

INSTRUCTIONAL PROGRAM REVIEW

PROGRAM STATUS

1. Describe how the program supports:

a. The college mission and core values.

Collin College Mission Statement

Collin College is a student and community-centered institution committed to developing skills, strengthening character, and challenging intellect.

Collin College Core Values

We have a passion for Learning, Service and Involvement, Creativity and Innovation, Academic Excellence, Dignity and Respect, and Integrity.

Collin College Purpose Statement

Through its campuses, centers, and programs Collin College fulfills its statutory charge to provide:

- *Academic courses in the arts and sciences to transfer to senior institutions.*
- *Technical programs, leading to associate degrees or certificates, designed to develop marketable skills and promote economic success.*
- *Continuing adult education programs for academic, professional, occupational, and cultural enhancement.*
- *Developmental education and literacy programs designed to improve the basic skills of students.*
- *A program of student support services, including counseling and learning resources, designed to assist individuals in achieving their educational and career goals.*
- *Workforce, economic, and community development initiatives designed to meet local and statewide needs.*
- *Other purposes as may be directed by the Collin College Board of Trustees and/or the laws of the State of Texas.*

Marketing Program Support of College Mission

The Marketing Program provides “Technical programs, leading to associate degrees or certificates, designed to develop marketable skills and promote economic success” as required by the Collin College Purpose Statement.

The Marketing Program incorporates professional education courses to prepare individuals for career paths with retail or wholesale organizations, profit or non-profit organizations, governmental agencies, and academic institutions.

Collin's Marketing program is also designed to give a thorough background in aspects of marketing for students new to marketing and to provide methods for improving skills for people already employed in marketing careers.

Through a transfer agreement, students may earn their Associate of Applied Science (AAS) degrees in Marketing from Collin and transfer to numerous universities in Texas where their Collin courses may be applied toward Bachelor of Applied Arts and Science (BAAS) and Bachelor of Applied Technology (BAT) degrees.

Area universities that accept this degree include The University of Texas at Arlington, Texas A&M University-Commerce, Texas Christian University, Dallas Baptist University, Amberton University, LeTourneau University, Northwood University, University of North Texas (UNT), The University of Texas at Brownsville, and Tarleton State University. In addition, 22 other universities accept the degree.

b. The college strategic plan.

Strategic Goal #1 is to “**Improve academic success by implementing strategies for completion.**” The Marketing Program supports this goal by the following systemic actions:

- *changes in the AAS in Marketing curriculum so that students can complete the Marketing certificate in the first two semesters by taking courses that also apply to their AAS degrees* By having students petitioning to complete their Certificates and then petitioning for their AAS degrees in different academic years, we will have “completers” on two separate levels. Accordingly, Academic Advising encourages students to finish their certificates first and then provides continued direction for students to acquire their AAS degrees.
- The Marketing Program changed in 2013, so that the Certificate and the AAS have different capstones. Because students must complete the capstone of either their degrees or their certificates in the latter part of each, they will be able to complete the entire Certificate without having to wait until at least a year later as they finish their Degrees.
- Completing the Certificate while continuing with the AAS degree plan provides students a sense of accomplishment because they have attained a measureable goal along the way.
- Students who initially are interested only in the Certificate can clearly see how they can go on to complete an AAS once they complete that Certificate, and they often complete the AAS and go on to complete BAAS degrees.
- The AAS degrees for Marketing and Management students were reconstructed for the fall, 2012, semester so that Marketing and

Management students have 27 course hours in common. To facilitate convenient schedules for both, scheduling of Marketing and Management classes on all campuses is designed so that students may take their classes one after another rather than having to waste time waiting until their required classes are offered.

Strategic Goal #2 is “To provide access to innovative higher education programs that prepare students for constantly changing academic, societal and career/workplace opportunities.”

To accomplish this goal, Collin is working within Career Clusters developed by public schools throughout the state of Texas in order to expand students’ choices leading to seamless transition from high school into postsecondary institutions. An example of the sorts of clusters created is below. Click on the link below high school clusters and suggested higher education degrees that continue those clusters. Source: <http://www.achievetexas.org>

(Please see Addendum D for Marketing Career Clusters.)

Strategic Goal #4 is to “Enhance the College’s presence in the community by increasing awareness, cultivating relationships, building partnerships, and developing resources to respond to current and future needs.

Partnerships continue to be established locally between businesses and the college through the Marketing Advisory Committee and working with managers of co-op students in the capstone course for the AAS.

2. How does the program conform to THECB requirements?

2.1 Attach all course syllabi with SCANS included. See Addendum B for course syllabi. SCANS will be completed in the fall, 2013, semester.

2.2 Average five completers per year. NOTE: Marketing was changed from CIP 52.1801 to CIP 52.0212 in 2011. This reporting change results in the Business Management and Marketing programs being combined under the same four digit CIP and combining the completer count (beginning FY12), ensuring that Marketing will meet the THECB requirement of 25 completers over a five year period.

- *Average 5 completers per year*

Year	Award	Total
2009	AAS	6
	Certificate	3
	2009 Total	9
2010	AAS	2
	Certificate	
	2010 Total	2
2011	AAS	2
	Certificate	
	2011 Total	2
	Grand Total	13

2.3 Evidence of demand for program graduates

Students enrolled in Marketing Program

2009=82 2010=81 2011=100

- 2.3.a** The Marketing Program is recovering from a slump in numbers, and a great deal of the reason is the demand in the market place for marketing professionals. This demand will no doubt continue to increase as eMarketing, especially Social Marketing, expands at a speed unprecedented in the field of marketing. In 2012, alone more than \$25 billion was spent in the United States by consumers using the technology of their phones to purchase products and services. Source: Warc Report
- 2.3.b** Another boost in the Marketing Program comes with the results of restructuring the Marketing degree/certificate in time for the fall, 2012, semester to include courses in common with the Business Management degree/certificate. More of the classes that Marketing students need now have the required number of students to run and not be closed when cancellation dates arrive.
- 2.3.c** An additional change that is planned for spring, 2014, is the removal of ACNT 1303, Introduction to Accounting, which does not fit the Learning Outcomes of the Marketing Program. In its stead will be an eMarketing course which is already in high demand by students.

2.4 % of graduates securing employment in the field Unknown

Data not available

NOTE: During the fall, 2012, semester, students in seven marketing classes (day, night, and weekend) were surveyed to ascertain their plans for the next three-five years. These results are indicative of the plans of students across the Marketing Program.

Plan to work in Industry of Degree/Certificate	Plan to complete University degree	Plan to Open and Operate Own Business	Plan to Return to Country of Origin
74%	90%	38%	10%
	UNT 30%		
	UTD 16%		
	Other 36%		
	Undecided 8%		

2.5 Average # of months to employment Unknown
Data not available

2.6 Licensure pass rate if applicable. For any pass rate below state standard, attach plan for raising pass rate. N/A
Marketing students do not require Licensure.

List any program requirements from the THECB. Describe how they are met.

THECB Standard

Measure: General Education Requirements

Standard: 100 percent of all associate degrees have at least 15 SCH of general education

The Marketing AAS has 15 SCH of general education.

As per GIPWE

A. Role, Mission, and Institutional Accreditation

The Marketing Program offered by Collin College is within the institution's role and mission as established by the Texas Legislature and approved by the institution's governing board. To receive Coordinating Board approval for a workforce education program, a public technical or community college must comply with the Principles of Accreditation of the Commission on Colleges of the Southern Association of Colleges and Schools Commission on Colleges (SACS/COC). The Marketing Program is approved by the Coordinating Board.

B. Program Coordination/Faculty

The Marketing Program is directed by an administrator who has appropriate authority to ensure that the quality of the program is maintained and complies with all applicable laws, rules, and guidelines. Any matters that the chair may not evaluate/approve, the dean may do so in entirety.

As prescribed by GIPWE, each workforce education Associate of Applied Science (AAS)/Associate of Applied Arts (AAA) degree program must have at least one full-time faculty member whose primary teaching assignment is in that program, and the Collin marketing Program does indeed have such a faculty member. The area-specific, full-time faculty member is the Discipline Lead for the program and is qualified specifically in marketing. The chair of the program is a time faculty member qualified in an occupational/technical area. Although certificate programs must have at least one appropriately credentialed part-time faculty member teaching in the subject area, the Marketing Program has several.

C. Program and Graduate Credentialing

Each program coordinator shall be familiar with state, federal, and national program accreditation, certification, or approval and credentialing requirements, i.e., licensure,

certification, and/or registration, for graduates, both mandatory and optional. In the Marketing Program, the coordinator is familiar with all requirements and works closely with the Discipline Lead, who is current with all state, federal, and national requirements.

Although the Marketing Program does not require students to earn accreditation or credentialing, the program clearly discloses to students, in writing in the Collin catalogue and orally in advising sessions, any eligible credentials to seek upon graduation, usually those required by local industries. There have been no limitations to program students resulting from the program's non-accreditation.

This program is designed to permit maximum access for students by establishing linkages with other programs in public secondary schools and/or other institutions of higher education. Linkages are demonstrated by various articulation agreements that provide for student transfer and inverted degree plans.

D. Career Development Services

The Discipline Lead is qualified to advise students with comprehensive career information and has completed a Career Coach session. Collin has, in addition, a Career Services department that offers career information and planning, résumé creating, job placement, career counseling and assessment, and follow-up services.

E. Qualifications of Workforce Education Program Personnel Faculty

It is the responsibility of each institution to ensure that the qualifications of faculty teaching in state-funded workforce education programs and courses (credit and continuing education) are in compliance with the current requirements of the Commission on Colleges of the Southern Association of Colleges and Schools (SACS), regardless of the teaching circumstances (i.e., full time, part time, off-campus, out-of district, distance learning, and third-party contractual).

All instructors in the Marketing Program have earned at least Master's degrees in marketing, much over the current SACS requirements.

Degrees and graduate credit of all persons who apply for faculty positions in the marketing program, whether full-time or part-time are evaluated and verified before hire. All must have earned their graduate hours at an institution accredited by an accreditor recognized by the Coordinating Board or its foreign equivalent. Documentation of equivalency is kept on file for all faculty as long as they are employed by Collin.

All faculty are recruited and appointed by the institution prior to the start of instruction. Institutional records document academic preparation, work experience, other appropriate qualifications, and complete justification for any exceptions to the requirements of SACS.

F. Professional Development

Collin provides workforce education program faculty and administrators with on-going opportunities to engage in professional development for the duration of their employment at

the college. Collin keeps a record of all professional development activities completed by college personnel for the duration of their employment.

G. Effective Use of Advisory Committees

Please see Addendum C for minutes of Advisory Committee meetings 2005-2012 and membership listings.

The Advisory committee is composed of persons who broadly represent the demographics, including the ethnic and gender diversity of the institution's service area as well as the demographics of the occupational field. Committee members are knowledgeable about the skills used in the marketing field.

Members are drawn from both the private and public sectors with an emphasis on marketing, industry, and labor organizations. (See Addendum C for membership and membership companies, along with meeting minutes.)

All meetings of the advisory committees for the Marketing Program are recorded in official minutes.

Minutes and documentation of communication are kept on file through the division office and are available to Coordinating Board staff.

H. Identification of Program Competencies

Please see Addendum A for course descriptions for the Marketing Program.

The Marketing Program is a credit program and as such maintains a curriculum that integrates necessary academic and workforce knowledge and skills as identified in the professional literature, by program experts, by business and industry advisory committees, in recognized skill standards, and by other related professional organizations. Development of a competency-based curriculum requires identification of subject area-specific academic and workforce courses.

All program courses are derived from the WECM and ACGM course inventory.

Choice of Prerequisites

- 1) Courses in the Marketing Program have no prerequisites. No developmental course hours are included in the total credit hours for the award. All college-level, non-developmental courses which are required course prerequisites and/or requirements for entry into a degree or certificate are included in the 61-63 hours for the award and are clearly identified in the approved curriculum plan.
- 2) The AAS in MRKG is structured so that it can be completed within two years of full-time attendance.

Course Sequencing

The curriculum plan provides for appropriate course sequencing to promote student attainment of skills and competencies. Collin College ensures that credit curricula

demonstrate integration of academic and technical competencies or courses as shown in the Program Competency Profile.

Length of Semesters

All courses are based on prescribed contact hours in WECM and ACGM for sixteen week semesters.

The SACS guidelines are intended to include both academic and technical course credit and do not distinguish between them. Collin has a policy to determine the maximum percent of an award that may be granted advanced standing in accordance with good practices.

I. Verification of Workplace Competencies

To verify entry-level workplace competencies, this program provides a capstone experience (MRKG 1380 or 2381, Cooperative Education), an external learning experience. The capstone experience must occur during the last semester of a student's educational program and, as per GIPWE, is a course that is a competency-based learning experience, paid or unpaid, structured to enhance lecture and laboratory instruction. It is provided at work sites appropriate to marketing.

Any external learning experiences are governed by a written, signed agreement between the higher education institution and the organization providing the experience. Collin College maintains copies of such agreements and has them available for review by the Coordinating Board staff. The affiliation agreements indicate the services for which both the worksites and Collin are responsible, and the timeline for expiration or renewal. The renewal process for sites outside the institution's service area is timed to coincide with the Higher Education Regional Council's approval process.

Collin College assures that the external learning experience is consistent with industry standards, supports specific written objectives outlined by the educational institution, and emphasizes current practices in the MRKG program.

Prior to the beginning of the external experience, the college provides both the student and the external site with written documentation of the objectives, instructional strategies, and evaluation mechanisms of the external learning course.

Collin approves and evaluates all training locations and evaluates all faculty members who supervise students. The on-site supervisor of each external experience is checked for appropriate qualifications for MRKG. Written evaluation records are maintained by the college.

A written External Learning Experience Evaluation Form, based on the student's learning plan and describing Student Learning Outcomes, is developed by the instructor in conjunction with the external learning supervisor and provided to the supervisor at the external site. The profile is maintained at the college.

Prior to the external experience, each student receives a statement of the expectations of the external site.

A student eligible for an External Learning Experience has completed a coherent sequence of courses in the AAS or the certificate. Each student is in contact with a designated instructor (college faculty or designated employee at the external site) while at the work site.

3. How does the program conform to federal requirements?

3.1 Gainful Employment data

- Cost/Enrollment

(Updated 01/30/2013)

MRKG AAS	Credit Hours	Tuition In- County	Tuition Out-of- County	Tuition Out-of- State	Fees and Expenses	Books
	61	\$2,265	\$4,461	\$7,816	\$20	\$3,400

- Cost/Completer Unknown

Advertising, Promotions, and Marketing Managers--2010

2010 Median Pay	\$108,260 per year/\$52.05 per hour
Entry-Level Education	Bachelor's degree
Work Experience in a Related Occupation	one to five years
On-the-job Training	None
Number of Jobs in 2010	216,800
Job Outlook, 2010-2020	14% (*About as fast as average)
Employment change 2010-2020	29,400

Source The occupational Handbook

*Although the information from this report was presented as recently as 2010, newer information shows an increase in employment and in salary for people who earn degrees in Marketing. In February, 2013, source, Simply Hired, shows 6,081 marketing jobs in the Plano, Texas area alone.

Michigan State University has conducted nation-wide employer surveys since 1970. Here are the highlights of MSU's Recruiting Trends 2011-2012 report:

1. **42 percent of employees who were surveyed said they intend to hire, which is the highest percentage increase since 2007 when it was 47 percent.**
2. Hiring of grads with bachelor's degrees is expected to increase 7 percent. Grads with MBAs can look forward to a 6.4 percent boost in hiring, while jobseekers with PhDs should enjoy the biggest jump in hiring at 12 percent. In contrast, master's degree hiring is expected to decline by 1 percent.
3. **Hiring of college grads will increase in all regions except the Northwest. The South will experience double-digit growth, as will the Great Lakes region.**
4. Employers of various sizes plan to increase hiring, except for mid-sized companies that employ between 500 and 3,999 workers.
5. Hiring will be strong for college majors such as computer science, accounting, agriculture sciences and agriculture business. **Other in-demand degrees will include communications, public relations, marketing, finance and economics.**
6. Sectors expected to experience the biggest hiring growth include energy exploration, health care, **retail**, transportation, scientific research, finance and insurance.
7. Starting salaries have remained steady since 2008 and 77 percent of employers don't expect to increase them in 2012.
8. Employers who are raising salaries for new college hires will boost them an average of 5 percent.
9. Nine percent of employers said salaries will be partially or entirely based on commission.
10. Bonuses will begin to reemerge. After disappearing from the college recruiting scene four years ago, five percent of employers now say they expect to offer signing bonuses.

3.2 (limited data) 2009/10 =1 out of two graduates is known to be employed.

3.3 No data re: gainful employment available for mean Salary.

4. List all program literature (course descriptions, degree plans, catalog entries, and such) and provide last date updated. All program literature must be reviewed and updated no earlier than three months prior to the program review due date.

NOTE: Please see Addendum A for course descriptions.

Please see Addendum B for course syllabi.

Note: All literature relevant to the Marketing Program is reviewed at the beginning of each academic year.

Title	Type	Last Updated
<p>*All Course Descriptions inside the Business Management and Marketing Program are updated each time a new course catalogue is published. Those courses without asterisks are in the degree but not under the control of the program.</p>	<p>Course Descriptions Must comply with WECM dictates.</p>	<p>WECM wording updated, 2010 Program review of course descriptions September, 2012</p>
<p>Degree Plans</p>		<p>Reviewed September, 2012 New review planned for April 2013 and resulting update planned for implementation for fall, 2013, semester</p>
<p>Catalog Program Description</p>		<p>September, 2012, in preparation for changes in catalog. (All catalog inclusions are reviewed during all semesters so as to be prepared for any necessary changes.)</p>
<p>Program Brochure</p>	<p>Trifold Brochure/Slick paper</p>	<p>Because program changes occur often in order to accommodate community needs, the brochure is out-of-date and will be made current to include changes to the degree. Forecasted date for implementation is spring, 2014, pending approval of funds for printing.</p>

5. Transferability analysis for instructional programs.

Program	Modifications	Exceptions	University(ies) Accepting as Transfer
BAAS Bachelor of applied arts and science		All courses within the AAS for Marketing are accepted as part of the BAAS degree.	<i>Example Universities</i> that accept the marketing AAS to apply toward BAAS degrees UNT Texas Tech Texas A&M Commerce Midwestern State University UT System: examples--Arlington, Brownsville, San Antonio, Tyler, Dallas Tarleton State University Texas Christian University Dallas Baptist University Amberton University LeTourneau University Northwood University

6. List all university/business and industry partnerships and describe them.

The table below lists industry partnerships for spring, 2013, and is indicative of such partnerships in each semester. (Please see Addendum C for a listing of Advisory Committee member companies.)

University/Business & Industry	Partnership Type	Special Requirements
Heritage Association	Service Learning	promotional actions and campaign (not-for-profit)
Business Examples from Spring, 2013-- Open Connect United Healthcare Skinceuticals	Cooperative Education	Capstone course

EZ-Flo International U.S. Attorney's Office (Plano) Radio One, Inc. Fleco Industries, Inc. Mark Paul Terk Charitable Trust		
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7. Complete and attach Facilities and Resources template (page 5).

FACILITIES AND RESOURCES

Room/Office Location and Designation	Size	Type	Special Characteristics (i.e. permanent like ventilator hood)	Meets current needs: Y or N	Will meet needs for next five years: Y or N	Describe additional needs for any "N" answer in columns 5 or 6.
J247 faculty office	8X10	faculty office		Y	Y, with updates for technological advances	
class room K234	30 X 30	class room	four computers	N	Y, with updates for technological advances	Room is too small for a cap of 30 students because of space taken up by computers and computer tables. Needs to be capped at 25.

FACILITIES

EQUIPMENT, SUPPLIES, MAINTENANCE/REPAIRS

List all equipment valued at \$5,000 or more each

Current Equipment Item or Budget Amount	Meets current needs: Y or N	Will meet needs for next five years: Y or N	For any no in columns 2 or 3, justify needed equipment or budget change
Desktop Computer	Y	N	All electronic equipment will be replaced as technological advancements dictate.
All classrooms have podiums with appropriate technology	Y	Y	Classroom technology changes as required by emerging technology in the community outside the academic setting.

FINANCIAL RESOURCES

Source of Funds (i.e. college budget, grant, etc.)	Meets current needs: Y or N	Will meet needs for next five years: Y or N	For any no in columns 2 or 3, explain why	For any no in columns 2 or 3, identify expected source of additional funds
division budget for travel to and attendance at conferences and other developmental activities	Y	unknown because changes in travel needs and Collin's ability to fund such are unknown		

Enrollment limitations in assigned class rooms are set according to physical allocations within each room so that the number of students in marketing class rooms varies from campus to campus. No actual laboratory space is needed, but in most marketing classrooms, students have access to computers, and on each campus professors can reserve computer labs for use when necessary. Equipment is kept up-to-date in each class room and computer lab so that when students leave Collin they go into a business community that utilizes like equipment. Students also gain additional hands-on experience using state-of-the-art equipment during their academic careers at Collin through their participation in the capstone course, Co-operative Education.

- Please see Addendum C for discussion and recommendations of Advisory Committee. Each recommendation was implemented by the chair and discipline lead of the Marketing Program and evaluated during and after semesters of implementation.

Advisory Committee Meeting Date	Attach Minutes
	Please see Addendum C for complete Advisory Committee meeting minutes.
	<p>NOTE: Because Business Management and Marketing are parts of only one Program, their advisory committee meetings are held in conjunction. Although the committee meets twice each academic year, in many instances, the information discussed at the meeting is relative to the Management side of the program. Thus, some meeting dates are omitted in this report because their results are not relevant to the Marketing portion of the Program.</p>
05/04/09	Reviewed THECB Program updates
04/26/11	<p>Approved continued research into appropriate change in MRKG Certificate</p> <p>Approved changes in AAS degrees for Management and Marketing to include nine courses in common</p>
04/27/12	Approved changes to MRKG Certificate to take to CAB to align Certificate with first year of AAS
10/17/12	<p>Agreed with concept of Entrepreneurs Evening for Spring</p> <p>Reviewed and approved BMGT 2347 for AAS with no prerequisites</p> <p>Discussed changes to MRKG AAS to include eMarketing course . . . presentation and vote to be completed in Spring, 2013 meeting</p>

INSTITUTIONAL RESEARCH DATA

- Number enrolled per year for past five years (Marketing courses only)

2008	2009	2010	2011	2012
625	492	631	575	470

- Number graduated/completed per year for past five years

2008	2009	2010	2011	2012
0	9	2	2	4

- Number employed per year for past five years Unknown
Data not available from IRO
- Student/faculty ratio per year for past five years Unknown
Data not available from IRO
- Full-time/part-time faculty ratio per year for past five years
CONTACT HOURS—Marketing and Management Program

	Fall, 2010	Fall, 2011		
Full-Time Faculty	12,528 (44%)	18,672 (71%)		
Part-Time Faculty	15,792 (56%)	7,584 (29%)		
Total	28,320	26,256		

- Student satisfaction results per year for past five years
The division keeps all student evaluations on file.
- Number of students completing each momentum point Unknown
Data not available from IRO
- Effectiveness Indicators
 - % Student Satisfaction
Data not available from IRO. There is no program specific data available. Institutional student satisfaction results are kept on the IRO website. Student evaluations specific to Marketing instructors are kept in the division office.
 - % Employer Satisfaction
 - No program specific data exists since Collin does not gather data from graduates, only course/instructor evaluations.

- Employer Satisfaction Survey Summary Report Fall 2009 (*General Collin College graduates; not MRKG specific*) - The survey showed that employers were largely satisfied with the performance of Collin College graduates in the workplace. Employers from a broad range of industries and lines of trade showed consistent levels of satisfaction for performance. Discussion with some survey recipients (over the telephone or email) indicated a need to refine the survey methodology to better ensure meaningful responses, and suggested the possible need to refine the survey instrument to better reflect dimensions of employee performance. (*Source: Institutional Research Office, Collin College -June 15, 2010*)
- **Ratio of course enrollment to course completion for program** Unknown
Data not available from IRO

PROGRAM DEVELOPMENT SINCE LAST PROGRAM REVIEW

1. Summarize assessment activities and actions taken in response since last program review.
 - 1.1 Reconstructed Business Management and Marketing AAS to include 27 hours of courses in common. The Business Management and Marketing Program put both the restructured management and marketing AAS degrees into place beginning in the Fall, 2011, semester. The result has been that more students can complete their degrees more smoothly and more sections of the courses in common have ample enrollment and are thus able to run in each semester than before.
 - 1.2 Reconstructed the marketing certificate to change the order of the course offerings and to change the capstone course. The results are that students are able to complete their certificates within one year, using courses aligned with first-year offerings for students pursuing Marketing degrees.
 - 1.3 Added online Principles of Marketing class. The class fills immediately upon being included in the schedule, thus bringing more students to Collin than before.
 - 1.4 Re-evaluated Associate Faculty credentials to assure that each faculty member has at least a master's degree in the Marketing area. Ascertained that all associate faculty members have earned at least Master's degrees in the fields in which the program has placed them. Observed increase in level of quality of teaching, understanding of pedagogy, and college involvement.
2. Describe any continuous improvement activity if different from assessment.
 - 2.1 Constructing eMarketing course for 2013/2014, academic year, based on communication with both students and community members and pending final discussion and approval of Advisory Committee

2.2 Moving ACNT 1303 from the Marketing AAS and replacing it with the new eMarketing course

2.3 Assisting with improvements to Co-op department operations (houses capstone course for Marketing AAS)

3. List program employees (full-time and part-time), their role, credentials, and professional development activity since last program review.

Employee Name	Role in Program	Credentials	Professional Development since last Program Review
Gloria Cockerell	Full-time professor/Discipline Lead MRKG/MGMT	MA MRKG specialization MA English	<ol style="list-style-type: none"> 1. learned to teach online and taught marketing course online 2. completed all industry training videos through HR 3. completed Career Coach training 4. participated in WECM workshops 5. participated in International Business conferences at Michigan State University 6. completed HR training for dealing with students and employees 7. completed Collin workplace harassment series 8. participated in Critical Thinking workshop
Sherry Macurak	Associate Faculty MGMT/MRKG	MBA Business Administration Management Graduate Marketing Certificate (SMU) 10+ years of marketing experience	Consults in management and marketing for various industries

Carey McKinney	Associate Faculty MGMT/MRKG	MBA Business Administration Executive Education— International Management/ six-hour course (Oxford) 23 years' experience as a manager with Verizon and Lockheed	
Jim Gilbert	Associate Faculty MGMT/MRKG	MBA Management President of Merabank (Bank of America) eight years— responsible for all marketing functions	Continuing to work in the banking industry
Debra Henderson	Associate Faculty MGMT/MRKG	MS Graduate Certificate in Marketing Retired from marketing position with AT&T	
Barry Driks	Associate Faculty MGMT/MRKG	MBA Marketing concentration 30 years + professional experience in marketing, management, negotiations,	Currently VP of marketing and communications in high tech start-up company.

		<p>sales, strategic planning, advertising, communications, public relations, new product development, web development, brand management, product management, and general management</p> <p>Member of Executive Board of The American Marketing Association</p>	
Vic Sotny	MBA in management with emphasis in marketing	<p>40+ years experience in all aspects of marketing, including management positions in sales, advertising, sales promotion, and product development.</p> <p>Owned and operated photography business.</p>	

PROGRAM PLANNING

1 & 2 Summarize expectations and plans for the next five years and provide the next Continuous Improvement Plan.

- a. Because the academic area of marketing is as dynamic as the community it serves, and because it will need to change as rapidly as that community's needs, planning with any certainty for a length of five years is an impossibility, except for the most rudimentary of needs.

What can be said with certainty is that the program will remain current with technology that students are likely to use when they go into the workforce and that the program will accordingly provide changes to degree and certificate construction as well as new course addition and changes to current course content. Changes in both the degree and the certificate, as well as new courses that will be added, will continue to be based on expressed desires and needs of students and their employers. Surveys specifically designed to elicit such information will be administered to students in all marketing classes, forecasted date, spring, 2014, semester.

- b. In the nearest future, the Marketing program will remove the ACNT course from its offerings because the course does not meet the Program Learning Outcomes, and it will add an eCommerce (eMarketing) course because employers in organizations of all sizes are relying on eCommerce more and more for a variety of commercial reasons. In addition, numerous students in the Marketing Program are requesting such a course.
- c. As supported by research noted in this report, jobs in the marketing industry are gaining in demand, both in numbers and in types. Thus, the Marketing Program will strive to stay abreast of the needs of the workforce and create both face-to-face and online classes to help students to meet those needs. To ascertain just what employers in the community which Collin serves want and need from their employees (in jobs in the field of marketing) the Discipline Lead will interview employers of marketing co-op students for information that can assist the program in constructing courses that support both the academic and the workforce attributes that students will need when they leave the program. In addition, the Advisory Committee will continue discussion with Collin representatives about same.
- d. **Strong Recommendation** Marketing and Business Management act in eight courses co conjunction as parts of one program in all aspects except the Program Assessment. In fact, one positive aspect of the Business Management and Marketing Program is that the discipline leads for the two parts restructured the two degrees so that the program has 27 hours of coursework in common. A strong suggestion for the CIP is that the two be combined for the Program Assessment rather than considered as two separate programs. **NOTE:** When the ACNT course is moved from the courses in common so that it is taken by the Management students but not the Marketing students, the number of hours in common will change from 27 to 24, still including eight courses completed in common by management and marketing students.

- e. The class room designated for Marketing classes at the Spring Creek Campus does not have enough room to house 30 students per class in a manner that is productive, especially when classes attempt to work in small-group settings or to use in any way the four computers that line one wall of the class room. The Program requests that the number at which student enrollment for classes in K234 is capped (currently 30) be reduced to 25. With such a change, students in K234 will be able to participate in small group activities and, in addition, actually to have the necessary room to use the four computers located in the room, much as the cap of 24 students is used for H224 on the Preston Ridge Campus.
- f. The Marketing Program will continue to evaluate enrollments on the Preston Ridge and Central Park Campuses and to schedule classes in accordance with changes in student requirements.
- g. The Marketing Program will continue to develop online Marketing classes to accommodate the growing population of students who desire such classes. A meeting is planned for the fall, 2014, semester in which the discipline leads for the management and marketing parts of the program will determine which courses to put online in what order. The objective of the Discipline Leads in Marketing and Management is to be able to offer all Marketing and management courses online, beginning with those in the certificates that represent the two parts of the Business Management and Marketing Program.

PROGRAM REVIEW REPORT PATHWAY

Completed Program Review Reports will be evaluated by the appropriate deans and Program Review Steering Committees. Following approval by the Steering Committee, Program Review Reports will be evaluated by the Leadership Team who will approve the reports for posting on the intranet. At any point prior to Intranet posting, reports may be sent back for additional development.

ADDENDUM A

MARKETING PROGRAM COURSE DESCRIPTIONS

COURSES USED BY THE MARKETING PROGRAM AND THEIR DESCRIPTIONS

*MRKG 1301 – Customer Relationship Management

General principles of customer service including skills, knowledge, attitudes, and behaviors. 3 credit hours. (W)

*MRKG 1311 – Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. 3 credit hours. (W)

*MRKG 2333 – Principles of Selling

Overview of the selling process. Identification of the elements of the communication process between buyers and sellers. Examination of the legal and ethical issues of organizations which affect salespeople. 3 credit hours. (W)

*MRKG 2348 – Marketing Research and Strategies

Practical experiences in analyzing marketing studies using data-driven decision-making processes. Includes interrelationships among marketing price, place, promotion, and product responsibility. 3 credit hours. (W)

*MRKG 2349 – Advertising and Sales Promotion

Integrated marketing communications. Includes advertising principles and practices. Emphasizes multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints. 3 credit hours. (W)

MRKG 1380 – Cooperative Education – Marketing/Marketing Management/General

Career-related activities encountered in the student's area of specialization offered through an individualized agreement among the college, employer, and student. Under the supervision of the college and the employer, the student combines classroom learning with work experience. Includes a lecture component. Contact the Cooperative Work Experience Office. 3 credit hours. (W)

MRKG 2381 – Cooperative Education – Marketing/Marketing Management/General

Career-related activities encountered in the student's area of specialization offered through an individualized agreement among the college, employer, and student. Under the supervision of the college and the employer, the student combines classroom learning with work experience. Includes a lecture component. Contact the Cooperative Work Experience Office. 3 credit hours. (W)

BCIS 1305 – Business Computer Applications

Introductory course in business information systems and business computer applications. Information system concepts are taught within the context of addressing business and organizational needs. This course emphasizes the role that information systems play in an organization and the key principles a manager needs to grasp to be successful. This course offers an overview of the entire information systems discipline

while giving students a solid foundation for further study in advanced information system courses. Lab exercises and assignments provide the student with hands-on experience using business computer applications including word processing, spreadsheets, databases, presentation graphics, and business-oriented utilization of the Internet. Assessment: Placement in College-Level Reading. 3 credit hours. (A)

***BMGT 1305 – Communications in Management**

Basic theory and processes of communication skills necessary for the management of an organization's workforce. 3 credit hours. (W)

***BMGT 1307 – Team Building**

Principles of building and sustaining teams in organizations. Includes team dynamics, process improvement, trust and collaboration, conflict resolution, and the role of the individual in the team. 3 credit hours. (W)

***BMGT 1327 - Principles of Management**

Concepts, terminology, principles, theories, and issues in the field of management. 3 credit hours. (W)

***BMGT 1341 – Business Ethics**

Discussion of ethical issues, the development of a moral frame of reference, and the need for an awareness of social responsibility in management practices and business activities. Includes ethical corporate responsibility. 3 credit hours. (W)

***BMGT 2347 – Critical Thinking and Problem Solving**

Instruction in interpreting data for effective problem solving and recommending corrective action with emphasis on a structured approach to critical thinking and problem solving in a team environment. 3 credit hours. (W)

***BUSG 2309 – Small Business Management/Entrepreneurship**

Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues. 3 credit hours. (W)

***IBUS 1354 – International Marketing Management**

Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, and distribution factors. Development of an international marketing plan. 3 credit hours. (W)

***IBUS 2341 – Intercultural Management**

Cross-cultural comparisons of management and communications processes. Emphasizes cultural ethnic geographic distinctions and antecedents that affect individual, group, and organizational behavior. May include sociocultural demographics, economics, technology, political-legal issues, negotiations, and processes of decision making in the international cultural environment. 3 credit hours. (W)

ADDENDUM B

GENERIC SYLLABI MARKETING PROGRAM

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: BMGT 1305

Course Title: Communications in Management

Course Description: Basic theory and processes of communication skills necessary for the management of an organization's workforce.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Explain the communication process

Identify and remedy major communication barriers

Describe how communication contributes to effective management

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

In Marketing AAS—part of Management portion of program

Collin College

BUSINESS AND COMPUTER SYSTEMS

COURSE SYLLABUS

Course Number: BMGT 1307

Course Title: Team Building

Course Description: Principles of building and sustaining teams in organizations. Includes team dynamics, process improvement, trust and collaboration, conflict resolution, and the role of the individual in the team.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Describe the principles and processes of team building

Identify interpersonal skills, group dynamics, and team leadership

Demonstrate techniques for team problem-solving and conflict resolution

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

In Marketing AAS—part of Management portion of program

COLLIN COLLEGE

BUSINESS AND COMPUTER SYSTEMS

COURSE SYLLABUS

Course Number: BMGT 1327

Course Title: Principles of Management

Course Description: Concepts, terminology, principles, theories, and issues in the field of management.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Explain various theories, processes, and functions of management

Apply theories to a business environment

Identify leadership roles in organizations

Describe elements of the communication process

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: BMGT 1341

Course Title: Business Ethics

Course Description: Discussion of ethical issues, the development of a moral frame of reference, and the need for an awareness of social responsibility in management practices and business activities. Includes ethical corporate responsibility.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Define business ethics

Identify and discuss the consequences of unethical business practices

Describe reasoning for analyzing ethical dilemmas

Describe different ethical views

Explain how business, government, and society function interactively

Explain corporate social responsibility

Discuss social and ethical threats emerging from rapid technological change

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

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COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: BMGT 2347

Course Title: Critical Thinking and Problem Solving

Course Description: Instruction in interpreting data for effective problem solving and recommending corrective action with emphasis on a structured approach to critical thinking and problem solving in a team environment.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Describe analytical and systems-based problem-solving tools and methods to improve performance

Apply problem solving tools to business processes

Write, present, and defend project recommendations

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: BUSG 2309

Course Title: Small Business Management / Entrepreneurship

Course Description: Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Identify management skills for a small business

Outline issues related to choosing a business, succeeding in a business, and obtaining a return on investment

Create a business plan

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: IBUS 1354

Course Title: International Marketing Management

Course Description: Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, and distribution factors. Development of an international marketing plan.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Conduct market development, such as market segmentation, defining target market segment(s) and a marketing mix to support targeted segments in the context of the firm's global environment

Discuss the process of international marketing from a strategic and operational viewpoint

Prepare an international marketing plan for a product or service

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: IBUS 2341

Course Title: Intercultural Management

Course Description: Cross-cultural comparisons of management and communications processes. Emphasizes cultural, ethnic, geographic distinctions and antecedents that affect individual, group, and organizational behavior. May include sociocultural demographics, economics, technology, political-legal issues, negotiations, and processes of decision making in the international cultural environment.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Analyze, through problem-solving situations, cross-cultural knowledge necessary for communications with and supervision of multicultural personnel to include peers, teams, and workgroups in the United States or abroad

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 1301

Course Title: Customer Relationship Management

Course Description: General principles of customer service including skills, knowledge, attitudes, and behaviors.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Assess internal and external customer relationship management (CRM) strategies

Integrate short, intermediate, and long-term goals leading to development of CRM plans

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 1311

Course Title: Principles of Marketing

Course Description: Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Identify the marketing mix components in relation to market segmentation

Explain the environmental factors which influence consumer and organizational decision-making processes

Outline a marketing plan

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 1380

Course Title: Cooperative Education – Marketing / Marketing Management, General

Course Description: Career-related activities encountered in the student's area of specialization offered through an individualized agreement among the college, employer, and student. Under the supervision of the college and the employer, the student combines classroom learning with work experience. Includes a lecture component. Contact the Cooperative Work Experience Office.

Course Credit Hours: 3

Lecture Hours: 1

Cooperative Work Experience Hours: 20

Student Learning Outcomes: As outlined in the learning plan:

Apply the theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems associated with the occupation and the business/industry

Demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills, and appropriate written and verbal communication skills using the terminology of the occupation and the business/industry.

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 2333

Formerly BUSI 1311

Course Title: Principles of Selling

Course Description: Overview of the selling process. Identification of the elements of the communication process between buyers and sellers. Examination of the legal and ethical issues of organizations which affect salespeople.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Define the selling process and its application to all forms of sales

Identify the elements of the communication process between buyers and sellers in business

Examine ethical issues and legal restrictions of business

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 2348

Course Title: Marketing Research and Strategies

Course Description: Practical experiences in analyzing marketing studies using data-driven decision-making processes. Includes interrelationships among marketing price, place, promotion and product responsibility.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Analyze marketing studies employing the problem-solving process

Utilize marketing research techniques to implement competitive marketing decisions

Demonstrate market research knowledge

Interpret marketing research data to forecast industry trends and meet customer demands

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 2349

Course Title: Advertising and Sales Promotion

Course Description: Integrated marketing communications. Includes advertising principles and practices. Emphasizes multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints.

Course Credit Hours: 3

Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

Discuss the principles, practices, and use of multi-media in persuasive communication

Establish promotional strategies, goals, and objectives within budget constraints and regulatory agencies

Create a multi-media campaign based on research for a specific product or service

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

COLLIN COLLEGE
BUSINESS AND COMPUTER SYSTEMS
COURSE SYLLABUS

Course Number: MRKG 2381

Course Title: Cooperative Education – Marketing / Marketing Management, General

Course Description: Career-related activities encountered in the student’s area of specialization offered through an individualized agreement among the college, employer, and student. Under the supervision of the college and the employer, the student combines classroom learning with work experience. Includes a lecture component. Contact the Cooperative Work Experience Office.

Course Credit Hours: 3

Lecture Hours: 1

Cooperative Work Experience Hours: 20

Student Learning Outcomes: As outlined in the learning plan:

Apply the theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems associated with the occupation and the business/industry

Demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills, and appropriate written and verbal communication skills using the terminology of the occupation and the business/industry.

Withdrawal Policy: See the current Collin Registration Guide for last day to withdraw.

Collin College Academic Policies: See the current Collin Student Handbook

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

ADDENDUM C

MARKETING ADVISORY COMMITTEE

MEETING MINUTES

Advisory Committee Meeting Minutes

CHAIRPERSON: Azure Reetz		
MEETING DATE: Oct. 05, 2006	MEETING TIME: 3:00 p.m.	MEETING PLACE: J-209 SOC
REPORTER: Gloria Cockerell		PREVIOUS MEETING: Mar. 06, 2006

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Lorena Aricaga MRKG student Int'l Busi degree Venezuela	Natale R. Davis Quality Assurance MPOWER Systems	Fred Frawley Attorney Chaiken & Chaiken P.C.
Tuohia Lowe Property Management owner T.L.C. Brokerage & Mgmt	Seher M. Patel VP eBusiness Services Worldwide Revenue Solutions	Bruce Pauley District Sales Manager Glazers Wholesale
Azure Reetz Marketing Manager Lennox Industries	Darla Sanders Enrollment Svcs. Asst II UTD	Deepa G. Shenoy MBS Student UTD
Patrick Taylor Realtor RE/MAX Premier Properties I	Marvin North Management Consultant Northstar--MSDC	Lora Villarreal Chief People Office/Sr VP Affiliated Computer Svcs
Naomie Rudelson VP Abercrombie & Fitch Retired	Gloria Cockerell Chair/Professor MGMT/MRKG Program	

Agenda Item	Action Discussion Information	Responsibility
Old Business - Approval of Minutes	Minutes from previous meeting read and accepted. (Only one member of the current Committee was also in the previous Committee, but minutes had been discussed on two separate occasions with dean and previous Chair.	

Advisory Committee Meeting Minutes

CHAIRPERSON: Candace Lopez		
MEETING DATE: 11/14/2007	MEETING TIME: 12:00-1:30 p.m.	MEETING PLACE: LRC conf Room/SCC
RECORDER: Gloria Cockerell		PREVIOUS MEETING: 05/02/2007

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Natalie R. Davis MBA student UTD	Kathy Rabjohns retired exec Hilton Hotels	Fred Frawley Lawyer
Bruce Pauley District Sales Manager Glazer's Distributors	Mike Adams Tour Guide	Candace Lopez Owner/Operator Blue Sky Marketing
Patrick Taylor Real Estate Agent	Gloria Cockerell Program Chair/Professor Mrkt/Mgmt	

Agenda Item	Action Discussion Information	Responsibility
Old Business:		
Changes in course listing, certificates, and degrees	All changes discussed in May have been presented to CAB and approved: The new International Business Degree will begin Fall, 2008. Principles of Selling has been changed to Salesmanship and is now a transfer course. Project Management has been moved to Continuing Education. The rubric for Sales Management	Gloria Cockerell

Advisory Committee Meeting Minutes

CHAIRPERSON: Azure Reetz		
MEETING DATE: May 02, 2007	MEETING TIME: 11:30 a.m.	MEETING PLACE: SCC
RECORDER: Cockerell/Reetz		PREVIOUS MEETING: 10/05, 2006

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Michael Adams CCCCD Student changing careers	Lorena Arteaga International Business student--Venezuela	Monica Dalton Director Bent Tree Episcopal School Richardson, Texas
Natalie Davis Quality Assurance MPower Systems Plano, Texas	Ted Frawley Attorney Chaiken & Chaiken, P.C. Plano, Texas	Candace Lopez AMA event organizer Founder and Managing Creative Director BrightBlue Marketing, Inc. Plano, Texas
Bruce Panley District Sales Manager Glazer's Wholesale Farmers Branch, Texas	Kathy Rabjohns retiree from corporate world current full-time CCCC student Plano, Texas	Azure Reetz Marketing Manager, Advertising Lennox Industries Richardson, Texas
Sandhya Seshadri Program Manager, Wireless Terminals Business Unit Texas Instruments Dallas, Texas	Alan Weintraub President AP Enterprises Garland, Texas	
CCCCD	FACULTY	PRESENT
Marvin North President Mgt. Skills Dev. Ctr. Dallas, Texas Instructor/Management	Naemie Rudolson retiree from corporate management Certified Mediator Plano, Texas Instructor/Management	Gloria Cockerell Program Chair business Management & Marketing Program Professor Management, Marketing, English Plano, Texas

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Advisory Committee Meeting Minutes

CHAIRPERSON: Kathy Rabjohns		
MEETING DATE: 09/07/08	MEETING TIME: 12:00-1:30 p.m.	MEETING PLACE: conf room 1121 SCC
RECORDER: various members		PREVIOUS MEETING: October, 2007

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Candace Lopez Owner/Bright Blue Marketing	Bruce Pauley District Manager Glaziers	Fred Frawley Attorney at Law
Mike Adams Graduating Collin student (Returning student)	Chris Boehm Engineer Telnet Network Technology	George Elking Owner/ Elking Enterprise
Deepa Shenoy Financial Advisor	Kathy Rabjohns Graduating Collin student (Returning student)	Gloria Cockerell Program Chair Business Management & Marketing Program

Agenda Item	Action Discussion Information	Responsibility
Old Business: Review of International Business Degree;	Committee agrees that international offerings are a must for students.	
Discussion of changes in program to begin fall, 2008	Committee commends changes which include reducing the number of certificates, changing the number of classes required for a certificate from five to six, and ensuring that all courses offered in certificates pertain to the certificates as named.	
Continuing Business: Attracting students to the new International Business degree;	Once again concerns about the lack of information given to students by advisors was discussed with the conclusion that we simply must continue to attend their meetings and	Program Chair

Advisory Committee Meeting Minutes

CHAIRPERSON: Fred Frawley		
MEETING DATE: 11/10/2008	MEETING TIME: 12:30-1:30 p.m.	MEETING PLACE: 2nd Floor, D121 SCC
RECORDER: Paula Miller		PREVIOUS MEETING: 05/07/08

MEMBERS PRESENT:
OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Fred Frawley Attorney/Mediator	Bruce Pauley Sales Manager Glazers Wholesale	Paul Pond Professor of Management Collin College
Natalie Davis Process Coordinator/PM	Chris Buchan Engineer Telnet Network Technology	Bill Blitt Dean, BIEI Collin College
Carlaea Lopez Owner of Bright Blue Marketing & Air Comfort Co.	Deepa Shetty (absent) Financial Advisor	Paula Miller Chair, Business Dept. Collin College
Kathy Rahjuns (resigned due to busy schedule) Graduating Collin student	Patrick Taylor (absent) Real Estate Agent	
George Elking (absent) Owner/ Elking Enterprise	Monica Dalton (absent) Director: Bent Tree Episcopal School	
Alan Weintraub (absent) President, AP Enterprises	Dahlia Sanders (absent)	

Agenda Item	Action Discussion Information	Responsibility
Old Business: Deferred until Spring, 2009, approval of minutes from 05/07/2008.	Will send them to members before next meeting.	Paula Miller
Continuing Business:		
New Business: Discussion of International Travel for students in the international business program to start if approved approximately the Summer of 2010.	Paul Pond talked about his attendance at a conference where he was able to confer with several Community College Faculty that have successful International Business Travel Programs and he shared aspects of those successful programs as Collin begins to consider also offering this option. He said they tend to be 11-21 days in length with the BRIC countries where students visit businesses in that country. In	

Advisory Committee Meeting Minutes

CHAIRPERSON: Fred Frawley		
MEETING DATE: 5/4/2009	MEETING TIME: 6:30 p.m.	MEETING PLACE: Conference D-31 SOC
RECORDER: Paul Pond/ Paula Miller		PREVIOUS MEETING: 11/10/2008

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Fred Frawley Attorney/Member	Bruce Pauley Sales Manager Glazers Wholesale	Paul Pond Professor of Management Collin College
Natalie Davis Process Coordinator/PM	Chris Boehm Engineer Telmet Network Technology	Toni Jenkins VPP, PRC Collin College
Camisce Lopez Owner of Bright Blue Marketing & Air Comfort Co.	Deepa Shetty (resigned due to re-location to Austin, TX) Financial Advisor	Paula Miller Chair, Business Dept. Collin College
George Elking (absent) Owner/ Elking Enterprise	Patrick Taylor (absent) Real Estate Agent	Christine Delatorre Professor of Management Collin College
Alan Weintraub (absent) President, AP Enterprises	Monica Dalton (absent) Director: Bent Tree Episcopal School	
	Dahlia Sanders (absent)	

Agenda Item	Action Discussion Information	Responsibility
Old Business: Approval of minutes from Fall, 2008 and Spring, 2008 and 2009, deferred until Fall, 2008.	Will send them to members to get them approved at the next meeting.	Paula Miller
Continuing Business:		
Program Updates	Reviewed THECB report and matrix	
New Business:		
Program Updates-international	Reviewed some topics from last	

Paula Miller - Re: Please respond ASAP as to whether you agree or disagree with any or all the 3 proposals.

From: BOEHM <vonboehm@yahoo.com>
To: Paula Miller <PMiller@CCCCD.EDU>
Date: 2/11/2009 4:27 PM
Subject: Re: Please respond ASAP as to whether you agree or disagree with any or all the 3 proposals.

Paula,

I concur with all three proposals. Regards,

Chris Boehm

— On Wed, 2/11/09, Paula Miller <PMiller@CCCCD.EDU> wrote:

From: Paula Miller <PMiller@CCCCD.EDU>
Subject: Please respond ASAP as to whether you agree or disagree with any or all the 3 proposals.
To: "Paula Miller" <PMiller@CCCCD.EDU>
Cc: "Bill Blitt" <BBlitt@CCCCD.EDU>, "Karen Murph" <KMurph@CCCCD.EDU>
Date: Wednesday, February 11, 2009, 2:09 PM

Dear Advisory Board Members,

Sorry to disturb you again by re-sending this, but I have 3 votes so far and need another 3 votes ASAP to be able to go forward with this. If you would like to ask questions please feel free to call my office 972.881.5179 or cell 469.867.6740 or home 972.540.1570 and I will take the information with me so I can reference discussion points. I am in a meeting today, Wednesday, from 3 to 5 p.m., but am available any other time today or tomorrow or evenings.

I hope everyone is doing well and had a wonderful holiday. We thank you for your continued involvement with the advisory board and your valuable input to our programs.

I am asking for your immediate vote on changes to programs via e-mail so that the changes can be complete in time to be included in a new 2 year catalog. Please respond as quickly as you can.

The first proposal is to allow a substitution of ACNT1303, Introduction to Accounting I, for ACCT2301, Financial Accounting, in the AAS Business Management degree only. The marketing and management faculty feel that the ACNT1303 provides the accounting skills needed for workforce program graduates and subsequent courses in the program. ACCT2301 is a transfer course and will remain the preferred course in the curriculum.

The second proposal is to add ACNT1303 as an alternative to the prerequisite of ACCT2301 for BMGT2310, Financial Management. The prerequisite will then give the option of taking either Financial Accounting OR Introduction to Accounting I before taking Financial Management. Again the accounting skills needed to master Financial Management are included in both courses. The impact of allowing an easier accounting course as the prerequisite should allow

Management & Marketing Advisory Committee

Meeting Minutes

CHAIRPERSON Chris Boehm		
MEETING DATE: 10/14/2010	MEETING TIME: 12:00 -1:20 p.m.	MEETING PLACE: SCC D 121
RECORDER: Paula Miller		PREVIOUS MEETING: 04/26/2010

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title		Name and Title		Name and Title	
	Fred Frawley Attorney/Mediator		Latresea McGill Marketing Instructor Wakeland High School (FISD) (Absent)		Gloria Cockerell Professor of Marketing & Management Collin College
	Barbara Blakes Strategic Manager, Rent-A- Center, Inc. (absent)		Chris Boehm Engineer Telmar Network Technology		Rodney Leird Professor of Marketing & Management Collin College
	George Elking Owner/ Elking Enterprise (absent)		Dorothy Jones Market Manager, Cheetos Brand Frito Lay, Inc. (Absent)		Paula Miller Chair, Accounting, Marketing & Management Department Collin College
	Alan Weintraub President, AP Enterprises		Lora Villarreal Executive Vice President, ACS, A Xerox Company		Bill Blitt Dean, Business Information & Engineering Technology Collin College
	Roy Serpa Retired Regional Director of the Texas Manufacturing Assistance Center & visiting lecturer for entrepreneurship at TAMU				

Agenda Item	Action Discussion Information	Responsibility
Old Business:		
Approval Spring 2010 meeting minutes	Approved with corrected errors in titles and names.	Paula Miller, Fred Frawley, and Advisory Board
Continuing Business:		

Advisory Committee Meeting Minutes

CHAIRPERSON: Chris Boehm		
MEETING DATE: October 12, 2011	MEETING TIME: 11:30 a.m.	MEETING PLACE: SCC D121
RECORDER: Paula Miller		PREVIOUS MEETING: 04/26/2011

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Paul Easley Attorney/Mediator	Chris Boehm Engineer Twinnet Network Technology	Bill DeU Dean, Business & Computer Systems Collin College
George Elking Owner/ Elking Enterprise (absent)	Dorothy Jones Market Manager, Charles Broad Frito Lay, Inc. (Absent)	Paula Miller Chair, Accounting, Marketing & Management Department Collin College
Alan Weintraub President, AP Enterprises (absent)	Lora Villarreal Executive Vice President, ACS, A Xenix Company	Gloria Cockerell Professor of Marketing Collin College
Patrick Taylor Real Estate Agent	Bruce Pauley District Manager Glaziers	Christine DeLatorre Professor of Management Collin College
Natalie Davis Project Manager Hortland Payment Systems		

Agenda Item	Action Discussion Information	Responsibility
<i>Old Business:</i>		
Elected Chris Boehm as Chair	Approved	Advisory Board
Approval of Spring, 2011, meeting minutes	Approved	Chris Boehm & Advisory Board
<i>Continuing Business:</i>		
Discussed spring meeting date options	Consensus of having meeting 2 nd or 3 rd Wednesday of April at SCC	Paula Miller

Management & Marketing Advisory Committee

Meeting Minutes

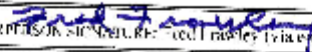
CHAIRPERSON: Chris Boshart		
MEETING DATE: 04/26/01	MEETING TIME: 12:00-1:00 pm	MEETING PLACE: PRF 0110
RECORDED: Bill Ford		PREVIOUS MEETING: 03/14/2000

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Fred Frawley Attorney/Mediator	Larrys McGill Marketing Instructor Wakeland High School (TUSD) (Absent)	Bill Bitt Dean, Business Information & Engineering Technology Colin College
Barbara Bales Strategic Manager, Rent-A- Center, Inc. (absent)	Chris Boshart Engineer Telom Network Technology	Rodney Lott Professor of Marketing & Management Colin College
George J. King Owner/ Bldg Enterprise (absent)	Dorethy Jones Market Manager, Chemex Brand Frito Lay, Inc. (Absent)	Paula Miller Chair, Accounting, Marketing & Management Department Colin College
Alan Weintraub President, AP Enterprises (absent)	Lora Villarreal Executive Vice President, ACS, A Xerox Company (absent)	
Roy Scorp Retired Regional Director of the Texas Manufacturing Assistance Center & visiting lecturer for entrepreneurship at TAMU (absent)	Jarrick Taylor Real Estate Agent	
Bruce Pauley District Manager Glaziers	Natalie Davis Project Manager Hear and Payment Systems	

New Business:		
Identification of key workplace competencies for entry-level AAS graduates	Discussion: Fran facilitated a discussion in which members identified the following skills entry-level students need to succeed in the workplace: Interpersonal/Soft Skills/Active Listening; Verbal & Written Communication Proficiency; Professionalism (adhering to deadlines, problem-solving); Critical Thinking; Networking Ability; Civility/Etiquette; Marketing Themselves (resume, image, interview); Conflict Resolution; Global Business Perspective; Working in Teams; Leadership, etc.	
Review current BMGT/MRKG curriculum to verify SLOs address competencies.	Action	BMGT/MRKG Faculty
Review enrollment/course offerings for Fall 2017 and previous graduates for past 3 years.	Information	Christine DeLaTorte
Curriculum Decisions:		
Approval of proposed changes to BMGT certificate to present to CAB as follows: Replace BMGT 1305 with BMGT 1341, Replace BMGT 2311 with BMGT 2347; Replacing BMGT 2341 with HRPO 2302, as the Capstone course; Adding BMGT 1327 as pre-requisite for HRPO 2302	Action: Vote Information Discussion	Christine DeLaTorte will present to Board recommendations to CAB.
Approval for Gloria Cookerell to continue researching changes to MRKG certificate to present to Board for communication.	Discussion	Gloria Cookerell
Other:		
Send e-mail to schedule spring meeting, perhaps extending time to meet.	Information	Christine DeLaTorte

 COURTESY OF SIGNATURE: Fran (via email)	DATE: 06/28/2017	NEXT MEETING: TBD
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**BUSINESS MANAGEMENT & MARKETING ADVISORY COMMITTEE MEETING MINUTES
FALL 2012**

CHAIRPERSON: FRED FRAWLEY		
MEETING DATE: 10/17/2012	MEETING TIME: 11:30 A.M.	MEETING PLACE: SCC - F110
RECORDER: CHRISTINE DELATORRE		PREVIOUS MEETING: 4/27/2012

MEMBERS PRESENT:

OTHERS PRESENT:

Name and Title	Name and Title	Name and Title
Roy Serpa Former CEO of companies in both private & public sector; executive and lecturer in management and marketing	Barbara Lee VP of Human Resources -on behalf of - Lora Villarreal, Ph.D. Chief People Officer & Executive Vice President Xerox Business Services, LLC	Bill Blitt Dean, Business & Computer Systems Collin College
Chris Boehm Engineer, Telmar Network Technology	Debbie O'Daniel Office Manager The End Stage Renal Center of Dallas; current Collin student	Christine DeLaTorre, Ph.D. Chair, Accounting, Business Management & Marketing Collin College
Alan Weintraub President, AP Enterprises	George Elking Owner/ Elking Enterprise	Gloria Cockerell Professor of Marketing Collin College
Patrick Taylor Real Estate Agent/NTX Marketing	Fred Frawley Attorney/Mediator	

MINUTES

Agenda Item	Action Discussion Information	Responsibility
Old Business:		
Elected Fred Frawley as Chair for Meeting	Approved	Advisory Board
Approval of Spring 2012 meeting minutes	Approved	Via E-mail sent by Christine DeLaTorre (10/18/2012)
Call for Advisory Member Recommendations	Requested recommendations from current board members for potential advisory members to broaden scope of experience.	Advisory Board
Entrepreneur Networking/ Evening	Approved the event but advised clarity of purpose and possibly collaborating with Chambers.	Gloria Cockerell
Review of Approval of Critical Thinking and Problem Solving (BMGT 2347) course in AAS degree and removal of previous pre-requisites.	Approved skill needed in workplace and removing pre-requisites would allow students to take course earlier in degree and target students outside of M&M program to increase course enrollment.	Via e-mail sent by Christine DeLaTorre (9/10/2012)

ADDENDUM D

MARKETING CAREER CLUSTER PROGRAMS OF STUDY (POS)

Source: <http://www.achievetexas.org>

Buying and Merchandising



Sales Manager

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

Associate Degrees	SUGGESTED COURSEWORK
	CLUSTER FOUNDATION
	Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1332) OR Math for Business & Social Science OR Business Calculus (MATH 1X25)
	Business Computer Applications (BCIS 1X05) OR Computer Applications (POFI 1X01)
	Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01)
	Principles of Accounting- Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03)
	Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27)
	Principles of Marketing (MRKG 1X11)
	Small Business Management (BUSG 2X09)
	Human Relations (HRPO 1X11)
Practicum/Coop/Internship (MRKG/BMGT)	
POS SPECIFIC COURSES	
Intercultural Management (IBUS 2X41) OR International Marketing Management	
Basic Elements of Design (INDS 1X01) OR Design I (ARTS 1X11)	
LICENSES, CREDENTIALS & CERTIFICATIONS	
None identified	

Distribution and Logistics



Storage Distribution Manager

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

Associate Degrees	SUGGESTED COURSEWORK
	CLUSTER FOUNDATION
	Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1332) OR Math for Business & Social Science OR Business Calculus (MATH 1X25)
	Business Computer Applications (BCIS 1X05) OR Computer Applications (POFI 1X01)
	Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01)
	Principles of Accounting- Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03)
	Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27)
	Principles of Marketing (MRKG 1X11)
	Small Business Management (BUSG 2X09)
	Human Relations (HRPO 1X11)
Practicum/Coop/Internship (MRKG/BMGT)	
POS SPECIFIC COURSES	
Business Law (BUSI 2X01) OR Business Law/Commercial (BUSG 2X17) OR Import Customs Regulations (IBUS 2X45)	
Global Logistics Management (IBUS 1X00) OR International Logistics Management (LMGT 2X30)	
LICENSES, CREDENTIALS & CERTIFICATIONS	
Certified Logistics Associate (CLA)	
Certified Logistics Technician (CLT)	

E-Marketing



E-Commerce Marketing Specialist

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

SUGGESTED COURSEWORK	
Associate Degrees	CLUSTER FOUNDATION
	Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1332) OR Math for Business & Social Science OR Business Calculus (MATH 1X25)
	Business Computer Applications (BCIS 1X05) OR Computer Applications (POFI 1X01)
	Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01)
	Principles of Accounting- Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03)
	Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27)
	Principles of Marketing (MRKG 1X11)
	Small Business Management (BUSG 2X09)
	Human Relations (HRPO 1X11)
	Practicum/Coop/Internship (MRKG/BMGT)
POS SPECIFIC COURSES	
Intercultural Management (IBUS 2X41) OR International Marketing Management (IBUS 1X54)	
Intro to Computer Graphics (ARTC 1X25) OR Digital Publishing I (ARTC 1X13) OR Web Design Tools (ITSE 1X01)	
LICENSES, CREDENTIALS & CERTIFICATIONS	
Industry specific	

Management and Entrepreneurship

Marketing

Entrepreneur

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

SUGGESTED COURSEWORK	
Associate Degrees	CLUSTER FOUNDATION
	Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1332) OR Math for Business & Social Science OR Business Calculus (MATH 1X25)
	Business Computer Applications (BCIS 1X05) OR Computer Applications (POFI 1X01)
	Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01)
	Principles of Accounting- Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03)
	Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27)
	Principles of Marketing (MRKG 1X11)
	Small Business Management (BUSG 2X09)
	Human Relations (HRPO 1X11)
	Practicum/Coop/Internship (MRKG/BMGT)
POS SPECIFIC COURSES	
Business Law (BUSI 2X01) OR Business Law/Commercial (BUSG 2X17) OR Import Customs Regulations (IBUS 2X45)	
E-Commerce Marketing (MRKG 2X12)	
LICENSES, CREDENTIALS & CERTIFICATIONS	
Industry specific	

Marketing Communications and Promotion



Advertising Manager

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

Associate Degrees	SUGGESTED COURSEWORK
	CLUSTER FOUNDATION
	Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1332) OR Math for Business & Social Science OR Business Calculus (MATH 1X25)
	Business Computer Applications (BCIS 1X05) OR Computer Applications (POFI 1X01)
	Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01)
	Principles of Accounting- Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03)
	Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27)
	Principles of Marketing (MRKG 1X11)
	Small Business Management (BUSG 2X09)
	Human Relations (HRPO 1X11)
Practicum/Coop/Internship (MRKG/BMGT)	
POS SPECIFIC COURSES	
Intercultural Management (IBUS 2X41) OR International Marketing Management (IBUS 1X54)	
Basic Elements of Design (INDS 1X01) OR Design I (ARTS 1X11)	
LICENSES, CREDENTIALS & CERTIFICATIONS	
None identified	

Marketing Information Management and Research

Marketing

Market Research Analyst

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

SUGGESTED COURSEWORK
CLUSTER FOUNDATION
Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1332) OR Math for Business & Social Science OR Business Calculus (MATH 1X25)
Business Computer Applications (BCIS 1X05) OR Computer Applications (POFI 1X01)
Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01)
Principles of Accounting- Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03)
Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27)
Principles of Marketing (MRKG 1X11)
Small Business Management (BUSG 2X09)
Human Relations (HRPO 1X11)
Practicum/Coop/Internship (MRKG/BMGT)
POS SPECIFIC COURSES
Marketing Research & Strategies (MRKG 2X48)
Introduction to International Business and Trade (IBUS 1X05)
LICENSES, CREDENTIALS & CERTIFICATIONS
Industry specific

Professional Sales and Marketing

Marketing

Technical Sales

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

SUGGESTED COURSEWORK

CLUSTER FOUNDATION

Business Math (POFT 1X21) **OR** College Algebra (MATH 1X14) **OR** Contemporary Math I (MATH 1332) **OR** Math for Business & Social Science **OR** Business Calculus (MATH 1X25)

Business Computer Applications (BCIS 1X05) **OR** Computer Applications (POFI 1X01)

Integrated Software Applications I (ITSC 1X09) **OR** Introduction to Computers (ITSC 1X01)

Principles of Accounting- Financial (ACCT 2X01) **OR** Introduction to Accounting (ACNT 1X03)

Supervision (BMGT 1X01) **OR** Principles of Management (BMGT 1X27)

Principles of Marketing (MRKG 1X11)

Small Business Management (BUSG 2X09)

Human Relations (HRPO 1X11)

Practicum/Coop/Internship (MRKG/BMGT)

POS SPECIFIC COURSES