



Program of Study Request

Form Id: 16366

Form Status: Process

Please take action on the form.

This service has been developed initially to support the conversion of the university's course inventory from a quarters to a semesters curriculum.
Getting started ...

Type of Request:

☒ New ☐ Modify ☐ Deactivate ☐ Terminate ☐ Quarter to Semester

For *Deactivate*, the program must be terminated no later than the conclusion of 7 years from the deactivation and all students must complete degree requirements by this date. The Registrar's Office will notify the department when all students have completed degree requirements of the deactivated program.

Client Info

Name: Kendall Phillip Goodrich

Email: kendall.goodrich@wright.edu

Phone: 937.775.2654

Department: Marketing

Location: Rike Hall 254, 3640 Colonel Glenn Hwy

Program of Study

MKT - Marketing - BSB / Business Analytics

Effective Term: Fall 2017

Level: Undergraduate

Raj Soin College of Business

Degree: BS in Business

Major: Marketing

Minor:

Program: Marketing - BSB

Concentration: Business Analytics **New*

Add'l Info:

BSB Marketing with Business Analytics concentration.

Approvals

Activity		Role	Client	Status	Time
Primary Route					
Dept_Review	Dept of Marketing		Kendall Phillip Goodrich	Review	03/10/2017 14:08:04
CCC_Eval	UG Chair of Raj Soin College of Business		Kevin Patrick Duffy	Approve	03/12/2017 17:26:00
Dean_Review	Dean of Raj Soin College of Business		Arijit Sengupta	Review	03/13/2017 09:25:26
UCAP_Eval	UCAP Chair		Karen Meyer	Approve	04/04/2017 12:58:51
Office Route					
Registrar_Proc	Registrar Office			Pending	

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3640 Colonel Glenn Highway - Dayton, Ohio - 45435

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Academic Program of Study

College:	Raj Soin College of Business
Department:	Marketing
Degree (A.A. B.S., B.F.A., etc.) & Title:	Bachelor of Science: Business Administration
Concentration, Track, Option, Specialization:	Marketing General Track with Business Analytics Concentration [Existing Program with New Concentration]
Minor Program Title:	
Certificate Program Title:	

Note, please highlight additions & modifications. Please strikethrough deletions.

Current Program	Hours	Revised Program	Hours
I. Wright State Core	39	I. Wright State Core	39
Element 1: Communication English Composition: ENG 1100, 2100	6	Element 1: Communication English Composition: ENG 1100, 2100	6
Element 2: Mathematics MTH 2280 or ECON 1150	4	Element 2: Mathematics MTH 2280 or ECON 1150	4
Element 3: Global Traditions (Select 1 course from each category) Interdisciplinary: AFS 2000#; ATH 2500+; CS 1000; CST 2210#, 2310#, 2320#, 2410+, 2420#, 2430#, 2510#; EC 2100, 2500#, 2900#; RST 2610#, 2620#, 2710#, 2810#, 2910#, 2920#; URS 2000# History: CLS 1500; HST 1100, 1200	6	Element 3: Global Traditions (Select 1 course from each category) Interdisciplinary: AFS 2000#; ATH 2500+; CS 1000; CST 2210#, 2310#, 2320#, 2410+, 2420#, 2430#, 2510#; EC 2100, 2500#, 2900#; RST 2610#, 2620#, 2710#, 2810#, 2910#, 2920#; URS 2000# History: CLS 1500; HST 1100, 1200	6
Element 4: Arts and Humanities ART 2140; CLS 2040*; CST 2310#, 2420#; ENG 2040*, 2050#; MP 1310; MUS 1210, 2140, 2900#; PHL 2100, 2040*; REL 2040*; TH 2140; UH 2010*	3	Element 4: Arts and Humanities ART 2140; CLS 2040*; CST 2310#, 2420#; ENG 2040*, 2050#; MP 1310; MUS 1210, 2140, 2900#; PHL 2100, 2040*; REL 2040*; TH 2140; UH 2010*	3
Element 5: Social Sciences EC 2040 or EC 2050; FIN 2050	6	Element 5: Social Sciences EC 2040 or EC 2050; FIN 2050	6
Element 6: Nature Sciences (Select two lecture/lab courses) ATH 2100; BIO 1050, 1060, 1070; CHM 1050, 1060, 1070*; CS 1150; EES 1030, 1050, 1070; PHY 1050/1050L, 1060/1060L; SM 1010*	8	Element 6: Nature Sciences (Select two lecture/lab courses) ATH 2100; BIO 1050, 1060, 1070; CHM 1050, 1060, 1070*; CS 1150; EES 1030, 1050, 1070; PHY 1050/1050L, 1060/1060L; SM 1010*	8
Additional Core Courses: Select either EC 2040 or EC 2050 (one course) not taken for Element Five	6	Additional Core Courses: Select either EC 2040 or EC 2050 (one course) not taken for Element Five	6
Other requirements: Multicultural Competence: Two courses from any of the Wright State Core (MC) designated courses Writing Across the Curriculum: Two Integrated (IW) courses from the Wright State Core		Other requirements: Multicultural Competence: Two courses from any of the Wright State Core (MC) designated courses Writing Across the Curriculum: Two Integrated (IW) courses from the Wright State Core	
#IW and MC course +MC course *IW course		#IW and MC course +MC course *IW course	

II. Business Core Requirements	42
ACC 2010, Principles of Accounting I	3
ACC 2020, Principles of Accounting II	3
FIN 2210, Financial Management 1	3
MS 2040, Introduction to Business Decision Making	3
MS 2050, Quantitative Business Modeling	3
MKT 2500, Principles of Marketing	3
ENG 3000, Business Writing	3
EC 3010, Economics of Global Money Markets	3
LAW 3000, The Legal Environment of Business	3
MGT 3100, Management and Organizational Behavior	3
MIS 3000, Introduction to Information Systems	3
SCM 3070, Operations and Supply Chain Mgmt	3
MGT 3110, Bus Ethics and Leadership Development	3
MGT 4990, Strategy: Domestic and International	3
III. Marketing Major Requirements: General Track	27
MKT 3100, Consumer & Organizational Buyer Behav.	3
MKT 3500, Marketing Research & Decision-Making	3
MKT 4900, Marketing Strategy	3
Select six Electives:	18
MKT 3200, Principles of Selling	
MKT 3300, International Marketing	
MKT 3400, Integrated Marketing Communications	
MKT 3600, Retailing and E-Commerce	
MKT 3700, Creativity and Problem Solving	
MKT 4100, Emerging Technologies in Marketing	
MKT 4300, Entrepreneurship	
MKT 4400, Services Marketing	
MKT 4650, Marketing Analytics	
MKT 4700, Marketing Challenges	
MKT 4850, Special Topics in Marketing	
MKT 4870, Independent Study in Marketing	
IV. General Electives	12
1000-4000 level courses taught outside the College of Business. The following restrictions apply: 2 hours Health, Physical Education and Recreation; 4 hours Military Science. MTH 1450 and math courses below the level of MTH 1260 or 1270 will not apply.	
3000-4000 level courses offered by the College of Business. The following courses do not apply: EC 2000, 2100, 2500, 2900 and FIN 2050. Courses that have been designated "for non-business majors" will not apply.	
Total:	120

II. Business Core Requirements	42
ACC 2010, Principles of Accounting I	3
ACC 2020, Principles of Accounting II	3
FIN 2210, Financial Management 1	3
MS 2040, Introduction to Business Decision Making	3
MS 2050, Quantitative Business Modeling	3
MKT 2500, Principles of Marketing	3
ENG 3000, Business Writing	3
EC 3010, Economics of Global Money Markets	3
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MGT 3100, Management and Organizational Behavior	3
MIS 3000, Introduction to Information Systems	3
SCM 3070, Operations and Supply Chain Mgmt	3
MGT 3110, Bus Ethics and Leadership Development	3
MGT 4990, Strategy: Domestic and International	3
III. Marketing Major Requirements: General Track	18
MKT 3100, Consumer & Organizational Buyer Behav.	3
MKT 3500, Marketing Research & Decision-Making	3
MKT 4900, Marketing Strategy	3
Select three from the following:	9
MKT 3200, Principles of Selling	
MKT 3300, International Marketing	
MKT 3400, Integrated Marketing Communications	
MKT 3600, Retailing and E-Commerce	
MKT 3700, Creativity and Problem Solving	
MKT 4300, Entrepreneurship	
MKT 4400, Services Marketing	
MKT 4700, Marketing Challenges	
MKT 4850, Special Topics in Marketing	
MKT 4870, Independent Study in Marketing	
IV. Business Analytics Concentration	15
Take the following two courses (6 hours):	6
MIS 3810 Intro to Business Data	
MIS 3840 Data Visualization for Business	
Take three from the following courses (9 hours):	9
MKT 4100, Emerging Technologies in Marketing	
MKT 4650, Marketing Analytics	
MKT 4670, Mkt Analytics: Tools and Insights	
MKT 4690, Mkt Analytics: Big Data and Predictions	
V. General Electives	6
1000-4000 level courses taught outside the College of Business. The following restrictions apply: 2 hours Health, Physical Education and Recreation; 4 hours Military Science. MTH 1450 and math courses below the level of MTH 1260 or 1270 will not apply.	
3000-4000 level courses offered by the College of Business. The following courses do not apply: EC 2000, 2100, 2500, 2900 and FIN 2050. Courses that have been designated "for non-business majors" will not apply.	
Total:	120

New Program Rationale: Marketing Major with [New] Concentration in Business Analytics

- I. **Title of Program:** Marketing Major with Concentration in Business Analytics
Department: Marketing
College: Raj Soin College of Business
- II. **Objectives:** The objectives of the program are to educate Marketing Majors in the related field of Business Analytics, as follows:
 - a. Provide background knowledge of database and data warehouse structures,
 - b. Provide working knowledge of data mining and data visualization techniques,
 - c. Provide working knowledge of different formats and types of business data, and
 - d. Provide knowledge needed to recognize trends, patterns, and associations in data.
- III. **Description (Catalog):** This concentration will provide content knowledge in the field of Business Analytics to students enrolled in the Marketing Major. This is a new discipline in business which encourages organizations to examine their existing stores of data to discern possible trends or patterns which have been hidden heretofore. Moreover, today's business analytics extends the work historically relegated to the area of data warehousing and data mining by including current – even up to the moment – data in the analysis.
- IV. **Admission Requirements:** Students admitted to the concentration must be students in good standing in the Marketing major, and complete all courses with passing grades to fulfill the concentration requirements. Students also need to meet the degree requirements as set by the University.
- V. **Program Requirements:** The Business Analytics Concentration requires 15 credit hours (5 courses) in business analytics in addition to the requirements of the Marketing major. The courses are: MIS 3810, "Introduction to Business Data" [required], MIS 3840, "Data Visualization for Business" [required], plus three courses from the following list: MKT 4100, "Emerging Technologies in Marketing," MKT 4650, "Marketing Analytics," MKT 4670, "Marketing Analytics: Tools and Insights," and MKT 4690, "Marketing Analytics: Big Data and Predictions."
- VI. **Program Quality:** Courses offered in the concentration will be taught by faculty in the Departments of MIS and Marketing who have received significant education and training in the discipline of business analytics, and who have contributed to the discipline through research and publications.
- VII. **Student Performance:** Students in the concentration are expected to complete each of the courses in the major and in the concentration with a minimum GPA of 2.00 or better.
- VIII. **Curriculum Coordination:** Courses offered in the concentration will be taught by faculty in the Departments of MIS, Economics, Finance, and Marketing. The Enrollment Director of the college will coordinate with department chairs for course scheduling.
- IX. **Resource Coordination:** As these courses may overlap with a business analytics concentration offered in other business disciplines (i.e., Finance, MIS, Economics), the Enrollment Director of the College will coordinate with department chairs for course scheduling.
- X. **Program Staffing:** The proposed concentration will be taught by existing faculty within the Departments of MIS, Economics, Marketing, and Finance. In preparation for the program, the College departments have been hiring faculty with training in related statistical areas within each functional discipline, and have hired faculty with expertise in business analytics.