

Curriculum Changes

**"4+1" OR 12-MONTH
MASTER OF SCIENCE IN MARKETING
COURSE REQUIREMENTS**

I. *Prerequisites (0-15 hours, depending on previous courses completed):

<u>Graduate Courses</u>	<u>Semester Offered</u>	<u>TAMU Undergraduate Equivalent</u>
MKTG 621	Survey of Marketing (<i>Fall, Spring, Summer</i>)	(MKTG 409/321)
MGMT 655	Survey of Management (<i>Fall, Spring, Summer</i>)	(MGMT 309/363)
FINC 635	Financial Management (<i>Fall, Spring, Summer</i>)	(FINC 409/341)
ACCT 640	Acctg. Concepts and Procedures (<i>Fall, Spring, Summer</i>)	(ACCT 209 or 229)
**STAT 651	Statistics in Research I (<i>Fall, Spring, Summer</i>)	(SCMT, STAT 303 or other)

II. Requirements:

Senior Year Fall semester

1. MKTG 625 Marketing Engineering	3 hrs.	
2. <u>Take 1 of these 3:</u>		
3. MKTG 650 Analyzing Consumer Behavior	3 hrs. or	
4. MKTG 656 Branding and Mktg. Communications	3 hrs. or	
5. MKTG 671 Product Innovation	3 hrs.	6 hrs.

Senior Year Spring semester

Undergraduate courses only toward undergraduate degree

Summer

MKTG 684 Professional Internship	3 hrs.	3 hrs.
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Fall semester (1st full-time graduate school semester)

1. MKTG 635 Marketing Analytics & Pricing	3 hrs.	
2. MKTG 660 Marketing Consulting	3 hrs.	
3. MKTG 665 Research for Marketing Decisions	3 hrs.	
4. MKTG 670 Marketing Leadership	2 hrs.	
<u>Take 1 of these 3:</u>		
5. MKTG 650 Analyzing Consumer Behavior	3 hrs. or	
6. MKTG 656 Branding and Mktg. Communications	3 hrs. or	
7. MKTG 671 Product Innovation	3 hrs.	14 hrs.

Spring semester (2nd full-time graduate school semester)

1. MKTG 673 Services Marketing	3 hrs.	
2. MKTG 660 Marketing Consulting	3 hrs.	
3. MKTG 670 Marketing Leadership	1 hr.	
4. Business or Statistics elective	3 hrs.	
5. Business or Statistics elective	3 hrs.	13 hrs.

Total hours required

36 hrs.

*Students will complete all prerequisites before the Summer Internship. Students who previously took an undergraduate or graduate equivalent of a required MS-Marketing course may be given permission to take another marketing course or a course in another field in the place of that course.

**An on-line statistics short course will be required of admitted students the summer before Senior year.

For additional information, contact:

*Dr. Stephen W. McDaniel; Director, MS-Marketing Program
201G Wehner Building
Phone: (979) 845-5801
E-Mail: MS-Mktg@mays.tamu.edu
Website: <http://marketingmasters.tamu.edu>*

**16-MONTH
MASTER OF SCIENCE IN MARKETING
COURSE REQUIREMENTS**

I. *Prerequisites (0-15 hours, depending on previous courses completed):

<u>Graduate Courses</u>	<u>Semester Offered</u>	<u>TAMU Undergraduate Equivalent</u>
MKTG 621	Survey of Marketing (<i>Fall, Spring, Summer</i>)	(MKTG 409/321)
MGMT 655	Survey of Management (<i>Fall, Spring, Summer</i>)	(MGMT 309/363)
FINC 635	Financial Management (<i>Fall, Spring, Summer</i>)	(FINC 409/341)
ACCT 640	Acctg. Concepts and Procedures (<i>Fall, Spring, Summer</i>)	(ACCT 209 or 229)
**STAT 651	Statistics in Research I (<i>Fall, Spring, Summer</i>)	(SCMT, STAT 303 or other)

II. Requirements:

Fall semester

1. MKTG 665 Research for Marketing Decisions	3 hrs	
2. MKTG 625 Marketing Engineering	3 hrs.	
3. MKTG 670 Marketing Leadership	2 hrs.	
<u>Take 1 of these 3:</u>		
4. MKTG 650 Analyzing Consumer Behavior	3 hrs. or	
5. MKTG 656 Branding and Mktg. Communications	3 hrs. or	
6. MKTG 671 Product Innovation	3 hrs.	11 hrs.

Spring semester

1. MKTG 673 Services Marketing	3 hrs.	
2. MKTG 660 Marketing Consulting	3 hrs.	
3. MKTG 670 Marketing Leadership	1 hr.	
4. Business or Statistics elective	3 hrs.	
5. Business or Statistics elective	3 hrs.	13 hrs.

Summer

MKTG 684 Professional Internship	3 hrs.	3 hrs.
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Fall semester

1. MKTG 660 Marketing Consulting	3 hrs.	
2. MKTG 635 Marketing Analytics and Pricing	3 hrs.	
<u>Take 1 of these 3:</u>		
3. MKTG 650 Analyzing Consumer Behavior	3 hrs. or	
4. MKTG 656 Branding and Mktg. Communications	3 hrs. or	
5. MKTG 671 Product Innovation	3 hrs.	<u>9 hrs.</u>

Total hours required

36 hrs.

*Students will complete all prerequisites before beginning the Requirements. Students who previously took an undergraduate or graduate equivalent of a required MS-Marketing course may be given permission to take another marketing course or a course in another field in the place of that course.

**An on-line statistics short course will be required of admitted students the summer before admission.

For additional information, contact:

*Dr. Stephen W. McDaniel; Director, MS-Marketing Program
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Website: <http://marketingmasters.tamu.edu>*

Department of Marketing

mays.tamu.edu/mktg

Head: M. Houston; Graduate Advisor: S. McDaniel

The Department of Marketing offers graduate studies leading to MS and PhD degrees and coursework supporting the Mays Business School's MBA, PMBA and EMBA degrees. These programs provide training for students interested in marketing careers.

The MS degree program consists of 30 credit hours (provided students have the necessary preparatory coursework) and is designed to give a greater degree of specialization in marketing than the MBA program. The PhD program is designed to prepare students for careers in research and teaching as well as specialized staff positions in public and private organizations.

Additional information, including specific departmental requirements, may be obtained by contacting the department or the Office of the Dean, Mays Business School.

Marketing (MKTG)

613. **Marketing Management.** Credit 1 to 3. Core MBA marketing class examines history of marketing, environment that impacts marketing decisions of firms and consumers, buyer behavior, marketing ethics, marketing research, market segmentation, product positioning, new product management, and strategic challenges associated with integrating major marketing mix decision elements; product, price, distribution, and promotion. May be repeated for up to 3 hours of credit. Classification 6 students may not enroll in this course. Prerequisite: Enrollment is limited to BUAD classification 7.
621. **Survey of Marketing. (3-0).** Credit 3. Marketing concepts and decisions associated with developing marketing strategies; topics include product, pricing, distribution, and promotion. Note: Course may not be used for elective credit by a master's candidate in business administration.
625. **Marketing Engineering. (3-0).** Credit 3. Analysis and management of popular statistical packages for the purpose of enhanced data-based and empirically-driven marketing decisions. Application of statistical software to marketing-related data sets. Prerequisite: MKTG 621 or equivalent.
635. **Marketing Analytics and Pricing. (3-0).** Credit 3. Advanced quantitative techniques and analytical tools that provide insights into the nature of consumer demand and its response to changes in the marketing mix, with a focus on pricing. Prerequisite: MKTG 625.
638. **Strategic Foundations of E-Commerce. (3-0).** Credit 3. Implications of increasing electronic interactivity between consumers and firms; migration of products to the electronic marketplace and its effects on the marketing channel; Internet's impact on marketing mix decisions; competitive advantage; public policy issues. Prerequisite: MKTG 613 or MKTG 621 or equivalent.
650. **Analyzing Consumer Behavior. (3-0).** Credit 3. Concepts, theories, and techniques applicable to obtaining a sophisticated and empirically-based understanding of consumer motivation, attitudes, decision-making processes, and responses to marketers' actions; application of consumer psychology and behavioral decision making to managerial and public policy insights. Prerequisite: MKTG 613 or MKTG 621 or equivalent.
656. **Branding and Marketing Communication. (3-0).** Credit 3. Customer-based brand equity and positioning, brand objectives, communication processes, customer decision stages, creative and media strategies including traditional, grassroots, and social media, measuring advertising effectiveness and return on marketing investment. Prerequisite: MKTG 613 or MKTG 621 or equivalent.
660. **Marketing Consulting. (1-4).** Credit 3. Application of marketing knowledge through the planning and execution of marketing projects for businesses. May be repeated one time for credit. Prerequisite: MKTG 621 or equivalent.
665. **Research for Marketing Decisions. (3-0).** Credit 3. Methodology for generating and using information related to problems in marketing decision-making; primary and secondary research methodology and analytical techniques; guidelines for designing and conducting research projects. Classification 6 students may not enroll in this course. Prerequisites: MKTG 613 or MKTG 621 or equivalent; basic statistics course.
670. **Marketing Leadership. (1-0).** Credit 1 to 3 each semester. Seminar on the application of marketing concepts and theories through guest lectures and discussions with marketing-thought leaders in business and academia. May be repeated one time for credit. Prerequisite: MKTG 621 or equivalent.

General Requirements

Stephen W. McDaniel
Oct 13, 2014 04:01 pm

Viewing: [REDACTED], Email)
Change Student
Return to Graduate Committee Student Selection

Information for [REDACTED]

This is NOT an official evaluation.

Program Evaluation

Master of Science - Non-Thesis Option

Time Limits: All requirements for the degree must be completed within seven consecutive years.

Degree Plan: A Graduate Degree Plan of at least 36 hrs must be completed with a minimum GPR of 3.000 and no grade lower than C.

Course Limitations: Courses exceeding limits below will not be considered for meeting degree requirements.

1. Only approved courses on the degree plan will be considered for this program.
2. No more than 12 hrs or one-third of the total hours on the degree plan, whichever is greater, may be used. Transfer course work must be completed at an accredited institution with a grade of B or better.
3. No more than 12 hrs taken in a non-degree seeking (G6) classification may be used.
4. No more than 25 percent of the total degree plan hours may be used in any combination of the following categories:
 - a. Not more than 4 hrs of 684 (Professional Internship) may be used.
 - b. Not more than 8 hrs of 685 (Directed Studies) may be used.
 - c. Not more than 3 hrs of 690 (Theory of Research) may be used.
 - d. Not more than 3 hrs of 695 (Frontiers in Research) may be used.
5. No more than 2 hrs of 681 (Seminar) may be used.
6. No more than 9 hrs of advanced undergraduate courses (300-499) may be used.
7. No correspondence study may be used.
8. No credit hours of extension course work may be used.
9. No credit hours of FREN 601 or GERM 603 may be used.
10. No credit hours of 691 (Research) may be used.

Advisory Committee: An Advisory Committee is not required. The departmental graduate advisor and department head/program director approve the degree plan.

Residence Requirement: During one semester or 2 consecutive 5-week summer terms, 9 hrs of resident credit must be completed.

Pre-Requisite Courses: All appropriate pre-requisite courses must be completed.

Program :	MS [BA] Non-thesis option	Catalog Term :	Fall 2013 - College Station
Campus :	College Station	Evaluation Term :	Fall 2014 - College Station
College :	Mays Business School	Expected Graduation Date :	May 20, 2015
Degree :	Master of Science	Request Number :	2
Level :	Graduate	Results as of :	Oct 13, 2014
Majors :	Marketing	Minors :	
Departments :	Marketing	Concentrations :	Non-Thesis Option

	Met Credits		Courses	
	Required	Used	Required	Used
Total Required :	Yes	36.000 36.00		14
Program GPA :	Yes	3.00	3.653	
Overall GPA :	Yes	.00	3.653	
Other Course Information				
Transfer :			0.000	0
In Progress :			9.000	3

This is NOT an official evaluation.

Area : Courses for Degree Plan GPR (~~36.000~~ ^{36.00} credits) - Met
 A minimum degree plan GPR of 3.000 is required. Courses with grades of D, F or U are not acceptable for degree plan credit and must be repeated for a grade of C or better or Satisfactory

Area : Courses Not Applied - Met
 See Graduate Committee Chair or Graduate Advisor for acceptable changes to degree plan coursework.

10/13/2014

Howdy

(S).

- 3.000 A 201331 - MKTG 625 MARKETING ENGINEERING
- 3.000 B 201331 - MKTG 650 ANLY CONSUMER BEHAV
- 3.000 B 201331 - MKTG 665 RESEARCH MKTG DECIS
- 1.000 A 201331 - MKTG 670 MARKETING LEADERSHIP
- 3.000 A 201331 - MKTG 671 PRODUCT INNOVATION
- 3.000 B 201411 - INFO 628 BUSINESS DATABASE SYSTEM
- 3.000 A 201411 - MKTG 638 E-COMMERCE STRATEGY
- 3.000 A 201411 - MKTG 660 MARKETING CONSULTING
- 2.000 ~~4.000~~ A 201411 - MKTG 670 MARKETING LEADERSHIP
- 3.000 A 201411 - MKTG 673 SERVICES MARKETING
- 3.000 S 201421 - MKTG 684 PROFESSIONAL INTERNSHIP: IN-AB
- 3.000 * 201431 - MKTG 635 MKTG ANALYTICS PRICING
- 3.000 * 201431 - MKTG 656 BRANDING AND MKTG COMM
- 3.000 * 201431 - MKTG 660 MARKETING CONSULTING

38.000 Credits 3.653 GPA

Area : Graded Degree Plan Courses - Met

A grade of C or better is required in all courses listed.

- 3.000 A 201331 - MKTG 625 MARKETING ENGINEERING
- 3.000 B 201331 - MKTG 650 ANLY CONSUMER BEHAV
- 3.000 B 201331 - MKTG 665 RESEARCH MKTG DECIS
- 1.000 A 201331 - MKTG 670 MARKETING LEADERSHIP
- 3.000 A 201331 - MKTG 671 PRODUCT INNOVATION
- 3.000 B 201411 - INFO 628 BUSINESS DATABASE SYSTEM
- 3.000 A 201411 - MKTG 638 E-COMMERCE STRATEGY
- 3.000 A 201411 - MKTG 660 MARKETING CONSULTING
- 1.000 A 201411 - MKTG 670 MARKETING LEADERSHIP
- 3.000 A 201411 - MKTG 673 SERVICES MARKETING
- 3.000 * 201431 - MKTG 635 MKTG ANALYTICS PRICING
- 3.000 * 201431 - MKTG 656 BRANDING AND MKTG COMM
- 3.000 * 201431 - MKTG 660 MARKETING CONSULTING

35.000 Credits 3.653 GPA

E-mail [REDACTED]

0.000 Credits .00 GPA

Area : S/U Degree Plan Courses - Met

A grade of S is required in all courses listed.

- 3.000 S 201421 - MKTG 684 PROFESSIONAL INTERNSHIP: IN-AB

3.000 Credits .00 GPA

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**Texas Higher Education Coordinating Board
Request to Change Semester Credit Hours**

Directions: An institution shall use this form to request a change in the number of semester credit hours (SCH) required for a degree program already on the institution's program inventory in accordance with Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.55 – Revisions to Approved Programs.

Options:

- 1) Revisions that **reduce** the number of SCH require notification of change and affirmation that the reduction does not fall below the minimum requirements of the Southern Association of Colleges and Schools Commission on Colleges, program accreditors, and licensing bodies, if applicable.
- 2) Revisions that **increase** the number of SCH require detailed written documentation describing the compelling academic reason for the increase in the number of required hours.

NOTE: No request or notification is needed if revisions to the degree program curriculum do not result in a change in SCH.

Options 1 and 2 require the signature of the Provost or Chief Academic Officer.

Please submit *Request to Change Semester Credit Hour* via the Online Submission Portal:
<https://www1.thecb.state.tx.us/apps/proposals/>

Information: Contact the Division of Workforce, Academic Affairs and Research at 512/427-6200.

Administrative Information

1. Institution: Texas A&M University

2. Program Name – *As it appears on the Coordinating Board's program inventory (e.g., Bachelor of Business Administration degree with a major in Accounting):* Master of Science in Marketing program

3. Program CIP Code: ~~003632~~ 5214010016

4. Contact Person: *Provide contact information for the person who can answer specific questions about the program.*

Name: Stephen W. McDaniel
Title: Professor of Marketing
E-mail: s-mcdaniel@tamu.edu
Phone: 979-845-5801

Notification/Request for Change in Semester Credit Hours (SCH):

Current SCH: 38

Proposed SCH: 36

Implementation Date: Fall 2015

Complete Option 1 or 2 as appropriate

Option 1: Reduction in Semester Credit Hours

Is the change in the number of SCH compatible with the requirements of accreditation for the program?

a. Southern Association of Colleges and Schools Commission on Colleges

YES NO

b. Program Accrerator(s)

YES NO NA

Name of Program Accrerator: AACSB _____

c. Licensing Body(ies)

YES NO NA

Name of Licensing Body(ies): _____

Option 2: Increase in Semester Credit Hours

Provide detailed documentation, such as changes in accrediting agency or licensing body requirements, workforce needs, or academic professional standards and needs, describing a compelling reason for the change in the number of SCH:

Signature of Compliance

I hereby certify that all of the above changes have been approved in accordance with the procedures outlined in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.55.

Provost/Chief Academic Officer

Date