

Establish new department: Marketing and Supply Chain  
Management  
REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

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

The College of Business is requesting: Establish new department: Marketing and Supply Chain Management for the next possible catalog. 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.

Points Discussed by Committee:

1. Impact on number of majors that will fall into new department.
2. Impact on reallocation of faculty and staff serving students.

Pros of Recommendation:

The relevant faculty groups voted unanimously (12 = yes [4 supply chain faculty and 8 marketing faculty]). Logical next step to align with the COB restructuring that was approved earlier this fall.

Cons of Recommendation:

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.

Committee Recommendation:

The committee approved the establishment of the academic department: Marketing and Supply Chain Management for the next possible catalog.

Establish new department: Marketing and Supply Chain  
Management

MOTION FOR THE UNIVERSITY SENATE

The University Senate Committee: Academic Policies Committee

by a vote of 9 for to 0 against on September 27<sup>th</sup>, 2022 (Date)

Recommends that:

The establishment of the academic department: Marketing and Supply Chain Management for the next possible catalog, starting 2023-2024 AY.

Implementation Date: 23/24 catalog

Signed: \_\_\_\_\_

Chair of the Committee

Send to: University Senate Office