DATE: April 9, 2014

SUBJECT: NOTICE OF CURRICULUM CHANGES

This notice of Curriculum Changes is published as required by the EPC Manual, part of the Faculty Handbook (pp. 66-75 of the 7th ed., September 2011). The following paragraph may be found in Section C, “Procedures Governing Revision of Curriculum and Degree Requirements” (p. 69):

5: Faculty members objecting to a particular proposal must express their objections in writing to the EPC within 30 days.* This 30-day period begins with the committee’s distribution of its “Notice of Curriculum Changes.” Objections received within this 30-day period will suspend approval pending resolution of the objections. In the event a dispute cannot be resolved, the committee will make its recommendation to the faculty for its action at the next regular faculty meeting.

Complete copies of the proposals may be obtained from the Provost’s Office or from Tina Saxowsky, Chemistry and Chair of the Educational Policies Committee for the 2013-14 academic year. In addition, some proposals may be found online in the EPC section of the Office of the Provost Sakai, to which all PLU faculty should have access.

*The 30-day period starts April 9, 2014 and ends May 9, 2014

CURRICULUM CHANGES

EPC places on the 30-day clock memo for faculty review:

SCHOOL OF BUSINESS
BUSA, create new degree: Master of Science in Marketing Research, Type 5 beginning Fall 2015.

New:
Master of Science in Marketing Research

Fall Semester (16 hours)
BMMR 502 Marketing Strategy (4)
BMMR 504 Quantitative Marketing Research (4)
BMMR 506 Sampling and Experimental Design (4)
BMMR 508 Qualitative Marketing Research (4)

January Term (2 hours)
BMMR 598 Graduate Research Project in Marketing I (2)
Spring Semester (16 hours)
BMMR 524 Advanced Research Methods (4)
BMMR 526 Big Data and Digital Analytics (4)
BMMR 528 Consumer Behavior and Customer Relationship Management (CRM) (4)
BMMR 530 Data Mining (4)

Summer Term I (4 hours)
BMMR 599 Graduate Research Project in Marketing II (4)

Total: 38 semester hours

Proposed Courses

BMMR 502 Marketing Strategy
This course will provide frameworks and tools to solve strategic-level marketing problems. Emphasis will be on the information needs of senior marketing executives and how marketing research informs marketing decisions. May include a service learning component. (4)

BMMR 504 Quantitative Marketing Research
Methods and techniques of quantitative marketing research. Emphasis on research design, data collection, basic data analysis including chi-square, correlation, ANOVA and regression as well as interpretation and presentation of results. Students will work in groups to provide a custom research project for a business or non-profit client. (4)

BMMR 506 Sampling and Experimental Design
Identification of issues associated with sampling. Will study the various approaches to sampling and experimental design and the application to real world problems. (4)

BMMR 508 Qualitative Marketing Research
Methods and techniques of qualitative marketing research. Will examine focus groups, depth interviews, projective techniques, ethnography and other qualitative techniques. (4)

BMMR 524 Advanced Research Methods
Emphasis on data analysis and interpretation using multivariate techniques including principal component and factor analysis, logistical regression, discriminant analysis, cluster analysis, perceptual mapping, structural equation modeling and other techniques. (4) Prerequisites: BMMR 502, 504, 506.

BMMR 526 Big Data and Digital Analytics
This course provides a broad overview of analytic strategies for (structured and unstructured) data collected in interactive channels (online, mobile, social, etc). Topics covered include web analytics, big data, and key performance indicators, how to analyze the effectiveness of social media, and how to optimize the digital experience by incorporating testing and experimentation. (4) Prerequisites: BMMR 502.

BMMR 528 Consumer Behavior and Customer Relationship Management (CRM)
This course provides an overview of theories on consumer behavior as well as concepts and applications of CRM. The focus is on analytical techniques for use with an organization’s customer database and on how to enhance the company’s relationship with customers. The course includes detailed discussions of the ethical use of customers’ information as well as consumers’ privacy concerns. (4). Prerequisites: BMMR 502.

April 9, 2014 to May 9, 2014
BMMR 530 Data Mining
This course will examine both descriptive and predictive techniques in data mining. The core topics to be covered in this course include classification, clustering, association analysis, and forecasting with an emphasis on the use of software tools for making evidenced-based decisions. Legal and ethical restrictions on use of customer information will be discussed. (4) Prerequisites: BMMR 502.

BMMR 598 Graduate Research Project in Marketing I
Students will work independently with faculty to develop a research proposal and survey design for original research which may be targeted for journal publication. At the end of the term the student will be prepared to begin collecting data for next phase of this project. (2) Prerequisites: BMMR 502, 504, 506, 508.

BMMR 599 Graduate Research Project in Marketing II
Students will work independently with faculty to complete the marketing research project and write a publishable research article with intent to submit to a targeted journal. (4) Prerequisites: BMMR 524, 526, 528, 530, 598.

FOR INFORMATION ONLY

REGISTRAR
REGI, change catalog language to reflect the new Admissions policy that does not require transfer students who have 30+ transfer hours at matriculation to meet foreign language or mathematics entrance requirements

Old:

http://www.plu.edu/catalog/2013-2014/undergraduate-program/academic-policies-procedures/home

"Second Bachelor's Degree Earned by Returning Students

(fourth bullet point)
96 Semester Hours Maximum: Students who complete a bachelor's degree from an accredited college or university before matriculation at PLU will be admitted with senior standing of 90 semester hours. Students may transfer in a maximum of 96 semester hours or 144 quarter hours; of these the maximum transferable from a two-year school is 64 semester or 96 quarter hours. These students will have satisfied all general education program elements except for four hours in religion (from Christian Traditions), four hours in Perspectives on Diversity, the senior seminar requirement, and, where appropriate, the College of Arts and Sciences requirement. A bachelor’s degree does not automatically satisfy the mathematics or foreign language entrance requirements.”
New:

"Second Bachelor's Degree Earned by Returning Students

(fourth bullet point)
96 Semester Hours Maximum: Students who complete a bachelor's degree from an accredited college or university before matriculation at PLU will be admitted with senior standing of 90 semester hours. Students may transfer in a maximum of 96 semester hours or 144 quarter hours; of these the maximum transferable from a two-year school is 64 semester or 96 quarter hours. These students will have satisfied all general education program elements except for four hours in religion (from Christian Traditions), four hours in Perspectives on Diversity, the senior seminar requirement, and, where appropriate, the College of Arts and Sciences requirement. A bachelor’s degree does not automatically satisfy the mathematics or foreign language entrance requirements.