



COMMITTEE ON ACADEMIC PLANNING AND REVIEW

15-16 CAPR 15
Wednesday, May 11, 2016

TO: The Academic Senate

FROM: The Committee on Academic Planning and Review

SUBJECT: 15-16 CAPR 15: Approval of Department of Marketing and Entrepreneurship Name Change to Department of Marketing

PURPOSE: Action by the Senate

ACTION REQUESTED: That the Academic Senate approve changing the name of the Department of Marketing and Entrepreneurship to Department of Marketing.

BACKGROUND INFORMATION:

The Department of Marketing and Entrepreneurship is requesting a name change to the Department of Marketing. According to the department, the proposed name change more clearly fits the mission of the department, which states that the Department is "committed to providing a quality curriculum in marketing with the purpose to prepare our graduates with a set of knowledge, skills, experiences, and qualities that are relevant to the changing requirements of employers in the field of Marketing." The department has lost the faculty who were historically involved in creating the entrepreneurship focus in the department, The College of Business and Economics now plans to develop future entrepreneurship curriculum at the college level.

The complete name change request form is available in [Curriculog](#).

Department of Marketing - Name Change

0A. Request for Approval of Formation, Dissolution, Name Change or Merger of Academic Units

General Catalog Information

- *****READ BEFORE YOU BEGIN****

Use this form to request the formation of a new unit (i.e. school, college, or department), the dissolution or merger of a unit, or the name change of a current unit.

STEP ONE: Please see the [Formation, Dissolution, Name Change or Merger of Academic Units Policy](#) for more details.

STEP TWO: Please turn on Help Text for this form by selecting the Show Help

Text icon  above this section of the form then complete the following fields.

- Current Department/Unit Name*
Department of Marketing and Entrepreneurship
- Type of Change Requested: *
Name Change
- If Merger, please indicate units being merged:
None Selected
- New Unit Name (or current name if not changing unit name): *
Department of Marketing
- Proposed Effective Date of the Change: *
09/01/16
- CRITERIA OR REASON FOR THIS ACTION

- **A. Mission of the Academic Unit:**
- How does the proposed name/unit more clearly fit the mission of the academic unit?*

The proposed name change more clearly fit the mission of the department, which states that the Department is "committed to providing a quality curriculum in marketing with the purpose to prepare our graduates with a set of knowledge, skills, experiences, and qualities that are relevant to the changing requirements of employers in the field of Marketing."

- Does the change reflect a change in the unit's mission?*

Yes. Since the departure of the last hired Entrepreneurship faculty in Fall 2014, the Department has been focusing and building on its core strength in the field of Marketing.

- **B. Curricular Implications:**
- Does the new name/unit reflect past changes in curriculum?*

Yes. The primary focus of the department's curriculum has been and continues to be on Marketing. While the Entrepreneurship (formerly Small Business and New Venture) courses originated in the department with mostly small business development focus, the scope of Entrepreneurship has expanded to the extent that it encompasses a larger and multidisciplinary business operations. The CBE is in the process of developing a multidisciplinary entrepreneurship curriculum, reflecting this expanded scope in the new curriculum.

- Does it reflect plans for future curriculum changes?*

Yes. The Department will focus on developing and delivering building a strong curriculum in Marketing. This plan is incorporated in the Business Major program with Marketing Management concentrations, both BSBA and MBA, in the Q2S conversion.

- Do any planned changes impinge on other academic units?*

No.

- Which other units have been consulted?*

All CBE units.

- What are the plans for avoiding unnecessary duplication?*

The CBE will be developing, monitoring, and streamlining all, new and existing, plans at the College level.

- **C. Effect on the University:**
- How will the new name/unit assist students in finding the program they need?*

The name change will have no impact on students finding the program they need. Interested CBE students pursue a Business Major degree with a choice of concentrations including marketing management as well as entrepreneurship. As was in the past, students will be advised by the same centralized units (i.e., the CBE Student Success and Services Offices). Therefore, the name change of the department does not impact the students in finding the program they need either in marketing or in entrepreneurship.

- How does the new name/unit make clear the differences between the academic unit and others in the University?*

There are no others with the same name, the Department of Marketing, in the University. The name change will clearly identify the areas in which the department is accountable for developing and providing the relevant curriculum.

- What are the resource/cost implications of the change?*

None.

- Will there be any effect on retention, promotion, and tenure policies?*

None.

- For formation/merger, how will the unit head be determined?*

NA

- **D. Comparisons:**

- What names are used for comparable academic units in other Universities in the CSU System and nationwide?*

In CSU, the most frequently use name used for the marketing unit is the Marketing Department, which is used by Fresno, Los Angeles, Long Beach, Monterey Bay, Sacramento, San Diego, San Francisco, San Marcos, and Sonoma. Other CSU campuses use combined unit names such as Management and Marketing Department (Bakersfield, Dominguez Hills), Finance and Marketing Management (Chico), International Business and Marketing (Pomona).

The same is observed in naming of the marketing unit in other non-CSU Universities. The stand-alone name, the Marketing Department, is used by UC Berkeley, UC Davis, University of San Francisco, St. Mary's Kennesaw, Towson, Montclair State, Florida Gulf Coast, Eastern Michigan, etc. Among the combined unit naming practices include Marketing and Supply Chain

Management (Wayne State University, East Carolina University), Marketing and Logistics (University of North Florida), Marketing and Management (Sam Houston University), etc.