GRADUATE COUNCIL REPORT
30 August 2007

Graduate Council approved the Mays Business School, Department of Marketing request that the Master of Science in Marketing program be increased from a 36-hour program to a 38-hour program.
5/8/07

TO: Rick Giardino, Dean
Office of Graduate Studies

THROUGH: Bala Shetty, Associate Dean of Graduate Programs
Mays Business School

FROM: Jeff Conant, Head
Department of Marketing

The Department of Marketing requests that our Master of Science in Marketing program be increased from a 36-hour program to a 38-hour program.

We would like to require that our students take 1 hour of our Marketing Leadership course (MKTG 670) in both the Fall and Spring semesters (see syllabus for Fall 2007 attached and the list of speakers for the past two years). For the past two years we have been teaching this course as a MKTG 689 – Special Topics in Marketing Leadership. In this course we arrange for guest speakers to come in and speak to our students, and we require our students attend business communication workshops, career day sessions, etc., sponsored by Graduate Business Career Services. This has been a valuable experience for our students and we wish to require this of our students in both the Fall and Spring semesters, raising our program requirements from 36 to 38 hours.

This change from 36 to 38 hours will apply to both the MS NTO and MS PPA programs.

If you have questions about this, please contact me at 845-0824 or j-conant@tamu.edu or our MS-Marketing Advisor, Steve McDaniel at 845-5801 or s-mcdaniel@tamu.edu.

Thank you.
MKTG 670 – Marketing Leadership

Semester: Fall 2007 (1 hour credit)
Prerequisite: MKTG 621 or equivalent, MS-Marketing Program
Instructor: Dr. Stephen McDaniel, Professor of Marketing
Email: s-mcdaniel@tamu.edu Tel: (979) 845-5801

Course Description
Seminar on the application of marketing concepts and theories through guest lectures by and discussions with marketing thought leaders in business and academia.

Course Objectives
1. For students to have the opportunity to interact with top marketing leaders in the business world.
2. For students to have the opportunity to hear first-hand the strategic marketing issues being faced by marketing decision-makers.
3. For students to be able to ask questions and dialogue with marketing leaders.
4. For students to summarize their lessons learned from each marketing leader into a notebook for future reference in their coursework and marketing careers.

Course Requirements

1. Attendance at all presentations by guest speakers and other related functions. A total of approximately ten class sessions will be held in which marketing leaders from the business world and academia will be invited to address the class. Students are expected to attend each presentation, be on-time (preferably early), and stay for the duration of the class.

2. Dress requirements. Students will wear, at a minimum, business casual to all presentations. No jeans, t-shirts, etc.

3. Participation requirements. Students are expected to appropriately participate in the presentations and guest speaker visits. This will include the asking of appropriate questions during/after the presentation, attendance at social events associated with the guest speaker’s campus visit, etc. In many cases there will be a luncheon to give you an opportunity to visit more with the guest speaker and ask him/her additional questions. There will also be other opportunities to interact with the guest speaker, such as hosting a tour of the campus, and taking him/her out to breakfast or dinner.

4. One-page Summaries. Students will take notes of each session and turn in to the Instructor, within a week of the presentation, a one page summary of the session (Double-spaced, 1" margins, 12 point font). One-half page will be a summary of the main points made by the speaker. The other half-page will be a creative assessment/application to your career of something the speaker touched on.
5. *Compilation of Summaries in Notebook.* At the end of the semester, students will turn in a notebook that contains all the one-page summaries previously completed during both semesters. Students will also provide a one-page overview of the semester, highlighting 3 main takeaways from the course.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Attendance and Participation</td>
<td>50 percent</td>
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<tr>
<td>One-page Summaries</td>
<td>40 percent</td>
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<tr>
<td>Final compilation report</td>
<td>10 percent</td>
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<tr>
<td><strong>Total</strong></td>
<td>100 percent</td>
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**Americans with Disabilities Act (ADA) Policy Statement**

The Americans with Disabilities Act (ADA) is a federal antidiscrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room B118 of Cain Hall or call 845-1637.

**Aggie Honor Code**

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment to the Aggie Honor Code on all work in this course. For this course, this will include doing individual work only on the one-page summaries and course notebook. For additional information please visit: [www.tamu.edu/aggiehonor/](http://www.tamu.edu/aggiehonor/).