

10KM1432BS: MARKETING, BS

In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1902 Committee Chair (mwolter@illinois.edu; jloew@illinois.edu; bfulton@illinois.edu)
3. 1902 Head (cotnes@illinois.edu)
4. KM Committee Chair (dyer1@illinois.edu)
5. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
6. University Librarian (jpwilkin@illinois.edu)
7. Provost (kmartens@illinois.edu)
8. Senate EPC (bjlehman@illinois.edu; kmartens@illinois.edu; moorhouz@illinois.edu)
9. Senate (jtempel@illinois.edu)
10. U Senate Conf (none)
11. Board of Trustees (none)
12. IBHE (none)
13. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path

1. Fri, 07 Feb 2020 16:01:06 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Tue, 03 Mar 2020 17:12:24 GMT
Mark Wolters (mwolter): Approved for 1902 Committee Chair
3. Thu, 05 Mar 2020 16:49:24 GMT
Cele Otnes (cotnes): Approved for 1902 Head
4. Mon, 09 Mar 2020 19:39:53 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
5. Mon, 09 Mar 2020 20:47:54 GMT
Mark Peecher (peecher): Approved for KM Dean
6. Mon, 09 Mar 2020 20:57:14 GMT
John Wilkin (jpwilkin): Approved for University Librarian
7. Mon, 09 Mar 2020 21:22:34 GMT
Kathy Martensen (kmartens): Rollback to KM Dean for Provost
8. Tue, 10 Mar 2020 13:36:25 GMT
Mark Peecher (peecher): Rollback to 1902 Head for KM Dean
9. Wed, 25 Mar 2020 22:09:03 GMT
Cele Otnes (cotnes): Rollback to 1902 Committee Chair for 1902 Head
10. Wed, 03 Jun 2020 15:46:35 GMT
Brian Fulton (bfulton): Approved for 1902 Committee Chair
11. Wed, 03 Jun 2020 15:59:10 GMT
Cele Otnes (cotnes): Approved for 1902 Head
12. Wed, 10 Jun 2020 19:26:50 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
13. Wed, 10 Jun 2020 20:12:29 GMT
Mark Peecher (peecher): Approved for KM Dean
14. Wed, 10 Jun 2020 20:47:24 GMT
John Wilkin (jpwilkin): Approved for University Librarian
15. Wed, 10 Jun 2020 21:33:19 GMT
Kathy Martensen (kmartens): Approved for Provost
16. Thu, 02 Jul 2020 15:26:06 GMT
Barbara Lehman (bjlehman): Rollback to 1902 Committee Chair for Senate EPC
17. Wed, 05 Aug 2020 21:18:58 GMT
Brian Fulton (bfulton): Approved for 1902 Committee Chair
18. Wed, 05 Aug 2020 21:40:46 GMT
Cele Otnes (cotnes): Approved for 1902 Head
19. Wed, 05 Aug 2020 21:43:10 GMT

- Michael Dyer (dyer1): Approved for KM Committee Chair
20. Wed, 05 Aug 2020 22:02:43 GMT
Mark Peecher (peecher): Approved for KM Dean
 21. Wed, 05 Aug 2020 22:06:04 GMT
John Wilkin (jpwilkin): Approved for University Librarian
 22. Tue, 11 Aug 2020 15:39:39 GMT
Kathy Martensen (kmartens): Approved for Provost
 23. Tue, 25 Aug 2020 16:16:00 GMT
Kathy Martensen (kmartens): Rollback to 1902 Committee Chair for Senate EPC
 24. Tue, 25 Aug 2020 20:02:39 GMT
Brian Fulton (bfulton): Approved for 1902 Committee Chair
 25. Tue, 25 Aug 2020 21:00:15 GMT
Cele Otnes (cotnes): Rollback to 1902 Committee Chair for 1902 Head
 26. Tue, 25 Aug 2020 21:03:55 GMT
Brian Fulton (bfulton): Approved for 1902 Committee Chair
 27. Tue, 25 Aug 2020 21:49:46 GMT
Cele Otnes (cotnes): Approved for 1902 Head
 28. Tue, 25 Aug 2020 22:08:38 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
 29. Mon, 31 Aug 2020 17:14:54 GMT
Mark Peecher (peecher): Approved for KM Dean
 30. Mon, 31 Aug 2020 17:46:23 GMT
John Wilkin (jpwilkin): Approved for University Librarian
 31. Mon, 31 Aug 2020 19:40:19 GMT
Kathy Martensen (kmartens): Approved for Provost

Date Submitted: Thu, 06 Feb 2020 17:34:20 GMT

Viewing: 10KM1432BS : Marketing, BS

Changes proposed by: Diana Gonzalez

Proposal Type

Proposal Type:

Major (ex. Special Education)

This proposal is for a:

Revision

Proposal Title:

If this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions*

Revision of Marketing Major within Gies College of Business

EP Control Number

EP.20.183_Rev1

Official Program Name

Marketing, BS

Effective Catalog Term

Fall 2020

Sponsor College

Gies College of Business

Sponsor Department

Business Administration

Sponsor Name

Aric Rindfleisc, Marketing Area Leader and John M. Jones Professor of Marketing

Sponsor Email

aric@illinois.edu

College Contact

Dean Jeffrey Brown. C/O Mary Schultz

College Contact Email

mlschltz@illinois.edu

Program Description and Justification**Justification for proposal change:**

These changes will make our Marketing major among the most competitive and comprehensive in the country, preparing our students for the demands of the job market. We are revisiting the curriculum after more than a decade during which the landscape has changed in terms of market demands and marketplace challenges. Our proposed major aims to prepare students and offer a major that meets the demands of the 21st century.

Corresponding Degree

BS Bachelor of Science

Is this program interdisciplinary?

No

Academic Level

Undergraduate

Will you admit to the concentration directly?

No

Is a concentration required for graduation?

No

CIP Code

521401 - Marketing/Marketing Management, General.

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Admission Requirements

Is this revision a change to the admission status of the program?

No

Enrollment

Describe how this revision will impact enrollment and degrees awarded.

N/A

Estimated Annual Number of Degrees Awarded

What is the matriculation term for this program?

Fall

What is the typical time to completion of this program?

4 years

What are the minimum Total Credit Hours required for this program?

124

Delivery Method

Is this program available on campus and online?

No

This program is available:

On Campus

Budget

Are there budgetary implications for this revision?

No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

No units outside the College of Business are involved. The impact on faculty resources stems from adding two new courses for an anticipated total of four new sections. As noted, the Department of Business Administration has hired two new faculty who will teach the proposed new courses.

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

There is no impact on the library.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

Financial Resources

How does the unit intend to financially support this proposal?

The proposal will be supported from existing resources.

Will the unit need to seek campus or other external resources?

No

Are you seeking a change in the tuition rate or differential for this program?

Yes

Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

Traditional course and program metrics currently used in our Marketing major will be used to assess and improve student performance. These include student satisfaction and hiring/placement statistics.

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Revised programs

Marketing side by side (1).xlsx

Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chose-from" lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.

Catalog Page Text

Statement for Programs of Study Catalog

Code	Title	Hours
Marketing Core		9
BADM 322	Marketing Research (Prerequisite:BADM 320)	3
BADM 325	Consumer Behavior (Prerequisite:BADM 320)	3
BADM 350	IT for Networked Organizations	3
BADM 375	Operations Management	3
BADM 420	Advanced Marketing Management (Prerequisite:BADM 320)	3
Select four of the following (which must include at least two Marketing Major Elective Courses - marked with *):		12-13
Marketing Electives		18
Choose from the list for a minimum of 18 hours:		
BADM 311	Leading Individuals and Teams	
BADM 312	Designing and Managing Orgs	
BADM 321	Principles of Retailing (Prerequisite:BADM 320)	
BADM 323	Marketing Communications (Prerequisite:BADM 320)	

BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment inBADM 320)
BADM 326	Pricing Strategy (Prerequisite:BADM 320)
BADM 327	Marketing to Business and Govt (Prerequisite:BADM 320)
BADM 328	Business-to-Business Selling (Course title changing to: Advanced sales Strategies)
BADM 329	New Product Development (Prerequisite:BADM 320)
BADM 330	Brand Management
BADM 331	Making Things
BADM 351	E-Business Management
BADM 374	Management Decision Models
BADM 378	Logistics Management
BADM 403	Corporate & Commercial Law
BADM 382	International Marketing
PSYC 201	Intro to Social Psych (Preferred prerequisite:PSYC 100orPSYC 103)
BADM 395	Senior Research II (Section DIG: Digital Marketing)
BADM 395	Senior Research II (Section SMM: Social Media Marketing)
GEOG 440	Business Applications of GIS
Total Hours	27

EP Documentation

Attach Rollback/Approval Notices

ep20283_email to sponsor_20200702.pdf

Re_EP20183 - BS Marketing_emailREEdits82520.pdf

DMI Documentation

Banner/Codebook Name

BS: Marketing -UIUC

Program Code:

10KM1432BS

Degree Code

BS

Major Code

1432

Program Reviewer Comments

Deb Forgacs (dforgacs) (Thu, 30 Jan 2020 17:59:52 GMT):Rollback: request.

Kathy Martensen (kmartens) (Mon, 09 Mar 2020 21:22:34 GMT):Rollback: GIS 440 is not found and not found as a rubric. This plus two courses in BADM that are unknown at this time other than level comprises a small but significant portion of the electives list. Senate Ed Pol will need these courses at least proposed/in the system before considering the curricular proposal.

Mark Peecher (peecher) (Tue, 10 Mar 2020 13:36:25 GMT):Rollback: GIS 440 is not found and not found as a rubric. This plus two courses in BADM that are unknown at this time other than level comprises a small but significant portion of the electives list. Senate Ed Pol will need these courses at least proposed/in the system before considering the curricular proposal.

Cele Otnes (cotnes) (Wed, 25 Mar 2020 22:09:03 GMT):Rollback: Please see rollback comments and address ASAP. Thanks.

Barbara Lehman (bjlehman) (Thu, 02 Jul 2020 15:26:06 GMT):Rollback: See attached email under EP Documentation.

Kathy Martensen (kmartens) (Tue, 25 Aug 2020 16:16:00 GMT):Rollback: Email exchange with EPC Chair Linda Moorhouse, 8/25/20 (attached in EP Documentation)

Cele Otnes (cotnes) (Tue, 25 Aug 2020 21:00:15 GMT):Rollback: Rolled back per request.

Key: 101

From: [Moorhouse, Linda](#)
To: [Wolters, Mark Edward](#)
Cc: [Lehman, Barbara J](#); [Martensen, Kathy](#)
Subject: Re: EP.20.183 - BS Marketing
Date: Tuesday, August 25, 2020 10:53:24 AM
Attachments: [Outlook-Isaki1za.png](#)
[Outlook-cid_image0.png](#)

Hi Mark:

This is what is in the CIM-P table in your proposal (below). As long as both CIM-P and your attached side by side comparison course lists match we are good. You can have whatever you think is appropriate for your degree!

BADM 311	Leading Individuals and Teams
BADM 312	Designing and Managing Orgs
BADM 321	Principles of Retailing (Prerequisite: BADM 320)
BADM 323	Marketing Communications (Prerequisite: BADM 320)
BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment in BADM 320)
BADM 326	Pricing Strategy (Prerequisite: BADM 320)
BADM 327	Marketing to Business and Govt (Prerequisite: BADM 320)
BADM 328	Business-to-Business-Selling.*
BADM 329	New Product Development (Prerequisite: BADM 320)
BADM 382	International Marketing (Prerequisite: BADM 320).*
PSYC 201	Intro to Social Psych (Preferred prerequisite: PSYC 100 or PSYC 103)
BADM 330	Brand Management
BADM 331	Making Things
BADM 351	E-Business Management
BADM 374	Management Decision Models
BADM 378	Logistics Management
BADM 403	Corporate & Commercial Law
BADM 395	Senior Research II (Section DIG: Digital Marketing)
BADM 395	Senior Research II (Section MA: Marketing Analytics)
GEOG 440	Business Applications of GIS

Linda

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From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Tuesday, August 25, 2020 10:47 AM
To: Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thank you Linda,

I will ask for some help with this from a colleague as I have never edited anything on CIM before. Also, the BADM 395 Social Media Marketing is a different course than the Marketing Analytics course. So I think that one would need to stay correct? And just wait on the Marketing Analytics course to be added when it is officially approved.

How does that sound?

Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Tuesday, August 25, 2020 10:43 AM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Sounds good, Mark. Since the proposal is at your level now, would you delete the "side by side" comparison attachment and replace it with one that matches (exactly) with what you have listed in CIM-P? Specifically, the edits below:

Digital Marketing (BADM 395 **DIG**)
~~Social Media Marketing Analytics (BADM 395 MA)~~
~~*Business Application of GIS (~~GIS 440~~) (GEOG 440)~~
~~Marketing Analytics (NEW COURSE)~~
~~Consumer Analytics (NEW COURSE)~~

BADM 311	Leading Individuals and Teams
BADM 312	Designing and Managing Orgs
BADM 321	Principles of Retailing (Prerequisite: BADM 320)
BADM 323	Marketing Communications (Prerequisite: BADM 320)
BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment in BADM 320)
BADM 326	Pricing Strategy (Prerequisite: BADM 320)
BADM 327	Marketing to Business and Govt (Prerequisite: BADM 320)
BADM 328	Business-to-Business-Selling.*
BADM 329	New Product Development (Prerequisite: BADM 320)
BADM 382	International Marketing (Prerequisite: BADM 320).*
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BADM 331	Making Things
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BADM 374	Management Decision Models
BADM 378	Logistics Management
BADM 403	Corporate & Commercial Law
BADM 395	Senior Research II (Section DIG: Digital Marketing)
BADM 395	Senior Research II (Section MA: Marketing Analytics)
GEOG 440	Business Applications of GIS

Linda

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From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Tuesday, August 25, 2020 10:32 AM

To: Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thank you Linda. Then let's put those two courses to the side, and add them later when they are officially in the system. We should have the official "approved" vote on one of the two courses next week, and I will let the professor putting together the second proposal that we will need it soon.

Thank you for your understanding.

Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Tuesday, August 25, 2020 10:29 AM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Hi Mark:

We can go one of three ways. (1) We can wait until the new courses are official in order to put them into the CIM-P curriculum table, and then submit the proposal to EPC, or (2) we can put them in "experimental" numbers in the curriculum table and move the proposal forward, or (3) these two courses are not required, so we could add them later with another proposal, which would likely be an Admin Approval since you are only adding courses to an elective course list.

At this point, this is the hold up. The new courses on your "side by side" attachment are not in the CIM-P program. I think adding the two courses later is the way to go if you want the proposal to hit the Senate in a few weeks. If you're not worried about it, we can wait to add them to CIM-P when they are fully formed.

Thoughts?

Linda

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From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Tuesday, August 25, 2020 10:15 AM
To: Moorhouse, Linda <moorhouz@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Dear Linda,

Looking at the two courses Marketing analytics and Consumer analytics, our undergraduate studies committee is voting on BADM 361: Marketing Analytics this coming week, the course would be offered for the first time in the Spring 2021 semester. So that course should be assigned the new number and be set.

The second consumer analytics course is being proposed later this Fall semester and should have an official number later in the fall. We have a new faculty member who is developing the course and will be proposing it to our undergraduate studies committee.

The Geography class is the course that you indicated.

Thank you for your understanding with the delays.

Sincerely,

Mark Wolters

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From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Friday, August 14, 2020 4:50 PM
To: Moorhouse, Linda <moorhouz@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thank you for sending this. Now I can see better. I will get you some feedback for Monday.
Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Friday, August 14, 2020 4:34 PM
To: Martensen, Kathy <kmartens@illinois.edu>; Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Working my may up...just saw this!

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From: Martensen, Kathy <kmartens@illinois.edu>
Sent: Friday, August 14, 2020 2:33 PM
To: Wolters, Mark Edward <mwolter@illinois.edu>; Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: RE: EP.20.183 - BS Marketing

Hi Mark,

The side-by-side Linda is referencing is the second attachment. The first is my attempt to pull the Program of Study statement into a Word document – it doesn't translate well copying and pasting from the system to Word, unfortunately!

Hopefully that helps.

Kathy

From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Friday, August 14, 2020 1:50 PM
To: Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thank you Kathy for the perfect explanation.
Linda, could you send me the form you have? I was brought into the email thread after it had begun, so I may be looking at something different than you. That way I am giving you the right BADM 395 designation.
I hope everyone has a great weekend.
Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Thursday, August 13, 2020 4:30 PM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Hi Mark:

So just to be sure, what is in CIM-P is exactly what you want, correct? The courses as seen in the CIM-P curriculum table?

Linda

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From: Wolters, Mark Edward <mwolter@illinois.edu>
Sent: Wednesday, August 12, 2020 6:14 PM
To: Moorhouse, Linda <moorhouz@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Dear Linda,

The BADM 395 designation is for any special topic course in BADM that does not have its own specific number yet. We are working on the numbers for Marketing Analytics and Consumer analytics and we are in the process of changing BADM 395 Digital Marketing to a BADM 36X number. I will contact our scheduler as she may know where we stand in the process.

The * should have been deleted as GIS is taught outside of the BADM department.

I hope this helps some. Please let me know if I can help with anything else. I came into this thread late and may have missed some things.

Have a wonderful evening,

Mark

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From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Wednesday, August 12, 2020 12:21 PM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Hi Mark:

Thank you for updating the BADM 395 course sections in CIM-P. This clarifies exactly the sections you want. Two more questions...in your "side by side course attachment" word doc. Are the last two courses in the revised area the two BADM 395 sections? See below.

Marketing Analytics (NEW COURSE)
Consumer Analytics (NEW COURSE)

And, the " *Business Application of (GIS 440) " is GEOG 440 in CIM-P. What is GIS 440? I don't see anywhere where the asterisk has an explanation.

Thanks!

Linda

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Urbana, IL 61801

From: Meyer, Eric K <ekmeyer@illinois.edu>
Sent: Thursday, July 2, 2020 5:00 PM
To: Moorhouse, Linda <moorhouz@illinois.edu>; Lehman, Barbara J <bjlehman@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>; Wolters, Mark Edward <mwolter@illinois.edu>
Subject: RE: EP.20.183 - BS Marketing

Has what we discussed Monday now been relayed to everyone who needs to hear it? I've been on deadline at my newspapers and haven't had a chance to follow up other than give Kathy a heads-up that we needed to talk.

I ILLINOIS

ERIC K. MEYER

Associate Professor of Journalism, College of Media
25 Gregory Hall | 810 S. Wright St. | M/C 462 | Urbana, IL 61801
(217) 244-8317 | ekmeyer@illinois.edu

From: Moorhouse, Linda <moorhouz@illinois.edu>
Sent: Thursday, July 2, 2020 10:35 AM
To: Lehman, Barbara J <bjlehman@illinois.edu>
Cc: Meyer, Eric K <ekmeyer@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>; Wolters, Mark Edward <mwolter@illinois.edu>
Subject: Re: EP.20.183 - BS Marketing

Thanks, Barb.

Mark...happy to help as needed!

Linda

Linda R. Moorhouse, DMA
Associate Director and Professor
School of Music, MB 2044
University of Illinois
Chair of the Board of Directors, The American Bandmasters Association
Executive Secretary and Journal Editor, National Band Association
1114 W. Nevada
Urbana, IL 61801
Office: 217-244-4108

From: Lehman, Barbara J <bjlehman@illinois.edu>
Sent: Thursday, July 2, 2020 10:28 AM
To: Wolters, Mark Edward <mwolter@illinois.edu>
Cc: Moorhouse, Linda <moorhouz@illinois.edu>; Meyer, Eric K <ekmeyer@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>
Subject: EP.20.183 - BS Marketing

Dear Mark:

The above mentioned proposal has been rolled back. If you have any questions please contact Linda Moorhouse, copied above.

Thank you

Barb



Barbara Lehman

Office of the Senate | University of Illinois at Urbana-Champaign
228 English Building, MC-461

608 South Wright Street | Urbana, IL 61801

Office: 217-333-0170 | **Fax:** 217-333-4848

Website: www.senate.illinois.edu

Under the Illinois Freedom of Information Act, any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.

From: Martensen, Kathy <kmartens@illinois.edu>

Sent: Thursday, July 2, 2020 8:48 AM

To: Lehman, Barbara J <bjlehman@illinois.edu>

Cc: Moorhouse, Linda <moorhouz@illinois.edu>

Subject: BS Marketing rollback

Hi Barb,

Linda Moorhouse, copied here, connected with me to explain the BS in Marketing proposal. Could you please:

- 1) Tag in the EP control number – I don't see it on the proposal currently and then;
- 2) Rollback to 1092 Committee Chair, Mark Wolters, with the following text from Linda's email to Mark, copied and pasted here, in the Rollback comments:

From: Moorhouse, Linda <moorhouz@illinois.edu>

Sent: Tuesday, June 30, 2020 8:22 PM

To: Wolters, Mark Edward <mwolter@illinois.edu>

Cc: Rindfleisch, Aric P <aric@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>

Subject: Re: marketing degree revisions

Hi Mark:

The two marketing courses are in the CIM system as sections of BADM 395. They are just not referenced in the actual revised degree table in CIM-P. The CIM-P proposal implies any section of 395 is okay to take. You would need to add an asterisk after BADM 395 with a reference to those two specific sections in a "notes" section if that is what you want.

Hope that made sense!

Linda

Linda R. Moorhouse, DMA
Professor and Associate Director
School of Music
University of Illinois
Urbana, IL 61801
Office: 217.244.4108

Thanks, Barb!

Kathy

From: [Martensen, Kathy](#)
To: [Lehman, Barbara J](#)
Cc: [Moorhouse, Linda](#)
Subject: BS Marketing rollback
Date: Thursday, July 2, 2020 8:47:33 AM

Hi Barb,

Linda Moorhouse, copied here, connected with me to explain the BS in Marketing proposal. Could you please:

- 1) Rollback to 1092 Committee Chair, Mark Wolters, with the following text from Linda's email to Mark, copied and pasted here, in the Rollback comments:

From: Moorhouse, Linda <moorhouz@illinois.edu>

Sent: Tuesday, June 30, 2020 8:22 PM

To: Wolters, Mark Edward <mwolter@illinois.edu>

Cc: Rindfleisch, Aric P <aric@illinois.edu>; Martensen, Kathy <kmartens@illinois.edu>

Subject: Re: marketing degree revisions

Hi Mark:

The two marketing courses are in the CIM system as sections of BADM 395. They are just not referenced in the actual revised degree table in CIM-P. The CIM-P proposal implies any section of 395 is okay to take. You would need to add an asterisk after BADM 395 with a reference to those two specific sections in a "notes" section if that is what you want. Hope that made sense!

Linda

Linda R. Moorhouse, DMA

Professor and Associate Director

School of Music

University of Illinois

Urbana, IL 61801

Office: 217.244.4108

Thanks, Barb!

Kathy

