



FACULTY SENATE

November 12, 2014

MEMORANDUM

TO: Dr. Mark A. Hussey, Interim President
FROM: Jim Woosley, Speaker
SUBJECT: Undergraduate Curriculum Committee (FS.32.68)

The Faculty Senate submits for your approval the item from the Undergraduate Curriculum Committee at its regular meeting on November 10, 2014. Attached is a copy of the material sent to our Senators.

Change in Curriculum
Mays Business School
Department of Marketing
Certificate in Advertising
Certificate in Retailing
Certificate in Sales

cc: Karan Watson
Christine Stanley
Michael Benedik
Sandra Williams
Ricky Griffin.

FACULTY SENATE AGENDA ITEM REVIEW

This item has been reviewed by the Office of the Provost (OP). Below are recommended action(s): RE: FS.32.68

Table with 2 columns: Presidential Action and OP Recommended Action. Includes options like Recommend Approval, Review Only, Hold for Further Review, etc.

Approved: Reviewed:

Signature: Mark A. Hussey
Date: 12/18/14

5. Change in Curriculum

Mays Business School

Department of Marketing

Certificate in Advertising

Certificate in Retailing

Certificate in Sales

CHANGE IN CURRICULA

CHANGE IN CURRICULUM

MAYS BUSINESS SCHOOL
DEPARTMENT OF MARKETING
CERTIFICATE IN ADVERTISING
CERTIFICATE IN RETAILING
CERTIFICATE IN SALES

D15

Texas A&M University Request for a Change in Curriculum Undergraduate ♦ Graduate ♦ Professional



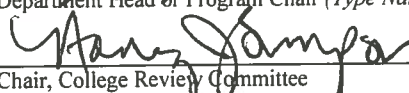
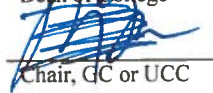
1. Program request type: Undergraduate Graduate First Professional (ex., DVM, JD, MD, etc.)
2. Request change for: Degree Program Minor Certificate
3. Request submitted by (Department or Program Name): Marketing
4. Program Designation and Name
(e.g., B.A. in History, Minor in History, Certificate in European Union): Certificate in Sales, Certificate in Retailing, and Certificate in Advertising
5. Brief description of change:
We propose to change our current certificate offerings to match our proposed directed elective tracks in terms of course requirements. The new certificate names will be: (1) Certificate in Professional Selling and Sales Management, (2) Certificate in Retail Buying and Management, and (3) Certificate in Advertising Strategy.
6. Rationale for change:
This will allow for cohesion and clarity in the choices for our majors.

Use the checkboxes below to make sure that all information is included.

7. a. Proposed curriculum attached. Yes No
- b. Current catalog curriculum with handwritten edits attached. Yes No
- c. Current Howdy degree evaluation with handwritten edits attached. Yes No
Please make sure the attached proposed curriculum, catalog and Howdy degree evaluation match.
8. a. Will degree program hours change (increase/decrease) due to the proposed curriculum changes? Yes No
- b. If yes, degree program hours will change from: _____ to: _____
- c. If yes, is the Texas Higher Education Coordinating Board form attached? Yes No
<http://www.thechb.state.tx.us/index.cfm?objectid=A0F9F7FA-9A92-4F11-2756AD3BBFF01D60>
9. If proposed changes affect other unit(s), are letters of support attached? Yes No

IMPORTANT NOTE: Curriculum changes submitted through the approval process and **fully approved** by February (December-UCC/GC, January-Faculty Senate, February-President) will be effective in the next academic year. Changes requiring approval beyond the University should complete the internal approval process early in the fall semester whenever possible in order to ensure timely implementation.

Approval recommended by

	9/5/14		9-22-14
Department Head or Program Chair (Type Name & Sign)	Date	Dean of College	Date
	9/22/14		9-22-14
Chair, College Review Committee	Date	Chair, GC or UCC	Date

Questions regarding this form should be directed to Curricular Services at 845-8201 or sandra-williams@tamu.edu.
Curricular Services – 04/14



Current Curriculum for the Certificate in Sales:

Prefix and Number	Required Courses	SCH
MKTG 335	Personal Selling	3
MKTG 436	Sales Management	3

Prefix and Number	Prescribed Elective Courses (choose 2)	SCH
MKTG 325	Retailing Concepts & Policies	3
MKTG 345	Alternative Media, Public Relations, and Sales Promotion	3
MKTG 347	Advertising & Creative Marketing Communications	3
MKTG 425	Retail Merchandising	3
MKTG 440	Services Marketing	3
MKTG 442	Innovation and Product Management	3
MGMT 373	Managing Human Resources	3
MGMT 439	Negotiations	

	TOTAL SCH	12
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An internship in the sales industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Participation in the associated student competition, Texas A&M Collegiate Sales Competition, is required.

Students must complete 12 hours of coursework, six hours of required courses and six hours of prescribed elective courses, and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

Proposed Curriculum for the Certificate in Professional Selling and Sales Management:

Choose <u>four</u> of these:		
MKTG	335	Professional Selling
	436	Sales Management
	489	Business to Business Marketing
	435	Advanced Selling
	347	Advertising & Creative MKTG Comm
		12 hrs

An internship in the sales industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Participation in the associated student competition, Texas A&M Collegiate Sales Competition, is required.

Students must complete 12 hours of coursework and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

Current Curriculum for the Certificate in Advertising:

Prefix and Number	Required Courses (choose 2)	SCH
MKTG 345	Alternative Media, Public Relations, and Sales Promotions	3
MKTG 347	Advertising and Creative Marketing Communications	3
MKTG 489/445	Advertising Account Planning	3
MKTG 447	Advertising Procedures	3

Prefix and Number	Prescribed Elective Courses (choose 2)	SCH
MKTG 335	Personal Selling	3
MKTG 425	Retail Merchandising	3
MKTG 438	Strategic Internet Marketing	3
MKTG 440	Services Marketing	3
MKTG 442	Innovation and Product Management	3
MKTG 489/426	Advanced Retail Case Competition	3
MGMT 440	Creativity and Innovation in Business	3
MKTG 656	Marketing Communications Management (Graduate Students Only)	3

	TOTAL SCH	12
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An internship in the advertising industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Active participation in the associated student organization, Aggie Advertising Club, is required.

Participation points are earned through various programs and are verified by the organization advisor.

Financial aid is available by application through the Department of Marketing.

Students must complete 12 hours of coursework, six hours of required courses and six hours of prescribed elective courses, and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

Proposed Curriculum for the Certificate in Advertising Strategy:

Choose <u>four</u> of these:		
MKTG	345	Social Media and Public Relations
	347	Advertising & Creative MKTG Comm
	445	Account Planning and Research
	447	Advanced Advertising: Case Competition
	442	Innovation and Product Management
		12 hrs

An internship in the advertising industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Active participation in the associated student organization, Aggie Advertising Club, is required.

Participation points are earned through various programs and are verified by the organization advisor.

Financial aid is available by application through the Department of Marketing.

Students must complete 12 hours of coursework and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

Current Curriculum for the Certificate in Retailing:

Prefix and Number	Required Courses (choose 2)	SCH
MKTG 325	Retailing Concepts & Policies	3
MKTG 326	Strategic Retailing	3
MKTG 425	Retail Merchandising	3
MKTG 489/426	Advanced Retail Case Competition	3

Prefix and Number	Prescribed Elective Courses (choose 2)	SCH
MKTG 335	Personal Selling	3
MKTG 345	Alternative Media, Public Relations, and Sales Promotion	3
MKTG 347	Advertising & Creative Marketing Communications	3
MKTG 438	Strategic Internet Marketing	3
MKTG 440	Services Marketing	3
MKTG 442	Innovation and Product Management	3
MKTG 489/445	Advertising Account Planning	3
MKTG 447	Advertising Procedures	3
MGMT 373	Managing Human Resources	3
MGMT 461	Entrepreneurship & New Ventures	3

	TOTAL SCH	12
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An internship in the retailing industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Active participation in the associated student organization, Student Retailing Association, is required. Participation points are earned through various programs and are verified by the organization advisor. Financial aid is available by application through the Department of Marketing.

Students must complete 12 hours of coursework, six hours of required courses and six hours of prescribed elective courses, and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

Proposed Curriculum for the Certificate in Retail Buying and Management:

Choose <u>four</u> of these:		
MKTG	325	Retailing Concepts and Policies
	326	Strategic Retailing
	425	Retail Merchandising
	426	Advanced Retail Case Study
	438	Strategic Digital Marketing
		12 hrs

An internship in the retailing industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Active participation in the associated student organization, Student Retailing Association, is required. Participation points are earned through various programs and are verified by the organization advisor. Financial aid is available by application through the Department of Marketing.

Students must complete 12 hours of coursework and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

Marketing Certifications. The Department of Marketing offers ~~three~~ ^{four} certificate programs for BBA business and BS–Agribusiness majors. Each program is designed to complement the student’s degree by providing a concentrated course of study, participation in a designated student organization or competition, and an internship in the selected area. The specific requirements for each certificate program may be found on the Department of Marketing website at mays.tamu.edu/mktg.

Certificate in Advertising *Strategy*

Requirements include 12 hours of specific coursework, completion of an internship, and 2 semesters in the Aggie Advertising Club.

Certificate in Retailing *Retail Buying and Management*

Requirements include 12 hours of specific coursework, completion of an internship, and 2 semesters in the Student Retailing Association.

Certificate in Sales *Professional Selling and Sales Management*

Requirements include 12 hours of specific coursework, completion of an internship, and participation in the Texas A&M Collegiate Sales Competition.

Not-for-Profit Business Certification. The Certificate in Not-for-Profit Business offers Mays students seeking the BBA or BS (agribusiness) degree the ability to tailor their education towards a career of service. Requirements include 13 hours of coursework leading to a comprehensive understanding of the not-for-profit sector, including its diversity, its comparison to the for-profit sector, its challenges and opportunities. An internship with a not-for-profit organization is required. Students who complete this certification program will have a greater understanding of the not-for-profit sector. The specific requirements may be found on the Undergraduate Program Office website at mays.tamu.edu/upo.

Business Honors. Business Honors offers special opportunities for exceptionally qualified and motivated students to pursue academic coursework that challenges their interests and abilities. The major recognizes the importance and need for interdisciplinary business coursework to solve complex problems. Outstanding students and faculty are brought together in an environment designed to encourage initiative, creativity and independent thinking.

To be eligible for application to Business Honors, applicants must be admitted to Mays Business School and meet certain minimum requirements, which may include high school class rank, standardized test scores, application essay(s) and cumulative GPA. Enrollment is by application and is limited. Complete information is available in Room 340, Wehner Building, and on the Business Honors website at mays.tamu.edu/businesshonors.

Cooperative Education. Cooperative education is designed to augment the academic program of study with on-the-job training. The co-op student is eligible to participate in this program on completion of 45 credit hours, and must have a 2.5 GPA. Interested students should contact the Cooperative Education Office at (979) 845-7725.

→ *Certificate in Analytics and Consulting
Requirements include 12 hours of specific coursework,
completion of an internship, + 2 semesters in
the American Marketing Association.*

Certificate in Prevention Science
 Certificate in Public Health
 Certificate of Quality Engineering for Regulated Medical Technologies
 Graduate Certificate in Regulatory Science in Food Systems
 Graduate Certificate Program in Remote Sensing (RS)
 Certificate in Retailing
 Graduate Certificate in Safety Engineering
 Certificate in Sales
 Certificate in Supply Chain Management (Mays MBA and MS Students Only)
 Sustainable Urbanism Certificate
 Graduate Certificate in Transportation Planning
 Graduate Certificate in Women's and Gender Studies

A graduate certification program represents an emphasis area within a particular field or it could be interdisciplinary and involve several fields. Other certificate programs may exist in the various colleges or schools. Inquiries should be addressed to these colleges.

Certificate Program in Advanced International Affairs (Bush School of Government and Public Service). The Graduate Certificate in Advanced International Affairs is an important graduate education certificate program with courses in international affairs that are taught by highly experienced faculty with practical experience as well as an academic background. It involves a multidisciplinary series of graduate courses for people whose careers or personal interest cause them to seek a more complete understanding of world affairs, but who may not have the time or disposition for a longer, residential graduate degree. A student admitted to the certificate program completes 12 credit hours of study typically involving four graduate-level courses available in residence and/or online. Some residential courses may not be available because of enrollment ceilings. The set of courses from which a student selects include intelligence, national security, diplomatic history, international business and government, geography and world systems, international law, and certain skill courses.

An applicant must have a bachelor's degree from an accredited university and must meet certain other qualifications to be admitted to the certificate program. Once admitted, students may register for courses. Students who are enrolled in a graduate program at Texas A&M may take individual courses. However, they must be admitted to the certificate program and meet certificate completion requirements to earn the certificate.

An individual who successfully completes the certificate program will be awarded a certificate by the Bush School. Grades for courses taken as part of this program will appear on the official transcript, together with notation that the certificate has been achieved.

For more information, visit bush.tamu.edu/caia or call (979) 862-7810.

Certificate in Advertising. The Certificate in Advertising is designed to complement a student's degree and to provide tangible evidence of rigorous academic and experiential preparation for a career in advertising, media, public relations, or a related field. It is open to MS-Marketing graduate students and requires 12 hours of coursework and an internship. For more information, please visit mays.tamu.edu/mktg/advising/careers/tracks/.

Graduate Certificate in Regulatory Science in Food Systems prepares professionals to meet the challenges of the 21st century food and feed supply chain. The 12 credit hour web-based instruction is offered at a distance by faculty who are regulatory professionals and impart their knowledge on creating tools, standards, and practices to improve the compliance and protection of food systems. Students who complete the certificate have the knowledge and skills to interpret U. S. and international regulatory guidelines and standards, assess the impact of existing and emerging regulations on business operations, establish practical strategies for compliance and reporting, lead regulatory reviews, and navigate an increasingly complex regulatory environment.

Applicants must have an accredited bachelor's degree and meet admission requirements for graduate study at Texas A&M University. For more information, please contact a graduate advisor in the Department of Soil & Crop Sciences (regsci.tamu.edu).

Graduate Certificate Program in Remote Sensing (RS) is a joint program administered by the Departments of Ecosystem Science and Management and Geography. Remote Sensing (RS) technologies are applied to wide-ranging fields such as environmental/resource management, marketing, facility management, agriculture, urban planning, homeland security and intelligence, among others. In addition, the synergistic linkages between RS technologies and Geographic Information Systems (GIS) are rapidly increasing.

This certificate program has been designed to meet the growing demand for qualified individuals in this field. The certificate requires four courses (12 hours), including an introductory, two advanced, and one elective course. For more detailed information please contact a graduate advisor in the Department of Ecosystem Science and Management or Geography, or visit the program website at ssl.tamu.edu/education/graduate-certificate-program/.

Retail Buying and Management
Certificate in Retailing. The Certificate in Retailing is designed to complement a student's degree and to provide tangible evidence of rigorous academic and experiential preparation for a career in retailing. It is open to MS-Marketing graduate students and requires 12 hours of coursework and an internship. For more information, please visit mays.tamu.edu/mktg/advising/careers/tracks/.

Graduate Certificate in Safety Engineering requirements are achievable and relevant to all engineering disciplines. Graduate students in any engineering discipline can choose this option as part of their curriculum. Through this option, students are exposed to principles and case histories from a wide variety of engineering disciplines. The curriculum emphasizes the interdisciplinary nature of safety, health, and environmental engineering. It also emphasizes the knowledge and skills most likely to be needed by any engineer, as well as those who specialize in Safety Engineering.

The proposed Graduate Certificate in Safety Engineering, which will be administered by the Mary Kay O'Connor Process Safety Center, seeks to serve all engineering disciplines equally well. The certificate requires 12 hours of coursework. It is the intent that these hours are applicable to the hours necessary for graduation and not an additional load, but this will depend on the disciplines' specific course requirements. Receiving

the certificate is not dependent on conferral of a degree. Of the total hours required for the Certificate, six hours are dedicated to Basic Topics and are required for everyone in the program. An additional six hours address more specific or advanced topics. The advanced topics are cross-listed with numerous departments.

Professional Selling and Sales Management
Certificate in Sales. The Certificate in Sales is designed to complement a student's degree and to provide tangible evidence of rigorous academic and experiential preparation for a career in sales. It is open to MS-Marketing graduate students and requires 12 hours of coursework and an internship. For more information, please visit mays.tamu.edu/mktg/advising/careers/tracks/.

Certificate in Supply Chain Management (Mays MBA and MS Students Only). Supply Chain Management (SCM) is, by its very nature, multidisciplinary. It draws heavily upon an expertise in operations management, business logistics, physical distribution, purchasing, channel management, information technology, and decision sciences. The Certificate in SCM leverages Mays faculty expertise in these areas to create an innovative and state-of-the-art program.

Such a focus parallels recent trends in industry, and provides significant differentiation and competitive advantages for Mays MBA and MS students. The certificate requirement is completion of four graduate level courses (12 hours) in supply chain management, including the introductory supply chain management course.

Please note that graduate Supply Chain courses are not taught each semester. Further, some courses require advanced Math prerequisites. Planning is required.

Sustainable Urbanism Certificate. Sustainable Urbanism is an interdisciplinary program based in the Center for Housing and Urban Development (CHUD) in the College of Architecture. The certificate has been designed to provide students with an understanding of the interrelationship between the sustainability, cities, and the environmental design professions. The Sustainable Urbanism Program consists of a series of courses that are open to students from any graduate degree program at Texas A&M University.

Graduate Certificate in Transportation Planning. The certificate in Transportation Planning program provides students with a substantive base of knowledge needed to be broadly successful in the transportation profession, as well as with specialized instruction tailored to building student skills and capabilities in three critical areas: Transportation Systems Planning, Transportation and Urban Design, and Transportation Policy. Students enrolled in the certificate program will further take a comprehensive capstone course. The Certificate is one of the few educational programs that address the field of transportation in a truly comprehensive, interdisciplinary manner. It is a partnership among the Department of Landscape Architecture and Urban Planning (LAUP) in the College of Architecture, the Texas Transportation Institute (TTI), the Department of Civil Engineering, and the Bush School of Government and Public Service. The Certificate is housed in the Hazard Reduction and Recovery Center in the College of Architecture. This program will be open to any graduate student at Texas A&M University with an interest in transportation. Certificate Coordinator: Dr. Eric Dumbaugh.

Certificate in Analytics and Consulting
→ Same wording except replace career in sales with career in analytics and consulting