

PROPOSAL TO THE COB CURRICULUM COMMITTEE, APC, and UNIVERSITY SENATE

Recommendation: Establish new department: Marketing and Supply Chain Management

Name the new COB department consisting of Marketing faculty and Operations & Supply Chain Management faculty the “Department of Marketing and Supply Chain Management” (or interchangeably, the “Marketing and Supply Chain Management Department” or simply “Marketing and Supply Chain Management” depending on the context.)

Brief History of Issue—why the issue is being considered:

The College of Business is undergoing a departmental restructuring. As part of this restructuring, a new department will be formed consisting of the Marketing faculty and the Operations & Supply Chain Management faculty. The issue is being considered because we feel it is much better for the new department to have a name vs. not have one.

Operations” was omitted from the department name for a few reasons:

1. Simply in the interest of brevity, and to avoid “Department of _____ and _____ & _____” which simply does not have a nice ring to it.
2. We did not feel it was necessary to exactly replicate the name of every major in the department within the name of the department. The name chosen sufficiently communicates the nature of the disciplines housed within the department without being overly “wordy”.
3. In the broader perception, the relationship between “Operations” and “Supply Chain” is not universal. At some campuses “Operations” is considered a subset of “Supply Chain”, and elsewhere “Supply Chain” is considered a subset of “Operations”. To the lay person (e.g. external audience), “Operations” is not a familiar term while “Supply Chain” is. So the department name effectively and sufficiently communicates to external audiences. (The fact that the name of the major has retained the word “Operations” is a reflection of the history, culture and curriculum on this particular campus.)

The relevant faculty groups voted unanimously (12 = yes [4 supply chain faculty and 8 marketing faculty], 0 = no; 0 = abstain) at a meeting held at 1:00 p.m. August 25, 2022 in SSS 312 for the following department name: “Department of Marketing and Supply Chain Management.”

Pros of Recommendation:

The proposed name succinctly communicates the disciplines housed within the department while retaining the identity of the Marketing and Operations & Supply Chain Management programs.

Cons of Recommendation:

1. Enter cons here: None

Technology/Human Resource Impact:

The existence of a new department will entail significant changes to the UWEC website, course catalog, COB/UWEC promotional materials, etc. The particular name chosen (e.g., the concern of the current proposal) does not impact technology/human resources more or less than any other name that could have been chosen.

Other Departments (both within and outside the COB) Impacted:

No other departments are impacted by this.

Impacted Department Chair(s) Contacted?

The new department does not yet have a department chair named. No other department chairs are impacted.