

**UCC/UGC/ECCC**

Proposal for **Plan Change** or Plan Deletion

|  |
| --- |
| **FAST TRACK (Select if this will be a fast track item**. **Refer to** [**UCC**](http://www4.nau.edu/avpaa/UCCPolicy/FastTrack.docx) **or** [**UGC**](http://www.nau.edu/gradcol/UGC/UGC_FastTrack_Policy&Process.pdf) **Fast Track Policy for eligibility)** |

***If this proposal represents changes to the intent of the plan or its integral components, review by the college dean, graduate dean (for graduate items) and/or the provost may be required prior to college curricular submission.***

***All Plans with NCATE designation, or plans seeking NCATE designation, must include an NCATE Accreditation Memo of Approval from the NAU NCATE administrator prior to college curricular submission.***

***UCC proposals must include an updated 8-term plan.***

***UGC proposals must include an updated program of study.***

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. College: | **The W.A. Franke College of Business** | | | 2. Academic Unit: | | | **Hotel and Restaurant Management** | |
|  | |  |  | | |  | | |
| 3. Academic      Plan Name: | | **Hospitality Marketing and Sales; UCERT (HMKSCT)** | | | 4. Emphasis: | | |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 5. Plan proposal: | | Plan Change | | Plan Deletion | |
|  | New        Emphasis | | Emphasis       Change | | Emphasis             Deletion |

|  |  |
| --- | --- |
| 6. Current student learning outcomes of the plan. If structured as plan/emphasis, include for **both c**ore and emphasis.  The students will be able to:  1. Develop the background and skills necessary to conceive and create a successful marketing and sales plan, from initial concept to final execution.  2. Describe the various elements of the sales and marketing fields and apply them to real-life situations.  3. Describe how the Internet is changing marketing and sales processes.  4. Identify market segments and target markets.  5. Discuss marketing and sales concepts and principles.  6. Examine the major functions that comprise the marketing task and their interactions with consumer behavior.  7. Explain the importance of services in the global economy and the unique challenges involved in marketing and managing services. | Show the proposed changes in this column (if applicable). **Bold** the changes, to differentiate from what is not changing, and change font to **~~Bold Red with strikethrough~~**for what is being deleted. *(*[*Resources, Examples & Tools for Developing Effective Program Student Learning Outcomes*](http://www4.nau.edu/avpaa/Assessment/ProgramLearningOutcomesPDF_090712.pdf)*).*  **UNCHANGED** |
| 7. Current catalog plan overview and requirements in this column. Cut and paste the *Overview* and *Details* tabs, in their entirety, from the current on-line academic catalog: (<http://catalog.nau.edu/Catalog/>) *Hospitality Marketing and Sales, Undergraduate Certificate*  In addition to University Requirements:   * Complete individual plan requirements.   Please note that you may be able to use some courses to meet more than one requirement. Contact your advisor for details.   | Minimum Units for Completion | 15 | | --- | --- | | Mathematics Required | [MAT 114](http://catalog.nau.edu/Courses/course?courseId=005202&catalogYear=1213) | | Additional Admission Requirements | Required |  Additional Admission RequirementsAdmission requirements over and above admission to NAU are required.We offer a more than a dozen non-degree certificates, some of which are open to all Northern Arizona University students.We guarantee your acceptance into any of our certificate plans that are open to all Northern Arizona University students if you have:Major status in The W. A. Franke College of BusinessOr a 2.75 cumulative grade point average (GPA) with at least 30 units earnedIf you have a GPA of less than 2.75 but at least 2.5, we will admit you into a certificate plan on a space-available basis, based on the rank order of your GPA.For a list of certificates open to non-business majors, contact the Office of Academic Services in The W. A. Franke College of Business. If you are not a business major, but wish to complete a certificate through The W. A. Franke College of Business, you must apply to the Office of Academic Services. Please note that non-business majors are not allowed to take more than 27 units of business classes with the FCB.Also note that most upper-division business courses require admission to the Business Professional Program or a waiver of prerequisite. Please visit the FCB Office of Academic Services for more information. The FCB does not accept upper-division transfer credits from programs not accredited by the AACSB (such as the University of Phoenix or the Bachelor of Business Administration program at NAU). Finally, you should know that you must have at least 6 units of certificate coursework that are not used in your major, minor, or other certificates, and you must complete at least 6 units of certificate coursework at Northern Arizona University.  *Certificate Requirements*  Take the following 15 units:   * HA 400 (3 units) * MKT 333, MKT 334, MKT 337, MKT 436 (12 units)   To complete this certificate you must be a declared Hotel and Restaurant Management Major.  Be aware that some courses may have prerequisites that you must also take. For prerequisite information click on the course or see your advisor. | Show the proposed changes in this column.  **Bold** the changes, to differentiate from what is not changing, and change font to **~~Bold Red with strikethrough~~** for what is being deleted.  *Hospitality Marketing and Sales, Undergraduate Certificate*  In addition to University Requirements:   * Complete individual plan requirements.   Please note that you may be able to use some courses to meet more than one requirement. Contact your advisor for details.   | Minimum Units for Completion | 15 | | --- | --- | | Mathematics Required | [MAT 114](http://catalog.nau.edu/Courses/course?courseId=005202&catalogYear=1213) | | Additional Admission Requirements | Required |  Additional Admission RequirementsAdmission requirements over and above admission to NAU are required.~~We~~ The W.A. Franke College of Business (FCB) offers ~~a~~ more than a dozen ~~non-degree~~ undergraduate certificates, some of which are open to all Northern Arizona University students.~~We guarantee your acceptance into any of our certificate plans that are open to all Northern Arizona University students if you have:~~~~Major status in The W. A. Franke College of Business~~~~Or a 2.75 cumulative grade point average (GPA) with at least 30 units earned~~~~If you have a GPA of less than 2.75 but at least 2.5, we will admit you into a certificate plan on a space-available basis, based on the rank order of your GPA.~~For a list of certificates open to non-business majors, contact the Office of Academic Services in ~~The W. A. Franke College of Business~~ the FCB. The FCB will allow you, as a non-FCB student, to take an eligible FCB certificate program if you have a 2.75 cumulative grade point average (GPA), and at least 30 units earned. If you have a GPA of less than 2.75 but at least 2.5, we will admit you into an eligible certificate plan on a space-available basis.~~If you are not a business major, but wish to complete a certificate through The W. A. Franke College of Business, you must apply to the Office of Academic Services. Please note that non-business majors.~~ Because non-FCB students are not allowed to take more than 27 units of business classes with the FCB, and because ~~Also note that~~ most upper-division business courses require admission to the Business Professional Program or a waiver of prerequisite, non-FCB students must~~. Please~~ visit the FCB Office of Academic Services ~~for more information~~ before pursuing an FCB certificate.The FCB does not accept upper-division transfer credits from programs not accredited by the AACSB (such as the University of Phoenix or the Bachelor of Business Administration program at NAU). **~~Finally, you should know that~~** **Y**ou must **~~have~~** **complete** at least 6 units of certificate coursework that are not used in your major, minor, or other certificates, and you must complete at least **~~6 units~~** **60%** of certificate coursework at Northern Arizona University.  *Certificate Requirements*  Take the following 15 units:   * HA 400 (3 units) * MKT 333, MKT 334, MKT 337, MKT 436 (12 units)   To complete this certificate you must be a declared Hotel and Restaurant Management Major.  Be aware that some courses may have prerequisites that you must also take. For prerequisite information click on the course or see your advisor. |

8. Justification for proposal:

**This proposal is to rephrase the additional admission requirements. We believe the current version is too confusing for students.**

9. NCATE designation, if applicable**:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Initial Plan |  | Advanced Plan | | | |  | Remove Designation | |
| 10. Effective beginning **FALL**: | | | **2014** | |  | | |
| [**See effective dates calendar**](http://www4.nau.edu/avpaa/timelines/1213Effective.xls). | | | |  | | | |

11. Will this proposal impact other plans, sub plans, or course offerings, etc.?

Yes      No

      If yes, describe the impact and include a letter of response from each impacted academic unit.

**Answer 12-13 for UCC/ECCC only:**

12. A major is differentiated from another major by required course commonality: 24 units of the        required credit hours of a major must be unique, (i.e. not common or not dual use as a required        element in another major), to that major. Does this plan have 24 units of unique required        credit? Yes       No

13. Minor: A planned group of courses from one or more subject matter areas consisting of at least        18 hours and no more than 24 hours. At least 12 hours of the minor must be unique to that minor        to differentiate it from other minors.

       Does this minor have 12 units of unique required credit? Yes       No

**Answer 14-15 for UGC only:**

14. If this is a non-thesis plan, does it require a minimum of 24 units of formal graded coursework?                                                                                                                                       Yes       No

       If no, explain why this proposal should be approved.

15. If this is a thesis plan, does it require a minimum of 18 units of formal graded coursework?                                                                                                                                       Yes       No

       If no, explain why this proposal should be approved.

|  |  |
| --- | --- |
| **FLAGSTAFF MOUNTAIN CAMPUS** |  |
| **Scott Galland** | **10/21/2013** |
| Reviewed by Curriculum Process Associate | Date |
|  |  |
| **Approvals**: |  |
|  |  |
| Department Chair/Unit Head (if appropriate) | Date |
|  |  |
| Chair of college curriculum committee | Date |
|  |  |
| Dean of college | Date |
|  |  |
| **For Committee use only:** |  |
|  |  |
| UCC/UGC Approval | Date |

Approved as submitted: Yes  No

Approved as modified: Yes  No

|  |  |
| --- | --- |
| **EXTENDED CAMPUSES** |  |
|  |  |
| Reviewed by Curriculum Process Associate | Date |
|  |  |
| **Approvals:** |  |
|  | |
| Academic Unit Head | Date |
|  | |
| Division Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Division Administrator in Extended Campuses (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Faculty Chair of Extended Campuses Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Chief Academic Officer; Extended Campuses (or Designee) | Date |
|  |  |

Approved as submitted: Yes  No

Approved as modified: Yes  No