
Digital Marketing (BADM 395 DIG)
   Social Media Marketing Analytics (BADM 395 MA)
   Business Application of GIS (GEOG 440)
   Marketing Analytics (NEW COURSE)
   Consumer Analytics (NEW COURSE)

| BADM 311 | Leading Individuals and Teams |
| BADM 312 | Designing and Managing Orgs   |
| BADM 321 | Principles of Retailing       |
| BADM 323 | Marketing Communications      |
| BADM 324 | Purchasing and Supply Mgmt    |
| BADM 326 | Pricing Strategy              |
| BADM 327 | Marketing to Business and Govt|
| BADM 328 | Business-to-Business Selling  |
| BADM 329 | New Product Development       |
| BADM 330 | E-Business Management         |
| BADM 331 | Management Decision Models    |
| BADM 378 | Logistics Management          |
| BADM 403 | Corporate & Commercial Law    |
| BADM 395 | Senior Research II (DIG: Digital Marketing) |
| BADM 395 | Senior Research II (MA: Marketing Analytics) |
| GEOG 440 | Business Applications of GIS |

Linda

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Subject: Re: EP.20.183 - BS Marketing

Thank you Linda. Then let’s put those two courses to the side, and add them later when they are officially in the system. We should have the official "approved" vote on one of the two courses next week, and I will let the professor putting together the second proposal that we will need it soon. Thank you for your understanding.

Mark

Dr. Mark Wolters
Associate Teaching Professor of Business Administration
Academic Director Marketing Major
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2017 University of Illinois College of Business Alumni Association Award for Undergraduate Teaching Excellence Recipient
2014 Illinois Student Senate Teaching Excellence Award Recipient

From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Tuesday, August 25, 2020 10:29 AM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Hi Mark:

We can go one of three ways. (1) We can wait until the new courses are official in order to put them into the CIM-P curriculum table, and then submit the proposal to EPC, or (2) we can put them in "experimental" numbers in the curriculum table and move the proposal forward, or (3) these two courses are not required, so we could add them later with another proposal, which would likely be an Admin Approval since you are only adding courses to an elective course list.

At this point, this is the hold up. The new courses on your "side by side" attachment are not in the CIM-P program. I think adding the two courses later is the way to go if you want the proposal to hit the Senate in a few weeks. If you’re not worried about it, we can wait to add them to CIM-P when they are fully formed.

Thoughts?

Linda

Linda R. Moorhouse, DMA
Associate Director and Professor
School of Music, MB 2044
University of Illinois
Chair of the Board of Directors, The American Bandmasters Association
Executive Secretary and Journal Editor, National Band Association
1114 W. Nevada
Urbana, IL 61801
Office: 217-333-4108

From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Tuesday, August 25, 2020 10:15 AM
To: Moorhouse, Linda <moorhouz@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Dear Linda,

...
Looking at the two courses Marketing analytics and Consumer analytics, our undergraduate studies committee is voting on BADM 361: Marketing Analytics this coming week, the course would be offered for the first time in the Spring 2021 semester. So that course should be assigned the new number and be set.

The second consumer analytics course is being proposed later this Fall semester and should have an official number later in the fall. We have a new faculty member who is developing the course and will be proposing it to our undergraduate studies committee.

The Geography class is the course that you indicated.

Thank you for your understanding with the delays.

Sincerely,
Mark Wolters

Dr. Mark Wolters
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From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Friday, August 14, 2020 4:50 PM
To: Moorhouse, Linda <moorhouz@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thank you for sending this. Now I can see better. I will get you some feedback for Monday.

Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Friday, August 14, 2020 4:34 PM
To: Martensen, Kathy <kmartens@illinois.edu>; Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Working my may up...just saw this!

Linda R. Moorhouse, DMA
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Hi Mark,

The side-by-side Linda is referencing is the second attachment. The first is my attempt to pull the Program of Study statement into a Word document – it doesn’t translate well copying and pasting from the system to Word, unfortunately!

Hopefully that helps.

Kathy

---

Thank you Kathy for the perfect explanation. Linda, could you send me the form you have? I was brought into the email thread after it had begun, so I may be looking at something different than you. That way I am giving you the right BADM 395 designation.

I hope everyone has a great weekend.

Mark

---

Hi Mark:

So just to be sure, what is in CIM-P is exactly what you want, correct? The courses as seen in the CIM-P curriculum table?

Linda
From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Wednesday, August 12, 2020 6:14 PM
To: Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bilehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Dear Linda,

The BADM 395 designation is for any special topic course in BADM that does not have its own specific number yet. We are working on the numbers for Marketing Analytics and Consumer analytics and we are in the process of changing BADM 395 Digital Marketing to a BADM 36X number. I will contact our scheduler as she may know where we stand in the process.

The * should have been deleted as GIS is taught outside of the BADM department.

I hope this helps some. Please let me know if I can help with anything else. I came into this thread late and may have missed some things.

Have a wonderful evening,

Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Wednesday, August 12, 2020 12:21 PM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bilehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Hi Mark:

Thank you for updating the BADM 395 course sections in CIM-P. This clarifies exactly the sections you want. Two more questions...in your "side by side course attachment" word doc. Are the last two courses in the revised area the two BADM 395 sections? See below.

  Marketing Analytics (NEW COURSE)
  Consumer Analytics (NEW COURSE)

And, the " *Business Application of (GIS 440) " is GEOG 440 in CIM-P. What is GIS 440? I don't see anywhere where the asterisk has an explanation.

Thanks!

Linda

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Has what we discussed Monday now been relayed to everyone who needs to hear it? I’ve been on deadline at my newspapers and haven’t had a chance to follow up other than give Kathy a heads-up that we needed to talk.

Thanks, Barb.

Mark...happy to help as needed!

Linda

From: Moorhouse, Linda <moorhouz@illinois.edu>  
Subject: Re: EP.20.183 - BS Marketing

Dear Mark:

The above mentioned proposal has been rolled back. If you have any questions please contact Linda Moorhouse, copied above.

Thank you
Hi Barb,

Linda Moorhouse, copied here, connected with me to explain the BS in Marketing proposal. Could you please:

1) Tag in the EP control number – I don’t see it on the proposal currently and then;
2) Rollback to 1092 Committee Chair, Mark Wolters, with the following text from Linda’s email to Mark, copied and pasted here, in the Rollback comments:

From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Tuesday, June 30, 2020 8:22 PM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Rindfleisch, Aric P <aric@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: marketing degree revisions

Hi Mark:

The two marketing courses are in the CIM system as sections of BADM 395. They are just not referenced in the actual revised degree table in CIM-P. The CIM-P proposal implies any section of 395 is okay to take. You would need to add an asterisk after BADM 395 with a reference to those two specific sections in a “notes” section if that is what you want.

Hope that made sense!

Linda

Linda R. Moorhouse, DMA
Professor and Associate Director
School of Music
University of Illinois
Urbana, IL 61801
Office: 217.244.4108

Thanks, Barb!

Kathy
Hi Barb,

Linda Moorhouse, copied here, connected with me to explain the BS in Marketing proposal. Could you please:

1) Rollback to 1092 Committee Chair, Mark Wolters, with the following text from Linda’s email to Mark, copied and pasted here, in the Rollback comments:

   From: Moorhouse, Linda <moorhouz@illinois.edu>
   Sent: Tuesday, June 30, 2020 8:22 PM
   To: Wolters, Mark Edward <mwolter@illinois.edu>
   Cc: Rindfleisch, Aric P <aric@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
   Subject: Re: marketing degree revisions

   Hi Mark:
   The two marketing courses are in the CIM system as sections of BADM 395. They are just not referenced in the actual revised degree table in CIM-P. The CIM-P proposal implies any section of 395 is okay to take. You would need to add an asterisk after BADM 395 with a reference to those two specific sections in a “notes” section if that is what you want. Hope that made sense!

   Linda
   Linda R. Moorhouse, DMA
   Professor and Associate Director
   School of Music
   University of Illinois
   Urbana, IL 61801
   Office: 217.244.4108

   Thanks, Barb!

Kathy