

**Proposal for a Marketing Major in Faculty of Business at UNBSJ**  
(following the MPHEC template for new programs)

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***I. PROGRAM IDENTIFICATION***

*1. Institution(s)/Faculty(ies)/School(s)/Department(s)*

University of New Brunswick, Saint John  
Faculty of Business

*2. Program name and level*

Major in Marketing – Undergraduate level

*3. Credential(s) granted (provide justification)*

The credential is a Bachelor of Business Administration with a Major in Marketing.

Undergraduate business students have been requesting a marketing major for many years. The number of students opting for the marketing concentration has been increasing steadily and we feel that the uptake is sufficient to justify offering students the option they have for so long been waiting.

*4. Proposed starting date*

September 2010

***II. PROGRAM DESCRIPTION***

*1. Program objectives*

This program intends to provide students with a solid knowledge of basic concepts that form the foundation of marketing theories focusing on many aspects of the marketing world.

Specifically, the objectives are:

- To prepare UNBSJ students to understand the role of marketing in the successful management of business organizations.
- To help students develop skills that will allow them to be successful marketing managers.
- To help students to develop relevant marketing skills and philosophies to enable them to keep up with changing marketing practices,
- To train students to critically evaluate marketing situations and make informed marketing decisions
- To demonstrate effective written and oral communication skills consistent with a professional marketing environment

*2. Overall structure and duration of the program (provide justification)*

The requirements for a B.B.A. degree are usually fulfilled over four years. The Major in Marketing observes all the regulations in place for a B.B.A. Within this framework, the requirements for the Major in Marketing can be fulfilled over two years (the rate of marketing course offerings is four courses per term).

*3. Anticipated student outcomes and their relevance:*

Students will be able to

- suggest appropriate marketing research for marketing problems and interpret marketing research results.
- describe the internal and external influences on marketing.
- provide examples of consumers influenced by multiple cultures and explain how the resulting consumer behaviour affects marketing decisions.
- suggest appropriate marketing strategies and tactics for both domestic and global business situations.
- explain strategic planning and develop a marketing plan for an organization.
- get into graduate programs related with Marketing.

*4. Admission requirements, standards, etc.*

Admission requirements will be the same as for the B.B.A.

The requirement for this program is the successful completion of 9 term-courses, which include: 5 compulsory courses, a minimum of 2 courses from approved marketing electives and a maximum of 2 courses from approved electives from other disciplines.

Successful completion means an overall average of B in the 9 courses required for the major with no individual grade of less than C in these 9 courses.

*5 a). Listing of all required courses. Attach proposed calendar entry for each new course.*

*(Required courses for a program must not include courses for which students would not likely have the pre-requisite requirements.)*

**List of courses**

**Group 1 – required**

BA 2303 Principles of Marketing

BA 4101 Competitive Strategy

BA 3304 Marketing Management

BA 3129 Business Research Methods

BA 3328 Consumer Behaviour

*5 b). Listing of all elective courses and the required prerequisites, if any. Attach proposed calendar entry for each new course.*

All the courses in the following list are already established (no new courses).  
Note that all course pre-requisites that are not included in the lists do not count towards the Major.

**Group 2 – Approved Business Electives**

BA 2501 Introduction to International Business  
BA 3123 Issues in Business and Society  
BA 3134 Government and Business  
BA 3301 Special Topics in Marketing  
BA 3305 Marketing on the Internet  
BA 3339 Marketing Communications  
BA 3371 Marketing of Services  
BA 4107 Studies in Small Business  
BA 4193 International and Comparative Management  
BA 4303 Independent Study – Marketing  
BA 4334 Public & Non-profit Marketing  
BA 4398 International Marketing  
BA 4653 Supply Chain Management and Logistics  
Or other course(s) as may be approved by the Faculty of Business

**Group 2 – Approved Electives from other disciplines**

PSYC 3412 Advanced Social Psychology  
PSYC 3313 Introduction to Psychological Testing  
PSYC 3503 Learning  
PSYC 3493 Changing Behaviour  
PSYC 2401 Fundamentals of Social Psychology  
SOCI 3214 Sociology of Communications  
SOCI 4315 Cultural Studies in Sociology  
PHIL 3153 Business Ethics  
Or other course(s) as may be approved by the Faculty of Business

*6. Other special requirements such as thesis, practicum, internship, etc.*

Not applicable.

*7. Method of program delivery; e.g., traditional classroom, distance education, cooperative education, or a combination.*

Traditional classroom

*8. In the case of a graduate programme, an indication of whether a programme is a research-based programme or professional programme, thesis-based or course-based.*

Not applicable.

**III. HUMAN AND PHYSICAL RESOURCE IMPLICATIONS**

*1. Utilization of existing resources in the first five years of the new program:*

No additional resources are anticipated to be required to offer this major.

*2. Additional resource requirements during first five years:*

No additional resources are anticipated to be required to offer this major.

*3. Impact on other programs (including elimination or reduction in scope) due to the use of these resources (as described in Sections III.1, 2 above) for this program.*

No impact on other programs is anticipated.

*4. Estimate of resource needs and allocation beyond first five years of the new program.*

No additional resources are anticipated to be required to offer this major.

#### **IV. FINANCIAL IMPLICATIONS**

*1. Projection of the incremental costs for the program for its first five years:*

The addition of this major will not have a significant impact on overall revenues or expenditures; however, we expect that we will retain a few students who would otherwise have gone elsewhere to pursue the marketing major.

*2. Proposed cost recovery/revenue strategy (as per UNB policy).*

The addition of this major will not have a significant impact on overall revenues or expenditures.

*3. Expectations in terms of additional capital or operating funding.*

No additional resources are anticipated to be required to offer this major.

#### **V. RELATIONSHIP TO OTHER PROGRAMS AND INSTITUTIONS**

*1. Relationship to existing programs at the University of New Brunswick.*

The makeup of the proposed marketing major allows students to complete the requirements fully within the Faculty of Business or to choose up to two electives from various humanities and social science disciplines within the Faculty of Arts. This serves to reinforce the interdisciplinary nature of the BBA degree, and the approved list of Arts courses are currently popular electives for many business students. We do not anticipate that including them as part of the major will cause the courses to be oversubscribed.

The major, requiring 9 marketing and related courses, expands upon the theory and practice available in the concentration which consists of only 4 courses.

*2. Similar programs offered at other Maritime post-secondary institutions, the differences between these programs and the proposed program, and the rationale for introduction of an additional program if a similar one is offered in the region.*

Marketing majors are offered at UNB Fredericton campus and at St. Francis Xavier University, Acadia University and Dalhousie University. There are no substantial differences, but UNBSJ has an increasing number of students who are desirous of earning a "Marketing major" without leaving UNBSJ. Since students would attain it with existing offerings, and it will not add extra cost to the University, the marketing major will help students to reach their goals.

*3. Similar programs offered at other Canadian post-secondary institutions outside the Maritimes and the differences between these programs and the proposed program.*

Same as above

*4. Collaboration possibilities with other institutions in the region or elsewhere in Canada in the delivery of the program and steps taken to that effect.*

The Saint John and Fredericton campuses may offer different marketing electives from term to term, giving students the opportunity to study on the sister campus for a term or a year and still complete their desired program.

*5. Evidence of consultation with post-secondary institutions noted above.*

As this is an internal change for the benefit of our students, outside consultation was not undertaken.

## **VI. NEED FOR THE PROGRAM**

*1. Evidence of regional (Maritime) need*

There is no regional need for a Major in Marketing at UNBSJ. There is only a strong provincial need.

*2. Evidence of national need*

There is no national need for a Major in Marketing at UNBSJ. There is only a strong provincial need.

*3. Evidence of student demand (departments are encouraged to consult students when developing new programs. Please provide some concrete evidence that there will be a demand from students).*

After four years of official performance, the statistics for the Marketing Concentration Program are as follows:

Enrolments\*:

	BA3129	BA3301	BA3328	BA3305	BA3339	BA3371	BA4107	BA4303	BA4334	BA4398
2005-06	164		83	28	22	46	56	9		14
2006-07	160		60	33	25	49	46			20
2007-08	140	41	69	26	14	50	39	1		37
2008-09	138	34	60	21		44	46			26

\* The figures come from the instructor's class lists.

Graduates (the other Major or Major in brackets)

	Minor	Major	Marketing Concentration
2003-04			3

2004-05			7
2005-06			0
2006-07			16
2007-08			18

*4. Priority within UNB's (or UNBF/UNBSJ?) program structure and development.  
Relationship to Faculty plans and objectives.*

This program has become a priority at Faculty/Department level at UNBSJ. The proposed marketing major allows students to complete the requirements fully within the Faculty of Business or to choose up to two electives from various humanities and social science disciplines within the Faculty of Arts. This serves to reinforce the interdisciplinary nature of the BBA degree.

**5. Clientele (a.k.a "prospective students"?)**

*a) Anticipated enrolment*

Not predictable.

*b) Enrolment limits or expected maximum enrolment (by year-level, if appropriate).*

No enrolment limits are anticipated.

*c) Sources of clientele; e.g., existing programs within institution, additions to student body, changes in student demographics.*

*d) Geographic distribution of proposed annual student intake (must total 100%):*

*6. Consultation with employers and/or professional organizations as to the current and anticipated job market and employment potential.*

Not applicable.

**VII. PROGRAM DEVELOPMENT PROCESS**

*1. Description of the development process leading to the submission of this program proposal. Each internal and external expert should be identified and their written assessment or comments on the proposed program appended to the proposal.*

- The proposal has been submitted to the Faculty Curriculum Committee; a motion of approval has been obtained. Departmental Meeting, October 30, 2009. **Appendix I.**
- The proposal has been presented in the Faculty of Business Council; a motion of approval has been obtained. **Appendix II.**

*2. Description of any accreditation requirements; when and how program will achieve accreditation.*

Not Applicable.

*3. Description of response to external review.*

Not Applicable.

### **VIII. INFORMATION REQUIRED FOR GRADUATE PROGRAMS**

*In addition to addressing all the information requirements identified within Sections I – VII above, a proposal for a graduate-level programme must meet the following information requirements and assessment criteria.*

Not applicable

### **IX. INFORMATION REQUIRED FOR HEALTH-RELATED PROGRAMS**

Not applicable

### **X. ENROLMENT AND TUITION REVENUE**

*1. Proposed tuition fees in the initial year of program operation:*

*per term course \$\_\_\_\_\_, or  
program fee \$\_\_\_\_\_ for \_\_\_\_\_ years*

*Rationale for proposed fee level.*

Same as for any B.B.A. degree at UNBSJ.

*2. Refer back to Section VI.5 a) regarding anticipated enrolment. Describe the basis for the enrolment estimates, including attrition assumptions.*

Not predictable.

*3. Estimated annual tuition revenue*

Not applicable.

*4. Impact, if any, on enrolment in other existing programs and courses at UNB (or UNBF/UNBSJ):*

It is not anticipated that the addition of this major will have any impact on other programs at this institution.

*5. Expected distribution of term-course registrations by year-level*

Not applicable.

*6. Other student fees proposed. Rationale for the fee and its level. Attach approval from the Vice-President (Finance and Corporate Services).*

Not applicable.

### **XI. OTHER ANTICIPATED REVENUE**

It is not anticipated that the addition of this major will have any significant impact on costs or revenues, compared to the past four years.

*1. Amounts, sources, uses, and timing of non-tuition operating funding.*

Same as for other B.B.A. programs

*2. Amounts, sources, uses, and timing of capital funding (including equipment).*

Same as for other B.B.A. programs



3. *Amounts, sources, uses, and timing of student support funding* (scholarships, bursaries, support from research operating grants, etc.).

#### ***XII. INCREMENTAL COSTS***

It is not anticipated that the addition of this major will have any significant impact on costs, revenues, salaries, or workloads.

1. *Academic salaries (new positions)*

Not applicable.

2. *Non-academic salaries (new positions)*

Not applicable.

3. *Total salaries and benefits*

Not applicable.

4. *Incremental non-salary operation expenses*

Not applicable.

5. *Impact on workload and assignments of current faculty and staff.*

None.

#### ***XIII. IMPACT ON UNIVERSITY SERVICES***

It is not anticipated that the addition of this major will have an impact on any university services.

1. a) *Library acquisitions costs (\$).*

None anticipated.

b) *Instruction/Reference support*

None anticipated.

2. a) *Computing (description of current computing facilities that will be available to faculty and students).*

None anticipated.

b) *Expenditures for additional university computing facilities (hardware, software, peripherals, licenses, training).*

None anticipated.

3. *Special demands on other university services (registrar, audio-visual, personnel, financial services, communications/marketing/public relations, technical, legal services, etc.).*

None anticipated.

*4 a). Space requirements:*

No additional space requirements anticipated.

*4 b). Contact with Facilities Management staff regarding these requirements:*

Not Applicable

*5. Special insurance or risk exposure implications.*

None anticipated.

*6. Summary of revenues and costs:*

Not Applicable

**XIV. INTERNAL APPROVALS AND CONSULTATIONS**

*1. Approvals*

- The proposal has been submitted to the Faculty Curriculum Committee; a motion of approval has been obtained. Departmental Meeting, October 30, 2009. Appendix 2
- Consultation has taken place with the Faculty of Arts

*2. Consultations:*

All proposed courses are within the Faculty of Business and the Faculty of Arts.

*3. Program review process, timing (year) of first review, and review cycle.*

To be reviewed in conjunction with B.B.A. degree programs and on the same cycle.

**Minutes**  
**Faculty of Business Curriculum Committee**  
October 30, 2009  
12:30 pm – Oland Hall Room 120

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**In Attendance:**

Richard Cho	OIM
Emin Civi	Marketing
Terry Conrod	Alt. Marketing
Jeff Colpitts	Accounting/Finance/Law Group
Keith Dewar	HTM
Dongmin Kim, <i>Chair</i>	E-Commerce
Anne Marie Stephen	Manager – Institutional Knowledge/UG Programs
Marina Hernandez	UG Program Assistant/Committee Secretary

**Absent with Regrets:**

Morris Mendelson	HRM
Stacey Cool	Co-op

The meeting commenced at 12:35 pm, Friday, October 30, 2009 in Oland Hall Room 120, with Dongmin Kim chairing.

**Approval of Agenda**

The agenda, with the addition of an item to the other business section to modify the Membership Terms of Reference, was approved as circulated.

**Dewar/Civi**  
***Unanimous***

**NEW BUSINESS**

**[09-10] 1. Addition of a Marketing Major**

Emin Civi explained that the demand on Concentration in Marketing increases every term and students inquire frequently about a Major in Marketing. The program is feasible as the Faculty of Business currently teaches an adequate number of marketing courses to offer a Major without delay and the elective courses from other disciplines are currently offered by those departments at UNBSJ also.

Anne Marie gave details on Majors and Concentrations at Jeff's request. After brief discussion the Board agreed to add a Major in Marketing to the BBA Program.

MOTION: That the Faculty of Business Curriculum Committee approves the adding of a Major in Marketing to the BBA Program. The Major will be compound of nine courses

(27ch) maintaining an average 3.0 (B) grade: five BA core courses, two BA Electives and two electives from other disciplines.

**Civi / Cho**

**5/0/0**

**Motion**

**Carried**

### **[09-10] 2. Change of Economics Requirements in the CBA I and II**

Anne Marie explained that the business administration I and II programs currently require 6ch from ECON1013, ECON1023 or ECON2103, ECON3114. However, for many years students have not selected ECON2103 and ECON3114 as the first set of courses are pre-requisites for the second set in the list. Thus she proposes to simplify the program by listing ECON2103 and ECON3114 only. However, certificate students will still be able to take additional economics courses as electives towards their programs.

MOTION: That the Faculty of Business Curriculum Committee approves the change of de description of the Certificate in Business Administration Level I & II in the calendar by removing ECON2103 and ECON3114 from the choices to fulfil the economics requirement and listing ECON1013 and ECON1023 only.

**Cho I Civi**

**(5/0/0)**

**Motion**

**Carried**

### **[09-10] 3. Certificate Housekeeping Change**

Anne Marie explained that the proposed changes are to update and adjust the description of the Certificate in Business Administration Level I & II to be consistent with the BBA and BAM degrees in the calendar.

MOTION: That the Faculty of Business Curriculum Committee approves that the description of the Certificate in Business Administration Level I & II be updated to expand the choices of elective courses to be comparable to the list used for the BBA and BAM programs.

**Civi / Dewar**

**(5/0/0)**

**Motion**

**Carried**

## **OTHER BUSINESS**

### **[09-10] 4. Change the Wording on the FCC - Membership Terms of Reference**

Dongmin Kim asked the committee to revise one item from the Membership Terms of Reference: The Assistant Dean – Undergraduate Programs (the assistant dean has a voting right unless s/he is also representing an area group)

There was an open discussion on the number of votes the Assistant Dean must be allowed when representing an area group. Some estimated that when there is a tie s/he could use a second vote to solve the tie. This role is held currently by the FCC Chair.

Jeff Colpitts found unusual this practice as he said that regularly the chair has no vote as a chair. After further discussion the committee agreed on limiting to one vote by each member.

MOTION: That the Faculty of Business Curriculum Committee approves that all members on the committee have a single vote. Where there is a tie, the matter will be referred to full faculty council.

***Dewar I Civi  
(5/0/0)  
Motion  
Carried***

No subsequent meeting of the Faculty of Business Curriculum Committee was scheduled.

There being no further business, the meeting adjourned at 1:15 pm.

## Appendix II

### UNIVERSITY OF NEW BRUNSWICK SAINT JOHN

#### BUSINESS FACULTY COUNCIL MEETING

#### MINUTES

The meeting of the Business Faculty Council was held at 10:00 am on **Friday 15<sup>th</sup> January 2010**, in Room 120 of Philip W. Oland Hall.

	<i>Present:</i>	<i>Regrets:</i>	<i>Sabbatical:</i>
1	<b>R. Cho</b>	<b>Frederic Dimanche</b>	<b>S. Huq</b>
2	<b>E. Civi</b>	<b>D. Doiron</b>	
3	<b>B. Collings</b>	<b>C. Hurley</b>	
4	<b>J. Colpitts</b>		
5	<b>T. Conrod</b>		
6	<b>K. Dewar</b>		
7	<b>J. Dunstan</b>		
8	<b>R. Farnsworth</b>		<i>Leave:</i>
9	<b>G. Fleet</b>		<b>M. Hussain</b>
10	<b>N. Franklin</b>		
11	<b>L. Jolliffe</b>		
12	<b>D. Kim</b>		
13	<b>M. Mendelson</b>		
14	<b>M. Mellon</b>		<i>Secondment:</i>
15	<b>E. Roumi</b>		<b>S. Rinehart</b>
16	<b>H. Sterniczuk</b>		
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## **1. Announcements**

- 1.1 L. Jolliffe – introduction and background of Frederic Dimanche, the Harrison McCain Visiting Professor. He will be presenting an upcoming Faculty of Business Research Colloquium.
- 1.2 B. Collins – 15<sup>th</sup> Annual OREO is 19 February 2010. Fourteen teams registered. Volunteer assistants needed (work with teams as advisors). Judges also being recruited. Also everyone is welcome to the afternoon banquet on campus. Finally, need a full-time faculty to take over the lead for next year.
- 1.3 D. Kim – Keith Dewar will present next Research Colloquium Friday 22 January.
- 1.4 J. Dunstan – CRA student training and tax clinics (a Friday afternoon and Saturday morning in late March). Volunteers needed! Please see Judith.
- 1.5 R. Farnsworth – Starting Feb 1, Marty Mallaley will be full-time Faculty of Business secretary.

## **2. Approval of 15 January 2010 Agenda**

MOTION 2.1      N. Franklin / E. Civi  
Motions should read 4.1, 4.2 etc. instead of 5.1  
etc. Also add new motion (see 4.4 below)  
CARRIED  
Vote: 14/0/0

## **3. Approval of minutes from 27 November 2009**

MOTION 3.1      B. Collings / M. Mendelson  
CARRIED  
Vote: 14/0/0

## **4. Business arising from minutes**

MOTION 4.1      D. Kim / B. Collings  
CARRIED  
Vote: 14/0/0

MOTION 4.1      D. Kim / B. Collins  
“That the Marketing Major will be compound of nine courses (27ch) maintaining an average 3.0 (B) grade: five BA core courses, two BA Electives and two electives from other disciplines.”  
Rationale: Significant student demand for the program is evidenced by the uptake in the concentration program and the number of students on our campus attempting to complete the Fredericton marketing major to receive a letter from the FOB confirming requirements met to the equivalent of a major.  
Effective date for change: January 2010  
CARRIED with editorial comments as discussed  
Question: Should this also apply to all Applied degrees?  
Discussion: J. Dunstan – A number of areas that need clean up: course description, rationale, MPHC form, calendar copy issues, clarity of working in credit hour, as well as ensure the right forms are sent registrar’s office.  
B. Roumi – Other consistencies with printed calendar (e.g., 27

ch and other consistencies with p.273).

Vote: 14/0/0

MOTION 4.2

D. Kim / E. Civi

Vote:

“That the Faculty of Business Curriculum Committee will remove ECON2103 and ECON3114 from the choices to fulfill the economics requirement for the Certificate in Business Administration Level I & II in the calendar and will list ECON1013 and ECON1023 only. “

Rationale: Currently, the certificate programs require students to take 6 credit hours of economics from ECON1013 and ECON 1023 or, ECON2103 and ECON3114 (Econ1013 and ECON 1023 are prerequisites for ECON 2103 and ECON 3114). The preference is for students to take ECON 1013 and ECON 1023 because these two courses are requirements for BBA for which the certificates are “stepping stones”. In the past 21 years no student has chosen ECON 2103 and ECON3114. We wish to simplify the program by listing only ECON 1013 and ECON 1023 as requirements. Students will still have the option of choosing additional economics courses as their non business electives within the certificate programs.

That the Faculty of Business Curriculum Committee will update the descriptions of the Certificate in Business Administration Level I & II to expand the choices of elective courses and be comparable to the list used for the BBA and BAM programs. And some minor wording changes for clarification purposes (housekeeping).”

B. Collins – request for additional information on Budget Process Update (from 27 November meeting). R. Farnsworth: differences between two campuses. VP SJ will be putting together a campus-wide budget committee. Meetings with deans are imminent. J. Dunstan – request for reports on cuts during 2009. Will be brought to next Faculty Council.

B. Collins – enrollment numbers in Saint John? More information to come.



## **5. New Business**

### **6. Other**

- 6.1 Student Accommodations via Student Services – B. Collings  
Are the rates increasing? Is it an awareness of availability or increase in accommodations? The process seems to involve less consultation with faculty member than in the past. R. Farnsworth will discuss at next Dean's Council.
- 6.2 Spring and Summer Scheduling – R. Farnsworth  
Suggested that all faculties have same schedule (12 week sessions including co-op and a 6.5 week schedule). If the faculty member feels 6.5 weeks is too short they can request a 12 week session). (That is, we drop the 8 week courses).  
Discussion: area groups should have say which courses can be offered during 6.5- and those that can only be offered in 12-week sessions. And all the material listed in the (Senate-approved) course description for the course must be met.  
Area groups should meet to discuss.
- 6.3 Structural Review Subcommittee update – T. Conrod  
Meetings still proceeding. Terry and Bram will bring new ideas to faculty before next Faculty Council meeting.
- 6.4 Program Updates  
International programs – K. Dewar: Various programs being considered (undergraduate and MBA). Finalizing program with Turkey and Thailand and others.  
Co-op – M. Mendelson:  
Undergraduate – M. Mendelson:  
MBA – H. Sterniczuk:

### **7. Adjournment**

M. Mendelson