

Cover Sheet: Request 13932

WCB BSBA Marketing 6-8 Universal Tracking Plan

Info

| | |
|------------------------|---|
| Process | Major Curriculum Modify Ugrad/Pro |
| Status | Pending at PV - University Curriculum Committee (UCC) |
| Submitter | Erica Studer-Byrnes erica.byrnes@warrington.ufl.edu |
| Created | 5/24/2019 2:23:33 PM |
| Updated | 3/26/2020 8:43:12 AM |
| Description of request | WCB BSBA Marketing 6-8 Universal Tracking Plan Tracking requirements expanded to terms 6-8 per Provost guidance. |

Actions

| Step | Status | Group | User | Comment | Updated |
|--|----------|---|----------------|---------|-----------|
| Department | Approved | CBA - Marketing 011708000 | Richard Lutz | | 5/24/2019 |
| MKG_BSBA_Tracking_List.docx | | | | | 5/24/2019 |
| College | Approved | CBA - College of Business Administration, Warrington | Renee Mathis | | 3/17/2020 |
| MKG_BSBA_Semester_Plan_v2.docx | | | | | 9/17/2019 |
| Associate Provost for Undergraduate Affairs | Approved | PV - Associate Provost for Undergraduate Affairs | Casey Griffith | | 3/26/2020 |
| No document changes | | | | | |
| University Curriculum Committee | Pending | PV - University Curriculum Committee (UCC) | | | 3/26/2020 |
| No document changes | | | | | |
| Office of the Registrar | | | | | |
| No document changes | | | | | |
| Student Academic Support System | | | | | |
| No document changes | | | | | |
| Catalog | | | | | |
| No document changes | | | | | |
| Academic Assessment Committee Notified | | | | | |
| No document changes | | | | | |
| College Notified | | | | | |
| No document changes | | | | | |

Major|Modify_Curriculum for request 13932

Info

Request: WCB BSBA Marketing 6-8 Universal Tracking Plan

Description of request: WCB BSBA Marketing 6-8 Universal Tracking Plan
Tracking requirements expanded to terms 6-8 per Provost guidance.

Submitter: Erica Studer-Byrnes erica.byrnes@warrington.ufl.edu

Created: 9/17/2019 2:49:11 PM

Form version: 2

Responses

Major Name

Enter the name of the major. Example: "Mathematical Modeling"

Response:
Marketing

Major Code

Enter the two-letter or three-letter major code.

Response:
MKG

Degree Program Name

Enter the name of the degree program in which the major is offered.

Response:
Bachelor of Science in Business Administration

Undergraduate Innovation Academy Program

Is this an undergraduate program in the Innovation Academy?

Response:
Yes

Effective Term

Enter the term (semester and year) that the curriculum change would be effective.

Response:
Earliest Available

Effective Year

Response:
Earliest Available

Current Curriculum for Major

Response:

BSBA-MKG majors must maintain a 2.0 core, major and UF GPA. Students must read the individual course descriptions in this catalog to determine the prerequisites for their required courses. In addition to the critical-tracking and general education courses outlined below, BSBA-MKG majors must take 120 credits, including:

| Course ListCode | Title | Credits |
|-----------------|--|---------|
| Core Courses | | |
| BUL 4310 | The Legal Environment of Business | 4 |
| FIN 3403 | Business Finance | 4 |
| GEB 3373 | International Business | 4 |
| MAN 3025 | Principles of Management | 4 |
| MAN 4504 | Operations and Supply Chain Management | 4 |
| MAR 3023 | Principles of Marketing | 4 |
| QMB 3250 | Statistics for Business Decisions | 4 |

Major Courses

| | | |
|-------------------------------------|----------------------|---|
| MAR 3503 | Consumer Behavior | 4 |
| MAR 4803 | Marketing Management | 4 |
| 3000/4000-level marketing electives | | 8 |

Restricted Electives

Any 3000/4000-level courses or 1000/4000-level foreign language courses. 1
11-12

One electronic platform course can be taken to fulfill the restricted elective requirement:

ENT 3003

Principles of Entrepreneurship

GEB 3035

Effective Career Management in Business

ISM 3004

Computing in the Business Environment

REE 3043

Real Estate Analysis

Professional Communication Course

Select one: 3

GEB 3213

Professional Writing in Business

GEB 3218

Professional Speaking in Business

SPC 2608

Introduction to Public Speaking

ENC 3312 Advanced Argumentative Writing 3

A similar course with prior approval (requires a minimum grade of C)

Internship Course

GEB 4941

Internship in Business Administration 2

Total Credits 61-62

1

Internship, independent study or assistantship credit will not count toward this requirement.

2

In conjunction with an internship of at least 150 credits before the start of the senior year. The internship requirement can be waived for students who participate in a study abroad experience of at least six weeks. Students who waive the requirement via study abroad are strongly encouraged to complete at least one internship to improve their chances of obtaining full-time employment and/or admission to graduate programs or law school. Students should consult an academic advisor/career coach for more information.

Proposed Curriculum Changes

Describe the proposed changes to the curriculum. If the change is to offer the program through UF Online, please explain and attach a letter of support from the Director of UF Online.

Response:

Universal tracking updated to require 2.0 UF, CORE, and MAJOR GPA's during terms 6, 7, and 8.

Pedagogical Rationale/Justification

Describe the rationale for the proposed changes to the curriculum.

Response:

The UF, CORE, and MAJOR GPA are required to be a 2.0 in order to facilitate students' successful completion of the degree requirements. Students must have a 2.0 or higher GPA in each of these GPA's to earn the degree.

Impact on Enrollment, Retention, Graduation

Describe any potential impact of the curriculum changes on students who are currently in the major.

Response:

Students who are unable to maintain adequate GPA's for tracking purposes will be monitored and supported through the college probation system (<https://warrington.ufl.edu/undergraduate-currentstudents/academic-advising/academic-probation/>). Students will be coached on success strategies and will be required to meet with an Academic & Career Advisor to develop an academic plan that will facilitate academic success.

Assessment Data Review

Describe the Student Learning Outcome and/or program goal data that was reviewed to support the proposed changes.

Response:

This change is policy based, and not a change to the curriculum (inclusive of student learning outcomes).

Academic Learning Compact and Academic Assessment Plan

Describe the modifications to the Academic Learning Compact (for undergraduate programs) and Academic Assessment Plan that result from the proposed change.

Response:

No modifications to the ALC's are necessary based on the proposed changes.

MARKETING

MAJOR

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- [Undergraduate Catalog](#)
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- [Business, Heavener School of](#)
- Marketing

The Bachelor of Science in Business Administration-Marketing (BSBA-MKG) degree program provides a broad overview of the functional areas of business with an emphasis in marketing. Students take foundation courses in economics, mathematics, computing skills and accounting; core courses that relate to the basic functions of a business, such as finance, management, marketing and operations management; and major courses that teach students how to plan and execute the conception, pricing, promotion and distribution of products and manage customer relationships in ways that benefit organizations and their stakeholders.

[CATALOG HOME](#)

- [Business Administration Minor](#)
- [Business Administration Minor, UF Online](#)
- [Business Administration, General Business, BSBA, UF Online](#)
- [Business Administration General Studies BABA](#)
- [Business Administration General Studies BABA, UF Online](#)
- [Entrepreneurship Minor](#)
- [Finance](#)
- [Information Systems](#)
- [Information Systems Minor](#)
- [Management](#)
- [Marketing](#)
- [Real Estate Minor](#)
- [Retailing Minor](#)

ABOUT THIS PROGRAM

- **College:** [Heavener School of Business](#)
- **Degree:** Bachelor of Science in Business Administration
- **Credits for Degree:** 120
- [Additional Information](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

| Semester One | | Credits |
|---|---|-----------|
| ECO 2023 | Principles of Microeconomics (Critical Tracking ; Gen Ed Social and Behavioral Sciences) | 4 |
| MAC 1140 | Precalculus Algebra (if needed; or elective) | 3 |
| State Core Gen Ed Biological or Physical Sciences | | 3 |
| Gen Ed Composition; Writing Requirement | | 3 |
| Credits | | 13 |
| Semester Two | | |
| ECO 2013 | Principles of Macroeconomics (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences) | 4 |
| IDS 1161 | What is the Good Life (Gen Ed Humanities) | 3 |
| MAC 2233 | Survey of Calculus 1 (Critical Tracking ; State Core Gen Ed Mathematics) | 3 |
| Gen Ed Biological or Physical Sciences | | 3 |
| Gen Ed Diversity | | 3 |
| Credits | | 16 |
| Semester Three | | |

| | | |
|---|--|--------------|
| <u>ACG 2021</u> | Introduction to Financial Accounting (Critical Tracking) | 4 |
| Select one: | | 3-4 |
| <u>CGS 2531</u> | Problem Solving Using Computer Software (Critical Tracking ; Gen Ed Mathematics) | |
| <u>ISM 3013</u> | Introduction to Information Systems (Critical Tracking) | |
| <u>State Core Gen Ed Composition</u> | | 3 |
| <u>State Core Gen Ed Humanities</u> | | 3 |
| Elective | | 2 |
| Credits | | 15-16 |
| Semester Four | | |
| <u>ACG 2071</u> | Introduction to Managerial Accounting (Critical Tracking) | 4 |
| <u>GEB 4941</u> | Internship in Business Administration (complete by beginning of senior year) | 1 |
| <u>STA 2023</u> | Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics) | 3 |
| Gen Ed International | | 3 |
| Select one professional communication course: | | 3 |
| <u>GEB 3213</u> | Professional Writing in Business | |
| <u>GEB 3218</u> | Professional Speaking in Business | |
| <u>SPC 2608</u> | Introduction to Public Speaking | |
| <u>ENC 3312</u> | Advanced Argumentative Writing | |
| Elective | | 2 |
| Credits | | 16 |
| Semester Five | | |
| <u>MAR 3023</u> | Principles of Marketing (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences; minimum grade of C required) | 4 |

| | | |
|---------------------------------------|--|------------|
| <u>QMB 3250</u> | Statistics for Business Decisions | 4 |
| Restricted electives | | 4 |
| Elective | | 3 |
| Credits | | 15 |
| Semester Six | | |
| <u>FIN 3403</u> | Business Finance | 4 |
| <u>MAN 3025</u> | Principles of Management | 4 |
| <u>MAR 3503</u> | Consumer Behavior | 4 |
| Restricted elective | | 3 |
| Credits | | 15 |
| Semester Seven | | |
| <u>BUL 4310</u> | The Legal Environment of Business | 4 |
| <u>GEB 3373</u> | International Business | 4 |
| Marketing electives (3000/4000 level) | | 4 |
| Restricted electives | | 4 |
| Credits | | 16 |
| Semester Eight | | |
| <u>MAN 4504</u> | Operations and Supply Chain Management | 4 |
| <u>MAR 4803</u> | Marketing Management | 4 |
| Marketing electives (3000/4000 level) | | 4 |
| Elective | | 2 |
| Credits | | 14 |
| Total Credits | | 120 |
| Plan of Study Grid | | |

MARKETING

MAJOR

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- **Overview**

- **Critical Tracking**

- **Model Semester Plan**

- **Academic Learning Compact**

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

To remain on track for the BSBA-MKG major, students must meet the critical-tracking criteria listed below. The critical-tracking GPA is calculated based on all attempts of the critical-tracking courses or their equivalents. After a student receives a minimum grade of C in a critical-tracking course or its equivalent, no subsequent grade in that course or its equivalent will be used in the calculation of the critical-tracking GPA.

SEMESTER 1

- Complete 1 critical-tracking course from [ACG 2021](#), [ACG 2071](#), [CGS 2531](#) or [ISM 3013](#), [ECO 2013](#), [ECO 2023](#), [MAC 2233](#), [ST A 2023](#)
- 2.50 GPA on all attempts of critical-tracking courses, excluding [MAR 3023](#)
- 2.0 UF GPA required

SEMESTER 2

- Complete 2 additional critical-tracking courses for a total of 3 critical-tracking courses
- 2.75 GPA on all attempts of critical-tracking courses, excluding [MAR 3023](#)
- 2.0 UF GPA required

SEMESTER 3

- Complete 2 additional critical-tracking courses (including [ACG 2021](#)) for a total of 5 critical-tracking courses
- 3.0 GPA on all attempts of critical-tracking courses, excluding [MAR 3023](#)
- 2.0 UF GPA required

SEMESTER 4

- Complete 7 of the 8 critical-tracking courses, excluding [MAR 3023](#)

- 3.0 GPA on all attempts of critical-tracking courses, excluding [MAR 3023](#)
- 2.0 UF GPA required

SEMESTER 5

- Complete [MAR 3023](#) with a minimum grade of C
- Meet all semester 1-4 critical-tracking requirements
- 2.0 UF GPA required (and maintained through semester 8)

SEMESTER 6

- [2.0 UF GPA required](#)
- [2.0 CORE GPA required](#)
- [2.0 MAJOR GPA required](#)

SEMESTER 7

- [2.0 UF GPA required](#)
- [2.0 CORE GPA required](#)
- [2.0 MAJOR GPA required](#)

SEMESTER 8

- [2.0 UF GPA required](#)
- [2.0 CORE GPA required](#)
- [2.0 MAJOR GPA required](#)