

Q2S Binder for Marketing

General Info

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Department/School Info

College: CBA(null)
Department: MKT(Marketing)
Mission: The marketing department is dedicated to maximizing stakeholder value. Specifically, we believe students should receive the best possible educational experiences; parents should receive the best educational value; and employers should receive the best qualified candidates for positions in Marketing and Sales. Faculty and staff should receive working conditions that maximize productivity.

Programs

Moving to Semesters	Code	Name	Degree	Status	Level
Yes	BB6127	MARKETING	BACHELOR OF BUSINESS ADMINISTRATION	REVIEW	UCC
No	CTSAFS	SALES CERT FINANCIAL FOCUS	SALES CERTIFICATE WITH A FINANCIAL SERVICES FOCUS	REVIEW	UCC
No	CTSASM	SALES CERT SPEC IN MEDIA SALES	SALES CERT SPEC IN MEDIA SALES	REVIEW	UCC
No	CTSASP	SALES CERT SPORT MANAGEMENT	SALES CERTIFICATE WITH A SPORT MANAGEMENT FOCUS	REVIEW	UCC
No	CTSATS	SALES CERT TECHNICAL FOCUS	SALES CERTIFICATE WITH A TECHNICAL SALES FOCUS	REVIEW	UCC
Yes	CTSALE	SALES CERTIFICATE	SALES CERTIFICATE	REVIEW	UCC
No	CTSART	SALES CERTIFICATE RETAIL FOCUS	SALES CERTIFICATE WITH A RETAIL FOCUS	REVIEW	UCC
Yes	SCMKT	SCMKT Shared Components	N/A	REVIEW	UCC

Courses

Course ID	Name	Course Type	Doc. Type	Doc. Status	Review Level
MKT 2020	MARKETING PRINCIPLES		EXPEDITED	REVIEW	UCC
MKT 2400	INTRO TO MARKETING MGT		EXPEDITED	REVIEW	UCC
MKT 2971T	MARKETING TUTORIAL		SEMESTER	REVIEW	UCC
MKT 2981T	MARKETING TUTORIAL		SEMESTER	REVIEW	UCC
MKT 3020	Consumer Marketing		SEMESTER	REVIEW	UCC
MKT 3580	PROFESSIONAL SELLING TECH		EXPEDITED	REVIEW	UCC
MKT 3790	MARKETING RESEARCH		EXPEDITED	REVIEW	UCC
MKT 3910	INTERNSHIP		SEMESTER	REVIEW	UCC
MKT 3919	INTERNSHIP		SEMESTER	REVIEW	UCC
MKT 3970T	MARKETING TUTORIAL		SEMESTER	REVIEW	UCC
MKT 3980T	MARKETING TUTORIAL		SEMESTER	REVIEW	UCC
MKT 4040	LOGISTICS/SUPPLY CHN MNGT		SEMESTER	REVIEW	UCC
MKT 4200	SERVICES MARKETING		SEMESTER	REVIEW	UCC
MKT 4250	BUSINESS TO BUSINESS MKT		SEMESTER	REVIEW	UCC
MKT 4410	INTERNATIONAL MARKETING		EXPEDITED	REVIEW	UCC
MKT 4440	CONSUMER BEHAVIOR		EXPEDITED	REVIEW	UCC
MKT 4500	MANAGEMENT OF PROMOTION		SEMESTER	REVIEW	UCC
MKT 4550	CUSTOMER SATISFACTION		SEMESTER	REVIEW	UCC
MKT 4580	SALES MANAGEMENT		SEMESTER	REVIEW	UCC
MKT 4630	MARKETING STRATEGY	TIER3	SEMESTER	REVIEW	UCC
MKT 4680	ADV SELLING TECHNIQUES		SEMESTER	REVIEW	UCC
MKT 4780	ADV SALES EFFECTIVENESS		EXPEDITED	REVIEW	UCC
MKT 4900	Special Topics in MKT		SEMESTER	REVIEW	UCC
MKT 4910	Sales Internship		SEMESTER	REVIEW	UCC
MKT 4919	INTERNSHIP		SEMESTER	REVIEW	UCC
MKT 4930	Independent Study		SEMESTER	REVIEW	UCC
MKT 4940	INDEPEND RESEARCH		SEMESTER	REVIEW	UCC
MKT 5900	Special Topics in MKT		SEMESTER	REVIEW	UCC

MKT 6900	Special Topics in MKT	SEMESTER	REVIEW	UCC
MKT 6910	INTERNSHIP	SEMESTER	REVIEW	UCC
MKT 6930	Independent Study	SEMESTER	REVIEW	UCC
MKT 6940	INDEPEND RESEARCH	SEMESTER	REVIEW	UCC

Exceptions - Credit Analysis

Course ID	Name	Type	Credit Hours	Components	Doc. Status	Review Level
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Exceptions - Non Three Hour Lecture

The Ohio University Faculty Senate Resolution on the Number of Semester Hours per Course and Course Meeting Times for Quarters to Semesters (<http://www.ohio.edu/facultysenate/upload/CourseHourTimeResolutionfinal4-2009.doc>) resolved that, as a norm, undergraduate lecture courses on the Athens Campus shall be 3 semester hours and that exceptions to these norms will be allowed on the basis of pedagogical justification specific to a course or course sequence.

Three-hour courses are important for balancing student schedules, and three lecture hour per week blocks are important for classroom utilization. It is understood that there are special cases where the 3-lecture hour course norm does not apply, sometimes for categories of courses (recitals or band), sometimes for disciplinary standards, and sometimes for other reasons.

For the semester courses taught by your department that do not meet the 3 lecture hour norm, give a brief explanation of why the norm was not followed and/or what circumstances make these deviations from the norm not create a problem with classroom scheduling or student schedules. (Notes: Categories of courses can be addressed as a group rather than individually. If you are using a 'disciplinary standard' argument, please make comparisons to Ohio Schools on semesters or to Ohio University peer schools on semesters. If you are using a block scheduling approach, please list the courses that will be block scheduled and identify the semester(s) where the block scheduling applies.)

Reason: No reason given

Course ID	Name	Type	Contact Hours	Doc. Status	Review Level
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