

Cover Sheet: Request 15484

New Combination Degree: Bachelor of Science in Business Administration (BSBA) with a major in Marketing and the Master of Science (MS) with a major in Business Administration and a concentration in Marketing

Info

Process	Degree New Combination Ugrad/Grad
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Ana Portocarrero anaais@ufl.edu
Created	11/18/2020 2:29:50 PM
Updated	3/18/2021 1:48:35 PM
Description of request	The Warrington College of Business seeks to create a new combination degree between the Bachelor of Science in Business Administration (BSBA) with a major in Marketing and the Master of Science (MS) with a major in Business Administration and a concentration in Marketing.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Marketing 17080000	Richard Lutz		11/18/2020
MSBA-Marketing-LetterofAgreement-MARKETING-Signed.pdf					11/18/2020
MSBA-Marketing-CourseofStudy-Substitutions-BSBA-MKT.pdf					11/18/2020
College	Approved	CBA - College of Business Administration, Warrington	Sahin Erenguc		12/18/2020
No document changes					
Director of Institutional Assessment	Commented	PV - Academic Assessment Committee	Timothy Brophy	The Academic Assessment Committee will review this at its January 12, 2021 meeting. If you'd like to be present at the meeting, please contact Ann Greene at agreene@aa.ufl.edu who will send you the Zoom link for the meeting.	1/5/2021
No document changes					
Director of Institutional Assessment	Approved	PV - Academic Assessment Committee	Timothy Brophy	The Academic Assessment Committee approved this justification at its January 12, 2021 meeting.	1/12/2021
No document changes					
AP for Undergraduate Affairs	Approved	PV - APUG Review	Casey Griffith		1/27/2021
No document changes					
AP for Academic and Faculty Affairs	Approved	PV - Associate Provost for Academic and Faculty Affairs	Christopher Hass		1/27/2021
No document changes					
Graduate Council	Approved	GRAD - Graduate Council	Lorna M Dishman	The proposal was approved at the March 18, 2021 Graduate Council meeting with an effective date of earliest available, pending further approvals.	3/18/2021
MSBA-Marketing-CatalogChanges-Revised-3-10-21.docx					3/10/2021

Step	Status	Group	User	Comment	Updated
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			3/18/2021
No document changes					
Graduate School Notified					
No document changes					
Provost					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Degree|New|CombinationDegree for request 15484

Info

Request: New Combination Degree: Bachelor of Science in Business Administration (BSBA) with a major in Marketing and the Master of Science (MS) with a major in Business Administration and a concentration in Marketing

Description of request: The Warrington College of Business seeks to create a new combination degree between the Bachelor of Science in Business Administration (BSBA) with a major in Marketing and the Master of Science (MS) with a major in Business Administration and a concentration in Marketing.

Submitter: Ana Portocarrero anais@ufl.edu

Created: 3/10/2021 1:04:23 PM

Form version: 9

Responses

Department Name (Undergraduate Degree Program)

Enter the name of the department offering the undergraduate degree program.

Response:

Marketing

College Name (Undergraduate Degree Program)

Enter the complete name for the college/school for the department listed above.

Response:

Warrington College of Business / Heavener School of Business

Major Name (Undergraduate Degree Program)

Enter the name of the undergraduate degree program (e.g., Bachelor of Arts in History).

Response:

Bachelor of Science in Business Administration with a major in Marketing

Major Code (Undergraduate Degree Program)

Enter the major code of the undergraduate degree program (e.g., HY).

Response:

MKG

Department Name (Graduate Degree Program)

Enter the name of the department offering the graduate degree program.

Response:

Warrington College of Business

College Name (Graduate Degree Program)

Enter the complete name for the college/school for the department listed above.

Response:

Major Name (Graduate Degree Program)

Enter the name of the graduate degree program (e.g., Master of Arts in History).

Response:

Master of Science with a major in Business Administration and a concentration in Marketing

Major Code (Graduate Degree Program)

Enter the major code of the graduate degree program (e.g., HY).

Response:

BUS

Effective Term

Enter the term (semester and year) that students would first be admitted to the program.

Response:

Earliest Available

Effective Year

Response:

Earliest Available

What is the rationale for proposing this Combination Degree?

Response:

The Master of Science with a major in Business Administration and a concentration in Marketing is intended for students whose objectives are to work in the field of marketing. The program is designed for students with bachelor's degrees in a business discipline or minors in business administration.

The master's degree builds upon the knowledge and skills learned at the undergraduate level (primarily in marketing, but also in statistics, professional communication, and writing) and provides more advanced coursework to better prepare students for a variety of career opportunities.

The bachelor's/master's combination degree allows students to gain more in-depth knowledge and skills earlier in their academic studies, which better prepares them for internships and makes them more competitive during the job search process.

What are the benefits of establishing this program?

Response:

Combination degree students have access to a wider variety of courses at the graduate level, which are more rigorous and specialized. The combination degree students gain knowledge and skills earlier in their academic studies, which allows them to be more prepared for internships and more competitive during the job search process.

Double-counted credits and Degree Requirements

How will double-counted credits meet the requirements of both degrees? Please note both undergraduate and graduate degree requirements.

Response:

For the bachelor's degree, students may select up to 12 graduate credits from a list of pre-approved graduate courses (see attachment) that will be used to substitute specific undergraduate courses. The graduate courses have been carefully selected by major and approved by the faculty-led undergraduate business curriculum committee. The graduate courses are more advanced and rigorous than undergraduate courses, thus strengthening the student learning outcomes at the undergraduate level. Specifically, this combined degree program expands upon the following undergraduate learning outcomes:

- Demonstrate knowledge and understanding of elements of economics, financial accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics and social responsibility.
- Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.
- Assess the outcomes of a course of action and make appropriate adjustments.
- Write business documents clearly, concisely and analytically.
- Speak in groups and public clearly, concisely, and analytically, with appropriate use of visual aids.

For the master's degree, students will complete a minimum of 30 graduate credits required for the degree. All eligible graduate courses approved to double count toward the bachelor's and master's degree meet the master's degree requirements, either as a core class or a graduate business elective and be documented in the student's advising notes. The double-counted credits do not impact the integrity or quality of learning objectives at the master's level since the degree requirements are the same for combination degree students and traditional master's students.

Coherent Course of Study

How does the Combination degree program present a coherent course of study? Please explain how the combination program maintains a logical, sequential course of study that maintains both the integrity of the undergraduate 8-semester plan and the graduate course of study.

Response:

The combination degree course of study, including the admissions process and the pre-approved course substitutions, maintain a logical, sequential course of study that maintains the integrity of the undergraduate 8-semester plan and the graduate course of study. Refer to sample course of study attachment.

Students apply to the combination degree program during the second semester in junior year. During the senior year, admitted students select up to 12 graduate credits to substitute 12 undergraduate credits. The pre-approved substitutions are for undergraduate courses typically completed during the senior year; thus, the combination degree program should not impact the bachelor's degree completion time. Students earn the bachelor's degree within one or two semesters after starting the combination degree program and within the 8-semester plan. After earning the bachelor's degree, students transfer up to 12 shared credits toward the master's degree. Students complete the remainder of the master's degree requirements within two semesters after earning the bachelor's degree.

Meeting Degree Requirements

Please describe the process used to determine the meeting of requirements for both degrees as a coherent course of study for students.

Response:

For the bachelor's degree, the graduate courses have been carefully selected by major and approved by the faculty led undergraduate business curriculum committee. The graduate courses pre-approved to substitute undergraduate degree requirements are more advanced and rigorous than undergraduate courses, thus strengthening the student learning outcomes at the undergraduate level.

For the master's degree, students will complete a minimum of 30 graduate credits required the degree. All of the graduate courses approved to double count toward the bachelor's and master's degree meet the master's degree requirements, either as a core class or a graduate business elective. The double-counted credits do not impact the integrity or quality of learning objectives at the master's level since the degree requirements are the same for combination degree students and traditional master's students.

Student Qualifications

How are students determined to be academically qualified for this Combination program?

Please describe the additional criteria used to select students for this combination program beyond the GPA.

These include but are not limited to:

- (a) faculty recommendations*
- (b) student performance on external examinations*
- (c) evidence such as portfolios, recordings, software programs, created or creative works*
- (d) any other indicators of the students' potential for success*

Response:

We review applications holistically. The ideal candidate has strong academic ability evidenced by a minimum 3.2 cumulative UF GPA, is well-rounded, and possesses strong interpersonal skills. The admissions committee will review resumes for internship and work experience, as well as involvement outside of the classroom. The program requires two recommendation letters from supervisors (e.g., faculty, employer, internship supervisor, etc.) to assess the student's maturity, ability to work in teams, and the student's potential for success.

Eligibility Requirements

Please provide the specific admissions requirements for this program, including but not limited to the minimum GPA, GRE score (when appropriate), the application procedures, and the eligibility period when a student may apply for this program.

Response:

Eligibility Requirements

- Enrolled in bachelor's degree in a business discipline
- Minimum 3.2 Cumulative UF GPA
- Complete the following before beginning the program:
 - Earn 90 credit hours, including AP, IB and dual enrollment credits
 - The Seven Tracking Courses for Business Majors (business majors only)
 - FIN 3403 Business Finance
 - MAR 3023 Principles of Marketing
- Official GMAT or GRE Scores (see details below)

Application Materials

1) Combined Application

2) Essay

- Ideal length – one page (400-600 words). Applicants should address their motivation for pursuing the program, why they believe they are good candidates, and how the program will help them with their career goals.

3) Resume

- Ideal length – 1-2 pages. The résumé provides the admissions committee with a holistic view of each applicant. Applicants are encouraged to highlight their experience, accomplishments, and leadership/involvement outside of the classroom.

4) Two Letters of Recommendation

- Recommendations must be from a supervisor (e.g., professor, employer, adviser, volunteer coordinators, etc.). Letters from students, peer leaders, or relatives will not be accepted.

5) Official GMAT or GRE Scores (waived until Fall 2021)

- The admissions committee will only review the verbal and quantitative sections. There is no preference between the GMAT or GRE.
- GMAT: A score of 550 or higher is considered good. The UF-mandated minimum GMAT score is 465.
- GRE: A score of 302 or higher is considered good. There is no UF-mandated minimum GRE score.

Graduate Admission Requirements

To be completed during the student's bachelor's degree graduating term.

Admission to the combination degree option does not constitute admission to the UF Graduate School. After earning the bachelor's degree, combined students must meet the Graduate School's admissions requirements to continue with the program. To be eligible for graduate admission, students must:

- Earn a bachelor's degree with a grade point average of 3.0 or above
- Complete the Graduate School application and pay the application fee by the posted deadline (The graduate admission application should be completed after the bachelor's degree application has been submitted)
- Have no conduct flags that disqualify them from graduate admission
- Submit valid test scores that meet the program and Graduate School's minimum requirements (note: test scores are only valid for 5 years)
- Submit all required combined degree paperwork by posted deadlines
- Earn at least a "B" or better in any graduate course in order for it to count toward the master's degree.

Note: All applicants will be required to submit the Information for Residency Classification when they apply to Graduate School.

Is this combination degree double-counting 12 or fewer credits?

Response:

Yes

Double-counted Credit Justification

*Provide a justification of the number of double-counted credits. *

Please explain how the double-counted credits do not compromise the integrity and quality of the combined programs and enable students to meet each program's learning outcomes at no loss of fidelity.

Response:

The double-counted credits do not compromise the integrity and quality of the combined programs.

For the bachelor's degree, the graduate courses have been carefully selected by major and approved by the faculty-led undergraduate business curriculum committee. The graduate courses pre-approved to substitute undergraduate degree requirements are more advanced and rigorous than undergraduate courses, thus strengthening the student learning outcomes at the undergraduate level.

For the master's degree, students will complete a minimum of 30 graduate credits required for the degree. All eligible graduate courses approved to double count toward the bachelor's and master's degree meet the master's degree requirements, either as a core class or as a graduate business elective. The double-counted credits do not impact the integrity or quality of learning objectives at the master's level since combination degree students must complete the same degree requirements as traditional master's students.

Impacts on Other Programs

Describe any potential impact on other programs or departments, including increased need for general education or common prerequisite courses, or increased need for required or elective courses outside of the existing program.

Response:

At this time, we do not anticipate any potential impact on other programs or departments.

Catalog Updates (Revised 3/10/21)

<https://catalog.ufl.edu/graduate/colleges-departments/business/marketing/business-administration-masters/>

Overview

The Master of Arts with a major in Business Administration and a concentration in marketing is intended for students whose ultimate objective is to earn a Ph.D. in marketing at another institution. It focuses on consumer behavior, marketing management, and academic research skills. Students study theoretical models and research, with a focus on customers and competitors.

The Master of Science with a major in Business Administration and a concentration in marketing is intended for students whose objective is to work in the field of marketing. Courses span the domain of marketing decision-making, from broad marketing strategy considerations to more focused decision areas such as branding, pricing, customer relationship management and new product development.

The concentration requires 30 credits of graduate-level courses, at least half of which must be in marketing.

The college also offers a combination degree between the Bachelor of Science in Business Administration with a major in Marketing and the Master of Science with a major in Business Administration and a concentration in Marketing.

**Master of Science in Business Administration – Concentration in Marketing
Combination Bachelor's/Master's Degree**

CURRICULUM - Total: 30 credits

CORE – 20 credits	ELECTIVE – 10 credits
<p><i>A minimum of 16 credits must be MAR pre-fix courses.</i></p> <p>GEB 5212 Professional Writing (1 cr.) GEB 5215 Professional Communication (1 cr.) MAR 5806 Marketing Management* (2 cr.) MAR 6335 Building and Managing Brand Equity** <i>or</i> MAR6818 Advanced Marketing Management ** (2 cr.) QMB 5304 Intro. Managerial Statistics (2 cr.) MAR XXXX Marketing Courses (12 cr.)</p> <p>*UF marketing majors who took MAR 4803, must replace MAR5806 with another marketing course. ** MAR 6335 or MAR6818 must be taken toward the end of the program.</p>	<p>Choose business electives from subject areas such as entrepreneurship, finance, information systems & operations mgmt., international business, management and real estate</p> <p>Study abroad (optional)</p> <p>Take graduate-level, non-business electives (up to 9 credits)</p>
<p><i>Note: All courses, with the exception of GEB5212/5215, are 2 credits.</i></p>	

Sample Course of Study

Undergraduate Major: Marketing

The program of study will vary by major requirements and by the combination degree start term.
Refer to list of approved course substitutions by major.

Students are able to share up to 12 graduate credits between the bachelor's and master's degrees. Students may select up to 12 graduate credits from a list of pre-approved graduate courses that will be used to substitute specific undergraduate courses. The graduate course substitutions have been carefully selected and approved by the undergraduate business curriculum committee. At the graduate level, students will be required to complete a minimum of 30 credits to earn the master's degree.

Total shared credits: 12

Undergraduate Requirement Replaced by Shared Graduate Courses	Graduate Approved Course Substitutions
QMB3250 Statistics Bus Decision (4 cr.)	<i>Instead, take BOTH of these:</i> QMB 5304 Intro Managerial Stat (2 cr.) QMB 6358 Statistical Analysis Managerial Decisions 1 (2 cr.)
MAR4803 Marketing Management (4 cr.)	<i>Instead, take BOTH of these:</i> MAR 5806 Problems and Methods in Marketing Management (2 cr.) MAR 6833 Product Development and Management (2cr.)
MAN4504 Operations & Supply Chain Management (4 cr.)	<i>Instead, take BOTH of these:</i> MAN 5502 Production & Operations Management (2 cr.) MAN 6511 Production Management Problems (2 cr.)

Continued on page 2

Sample Semester by Semester Plan
Undergraduate Major: Marketing

***Core MSBA-Marketing Concentration Classes**

SPRING

Full-semester

Undergraduate course (4 cr.)

Undergraduate course (4 cr.)

Module 3 (*January – March*)

MAR 5806 Problems and Methods in Marketing Management* (2 cr.) - *sub 1 of 2 for MAR4803*

QMB 5304 Intro Managerial Statistics* (2 cr.) - *sub 1 of 2 for QMB3250*

Module 4 (*March to April*)

MAR 6833 Product Development and Management* (2cr.) - *sub 2 of 2 for MAR4803*

QMB 6358 Statistical Analysis Managerial Decisions 1 (2 cr.) - *sub 2 of 2 for QMB3250*

FALL

Full-semester

Undergraduate course (4 cr.)

Undergraduate course (4 cr.)

Module 1 (*August to mid-October*)

MAN 5502 Production & Operations Management (2 cr.) - *sub 1 of 2 for MAN4504*

Module 2 (*Mid-October to December*)

MAN 6511 Production Management Problems (2 cr.) - *sub 2 of 2 for MAN4504*

Bachelor's Degree Graduation – December

Total Shared Credits Between Bachelor's/Master's: 12

SPRING

Module 3 (*January – March*)

GEB5215 Professional Communication* (1 cr.)

Marketing Elective (2 cr.)

Marketing Elective (2 cr.)

Marketing Elective (2 cr.)

Module 4 (*March to April*)

GEB5212 Professional Writing* (1 cr.)

Marketing Elective (2 cr.)

Marketing Elective (2 cr.)

MAR 6818 Advanced Marketing Management (2 cr.)

SUMMER

Summer A

Graduate Business Elective (2 cr.)

Graduate Business Elective (2 cr.)

Master's Degree Graduation – August

Total Graduate Credits Earned: 30

Master of Science in Business Administration – Concentration in Marketing Combination Degree Course Substitutions for Marketing Majors

Undergraduate course: MAR4803 Marketing Management – 4 credits

Instead, take BOTH of these:

MAR 5806 Problems and Methods in Marketing Management – 2 credits

MAR 6833 Product Development and Management – 2 credits

These courses can count toward 3000-/4000-level marketing elective requirement:

Students not permitted to take both the undergrad and grad courses of indicated overlaps.

MAR 6722 Web-based Marketing – 2 credits

MAR 6930 Decision Making – 2 credits → *Overlap MAR 3503 Consumer Behavior*

MAR 6157 International Marketing – 2 credits

MAR 6930 Marketing Analytics I – 2 credits

MAR 6930 Marketing Analytics II – 2 credits

MAR 6930 Marketing Ethics – 2 credits

MAR 6237 Art and Science of Pricing – 2 credits

MAR 6479 Professional Selling – 2 credits → *Overlap MAR 3400 Professional Selling*

MAR 6861 Customer Relationship Management – 2 credits

MAR 6508 Customer Analysis – 2 credits

MAR 6335 Building and Managing Brand Equity** - 2 credits (F-M2) - Capstone for Fall Graduates

MAR 6818 Advanced Marketing Management** - 2 credits (SP-M4) - Capstone for Spring/Summer Graduates

**Elective option for all other students.

Undergraduate requirement: Upper level restricted electives

Any graduate business course NOT being used in another course substitution may be used to satisfy this requirement.

Undergraduate course: QMB3250 Statistics Bus Decision – 4 credits

Instead, take BOTH of these:

QMB 5304 Intro Managerial Stat – 2 credits

QMB 6358 Sta Anly Manage Dec 1 – 2 credits

Undergraduate course: GEB3373 International Business – 4 credits

Instead, take BOTH of these:

GEB 6366 Fundamentals of International Business – 2 credits

MAN 6636 Global Strategic Management – 2 credits

Undergraduate course: MAN4504 Operations & Supply Chain Management – 4 credits

Instead, take:

MAN 5502 Production & Operations Management – 2 credits

AND, one of these:

MAN 6511 Production Management Problems – 2 credits

MAN 6573 Purchasing & Supply Chain Management – 2 credits

Undergraduate course: Professional Communication course – 3 credits (*GEB 3213 Professional Writing in Business, GEB 3218 Professional Speaking in Business, SPC 2608 Introduction to Public Speaking, ENC 3312 Advanced Argumentative Writing or a similar course with prior approval*)

Instead, take BOTH of these:

GEB 5212 Professional Writing – 1 credit

GEB 5215 Professional Communication – 1 credit



Heavener School of Business
Fisher School of Accounting
Hough Graduate School of Business

November 17, 2020

To Whom It May Concern:

The Hough Graduate School of Business and Heavener School of Business support the creation of a new combination (undergraduate/graduate) degree program for the Master of Science in Business Administration with a concentration in marketing and the Bachelor of Science in Business Administration-Marketing (BSBA-MKG).

Sincerely,

Selcuk Erenguc

S. Selcuk Erenguc, Ph.D.

Senior Associate Dean & Director, Hough Graduate School of Business

Alexander Sevilla

Alex Sevilla, Ph.D.

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