IPFW
Request for a New Minor

Proposed Title of Minor: ______ Minor in Marketing _____________________

Department Offering the Minor: ______ Management and Marketing ____________

Projected Date of Implementation: ______ Spring 2015 ______________________

I. Why is this minor needed? (Rationale)
   Most business schools offer minors specifically for their own majors, allowing them to
   broaden their business knowledge without having to complete the number of courses
   needed for a second major. This will allow our students the same opportunities offered
   at competing business schools. We also have numerous requests from our majors to be
   able to minor in a different business discipline from the one in which they are majoring.

II. List the major topics and curriculum of the minor.
   Choose 3 courses from the following list:
   BUS D300 International Business
   BUS M303 Marketing Research
   BUS M405 Consumer Behavior
   BUS M415 Advertising
   BUS M426 Sales Management
   BUS M450 Marketing Strategy

III. What are the admission requirements?
    Must be admitted to one of the business majors.

IV. Describe student population to be served.
    Business majors.

V. How does this minor complement the campus or departmental mission?
   It allows the Doermer School of Business to produce graduates with greater depth of
   knowledge in more than one business discipline, allowing our student greater placement
   opportunities.

VI. Describe any relationship to existing programs within the university.

VII. List and indicate the resources required to implement the proposed minor. Indicate
    sources (e.g., reallocations or any new resources such as personnel, library holdings,
    equipment, etc.). No new resources are needed for this minor. These are all pre-
    existing courses.

VIII. Describe any innovative features of the program (e.g., involvement with local or regional
      agencies, or offices, cooperative efforts with other institutions, etc.).

LC/jb Approved 9/20/02
*Please consult the library resource questionnaire available at: http://www.ipfw.edu/offices/oaa/programs/curriculumdev.html*

>>> Susan Byers 4/30/2014 8:56 AM >>>
Steve, I consulted with Beth Boatright about library resources for the new minor and since these new minors consists entirely of courses already being taught, we do not feel any new resources would be needed.
Susan

>>> Beth Boatright 4/23/2014 6:09 PM >>>
Hi Susan,
I'm okay forgoing additional library resources for these at this point. I trust that I'll have support as the library needs updates for these classes in the future.
But you have my approval for the minors that we talked about at UPC and the faculty meeting.
Beth

>>> Susan Byers 4/16/2014 10:35 AM >>>
Beth, since these minors are simply a repackaging of courses already being taught and will only include business majors taking them, there shouldn't be any additional library resources needed. Correct? Or am I not thinking of something.
Susan