

UNDERGRADUATE COUNCIL

Tuesday, September 24, 2024 at 2:30 p.m.
Gilmour Hall, Council Room (Room 111)

AGENDA

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Next Meeting - November 5, 2024 at 2:30 in Council Chambers.

MEETING MINUTES OF UNDERGRADUATE COUNCIL

Tuesday, April 23, 2024 at 2:30 p.m.

Gilmour Hall, Council Room (Room 111)

- Attendance:** Kim Dej (*Chair*), Nicholas Bock, Lorraine Carter, Sean Corner, Cathy Gris , Beth Marquis, Karen McGarry, Cheryl Quenneville, Sarah Robinson, Aaron Schat, Sean Van Koughnett, Rob Whyte, Kelly Snow (*Assistant University Secretary*), Michelle Zheng (*Associate University Secretary*)
- Consultants:** Cait Brooks, Lynn Giordano, Amy Gullage, Carla Hodal, Cathy Mackenzie, Ben O’Connor, Jackie Osterman, Monique Savage Williams, Maria White
- Regrets:** Rosa da Silva, Sarah Dickson-Anderson, Bridget O’Shaughnessy, Teal McAteer, Adrian Mesly, Caitlin Mullarkey (*on leave*), Wynter Sutchy, Spring Wang
-

1. Call to Order

Kim Dej, *Chair of the Undergraduate Council*, called the meeting to order.

2. Minutes of the Previous Meeting - March 26, 2024

It was duly moved and seconded,

that the Undergraduate Council approve the minutes of the meeting held on March 26, 2024, as circulated.

The motion was *Carried*.

3. Business Arising

1. Revisions to the Policy on Requests for Relief for Missed Academic Term Work

An electronic vote was held between March 28 and April 2, 2024, during which the Undergraduate Council approved the following motion:

Motion:

that the Undergraduate Council approve, for recommendation to the Senate, the revisions to the Policy on Requests for Relief for Missed Academic Term Work, including the name change of the policy, effective July 1, 2024 and as circulated.

4. Chair's Remarks

The Chair offered no remarks for this meeting.

5. Report from the Awards Committee

Cathy Grisé, *Chair of the Awards Committee*, presented the report.

1. Terms of Award

- a. Proposed New Awards
- b. Awards to be Removed from the Undergraduate Calendar

At its meeting on April 9, 2024, the Awards Committee reviewed and approved the new awards and the awards to be removed from the Undergraduate Calendar for recommendation to Undergraduate Council.

It was duly moved and seconded,

that the Undergraduate Council approve seven new awards and two awards to be removed from the Undergraduate Calendar.

The motion was *Carried*.

2. Revisions to the 2024/2025 Undergraduate Calendar

At the same meeting, the Awards Committee reviewed and approved minor revisions to the 2024/25 Undergraduate Calendar. This was a result of the recently launched Indigenous Student Bursary program, named ionkhihahonnién:ni, which means “they’re making a path for us” in the Mohawk language.

It was duly moved and seconded,

that the Undergraduate Council approve the revisions recommended by the Office of the Registrar, Aid & Awards for inclusion in the 2024-2025 Undergraduate Calendar, as circulated.

The motion was *Carried*.

6. Report from the Joint Committee on Certificates, Diplomas and Microcredentials

Aaron Schat, *Chair of the Joint Committee on Certificates, Diplomas and Microcredentials*, presented the report.

1. New Non-Academic Microcredentials

At its meeting on April 16, 2024, the Joint Committee on Certificates, Diplomas and Microcredentials received, for information, an overview of two new Non-Academic Microcredentials.

- a. Data Strategy for Healthcare Organizations
- b. Managing Innovation, Quality and Change in Health Care

7. **Report from the Curriculum & Admissions Committee**

Sean Corner, *Chair of the Curriculum & Admissions Committee*, presented the report.

1. **Proposal to Pilot an Equitable Admissions Process for the Arts & Science Program**

At the meeting held on April 16, 2024, the Curriculum and Admissions Committee reviewed and approved the Proposal to Pilot an Equitable Admissions Process for the Arts & Science Program.

It was duly moved and seconded,

that the Undergraduate Council approve, for recommendation to the Senate, the proposal to pilot an Equitable Admissions Process as recommended by the Arts & Science program, and as circulated.

The motion was *Carried*.

2. **Addenda to Curriculum Revisions for Inclusion in the 2024-2025 Undergraduate Calendar**

At the same meeting, the Curriculum and Admissions Committee reviewed and approved addenda to curriculum revisions for inclusion in the 2024-2025 Undergraduate Calendar from the Faculty of Social Sciences and the Office of the Registrar. The Office of the Registrar's addenda included revisions to the general academic regulations.

It was duly moved and seconded,

that the Undergraduate Council approve the revisions recommended by the Faculty of Social Sciences and the Office of the Registrar for inclusion in the 2024-2025 Undergraduate Calendar, as circulated.

The motion as *Carried*.

It was duly moved and seconded,

that the Undergraduate Council approve, for recommendation to Senate, the revisions to general academic regulations recommended by the Office of the Registrar for inclusion in the 2024-2025 Undergraduate Calendar, as circulated.

The motion was *Carried*.

8. ToR - Ad Hoc Committee on Course Management

K. Dej provided an overview of the proposed ad hoc committee to review the Course Management Policy, as well as its Terms of Reference and mandate.

Members had several questions surrounding the process for selecting participants, as well as various stakeholder groups who they felt should be consulted during the process, including students. It was also noted that different types of programming and learning, such as clinical programs, should be involved.

It was duly moved and seconded,

that the Undergraduate Council approve the establishment of the Ad Hoc Committee on Course Management, as well as the proposed committee membership structure, as circulated.

The motion was *Carried*.

9. 2020-2023 IQAP Cyclical Program Reviews

Amy Gullage, *Lead Educational Developer, MacPherson Institute* provided an overview of the 2020-2023 IQAP Cyclical Reviews. A. Gullage requested to strike the Nursing Final Assessment Report from the documents, as this was included erroneously.

In response to a question, it was clarified that the reviews must begin *within* the mandated eight years, to ensure compliance.

1. 2020 - 2023 IQAP Cyclical Program Reviews

- a. BSc. Nursing
- b. Power & Energy Engineering Technology
- c. Software Engineering Technology
- d. English and Cultural Studies
- e. Health, Aging and Society
- f. History
- g. Biomedical Discovery & Commercialization
- h. Political Science

This item was for information only.

10. Dean's Permission Courses

K. Dej explained that the list of Dean's Permissions Courses for 2023-2024 was included in the agenda package. The list did not include one-line rationales to explain why a course was offered on Dean's Permission, as this information was not readily available. Associate Deans were encouraged to have their respective units provide this information to the Registrar's office moving forward. This will be an annual report presented to UGC in April.

11. Recognition of Retiring Members of Undergraduate Council

K. Dej thanked the following student members who would not be returning: Spring Wang (Health Sciences), Adrian Mesly (Social Sciences), Nijhum Saha (Business), Maryam Khan (Arts & Science Program) and Angel Li (Engineering).

Of the Faculty and ex-officio members, K. Dej expressed her gratitude to Cathy Gris , for serving as Chair of Awards Committee for two years. K. Dej also thanked Sean Corner for serving as Chair of the Certificates & Diplomas Committee, followed by two years as Chair of the Curriculum & Admissions Committee. K. Dej also recognized Sarah Robinson for her work serving as Acting University Registrar this past year.

12. Other Business

K. Dej called for any other business.

13. Adjournment

As there was no other business, the meeting adjourned at 3:05 PM.



Undergraduate Council Reference Guide

What is governance?



Legal Framework for University Governance

McMaster University Act (1976)

- The Act establishes the Board of Governors and the Senate

By-Laws of the Board of Governors and of the Senate

- Each of the Board and Senate set out rules governing elections, committee terms of reference, delegated authority, meeting procedures, etc.

University Policies, Procedures, and Guidelines

- Approved through governance or by the administration, these provide additional guidance to the University community on a range of academic and non-academic matters

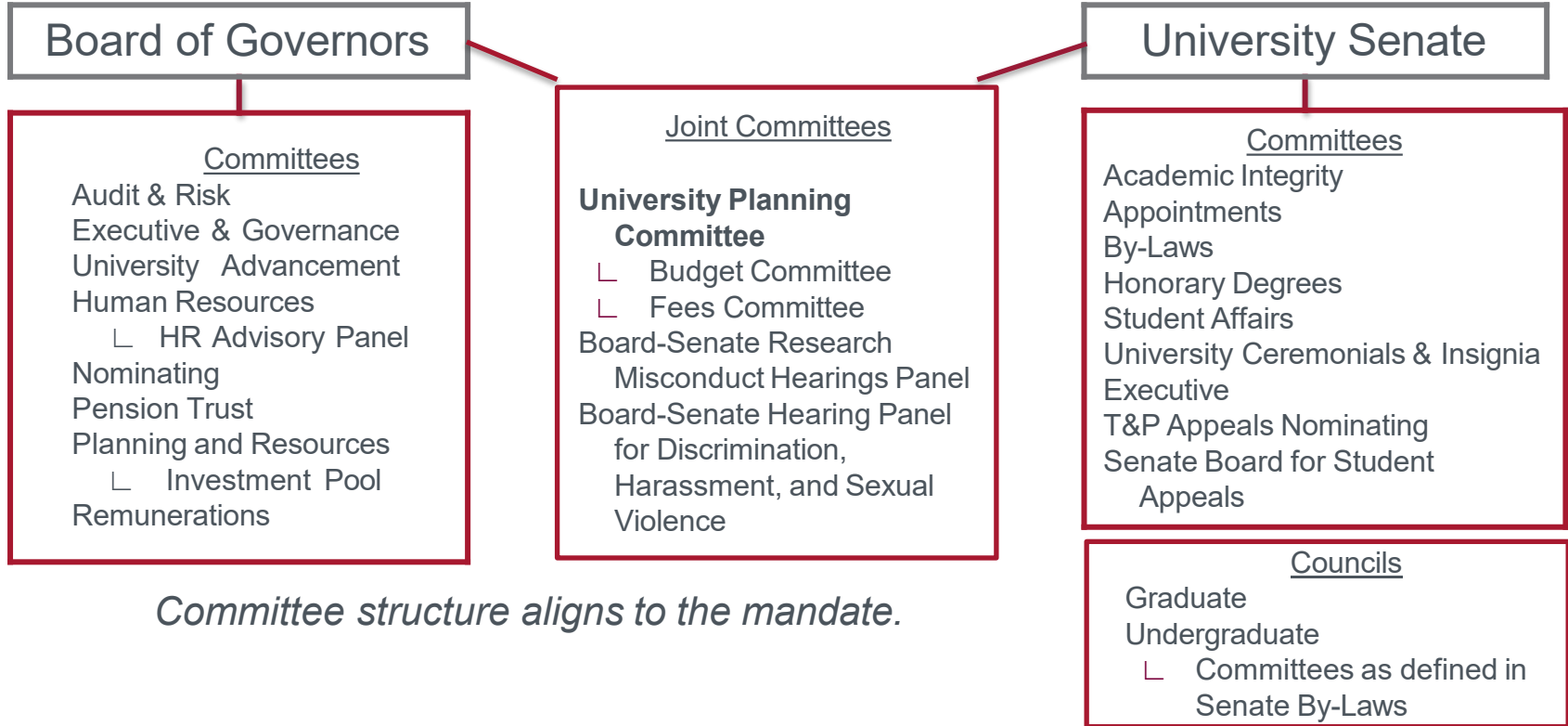
Additional Provincial, Federal, and International Legislation

- The University is subject to legislation such as the Freedom of Information and Protection of Privacy Act (FIPPA), Canada Revenue Agency Act, Employment Standards Act, etc.

Granting Agencies, Accreditation Bodies, Regulatory Colleges, etc.

- Third parties may also regulate University activities

Bi-cameral University Governance



Committee structure aligns to the mandate.

Committee Work

- ❖ Senate delegates work to the Undergraduate Council (UGC), Graduate Council (GC) and various committees and boards
- ❖ All Council work is Senate work
- ❖ Each council/committee has defined terms of reference and membership (can be found on the University Secretariat website and in the Senate By-laws)
- ❖ Councils/Committees do much of the preparatory work to spread the workload
- ❖ Councils/Committees can hold more fruitful discussion and assessment of issues
- ❖ The councils and some committees meet monthly
- ❖ New Undergraduate Council members will have received an email from ugc@mcmaster.ca with their committee assignments and committee meeting dates.

Undergraduate Council (UGC)

- **Chaired by the Vice-Provost (Teaching & Learning) – Kim Dej**
- Has the mandate to:
 - Regulate matters concerning undergraduate work
 - Curriculum, academic regulations, certificates & diplomas, etc.
 - Stipulate the conditions of award of all fellowships, scholarships, prizes & awards
 - Give direction to the Office of Student Financial Aid & Scholarships on policies & procedures
 - Establish standing & ad hoc committees
 - Refer to Senate:
 - Establishment of new programs or closure of existing programs
 - Substantial revisions to admission standards, degree requirements or academic regulations



Undergraduate Council Composition

- The Undergraduate Council consists of 28 members as follows:

Constituency	#	Description	Term
Ex-officio	15	Chancellor, President, Provost, Vice-Provost, Teaching & Learning (<i>Chair</i>), Associate Deans of Undergraduate Studies (5), Vice Dean of Education from the Faculty of Health Sciences, Director of the Arts & Science Program, Associate Vice-President and Dean of Students, Director of McMaster Continuing Education, University Registrar, and University Librarian	Ex-officio
Teaching Staff	6	1 elected teaching staff member from each Faculty	3 years
Students	7	1 undergraduate student from each Faculty and the Arts & Science program	1 year

Undergraduate Council Meetings Include:

- ❖ Opening Remarks from the Chair
- ❖ Reports from the three Standing Committees and ad hoc committees as necessary
- ❖ Agenda items normally will have been discussed by a committee and are being forwarded to the UGC for information or approval
- ❖ Will occasionally include policies for review, or other one-off items including IQAP cyclical program reviews, sessional dates, and lists of Dean's Permission courses

Meeting Dates

Undergraduate Council Meetings

2:30 to 4:30 PM in Council Chambers, unless specified otherwise by the Secretariat.

Tuesday, September 24, 2024

Tuesday, November 5, 2024

Tuesday, December 10, 2024

Tuesday, January 28, 2025

Tuesday, February 25, 2025

Tuesday, March 25, 2025

Tuesday, April 29, 2025

Committees of Undergraduate Council

Awards Committee - *Dr. Rosa da Silva, Chair*

- ❖ stipulate the conditions of award of all fellowships, scholarships, medals, prizes and other awards established for undergraduate students and to give direction to the Office of Student Financial Aid and Scholarships on policies and procedures

Joint Committee on Certificates, Diplomas and Microcredentials – *Dr. Aaron Schat, Chair*

- ❖ composed of UGC and Graduate Council representatives
- ❖ operates within the framework of the Certificates, Diplomas, and Microcredentials Policy.
- ❖ assesses new certificate, diploma, and microcredential programs and revisions to existing programs. The committee will either make a recommendation for approval by UGC and Senate or, may provide a report for information

Committees of Undergraduate Council – continued

Curriculum & Admissions Committee – *Dr. Beth Marquis, Chair*

- ❖ receives and scrutinizes, in detail, annual changes to curriculum, admissions requirements, and Faculty-level regulations proposed by each Faculty, as well as the Arts & Science program.
- ❖ Revisions approved by the Committee are recommended to UGC and form the basis of the annual update of the undergraduate calendar.

Executive Committee - *Dr. Kim Dej, Chair*

- ❖ may act on behalf of, and within the functions granted to UGC by Senate and typically reviews time-sensitive business occurring outside of UGC's usual meeting schedule. Actions are reported for ratification at the next regular meeting of UGC.

Other committees include the *Quality Assurance Committee*, as well as ad hoc committees as necessary

Approval of Motions & Voting

- Meeting materials are provided one week in advance of the meeting, as per the Senate by-laws
- UGC members are expected to have reviewed the materials prior to the meeting
- The process for approving motions at McMaster is King & Kerr
- Motions require a majority approval from the Members present
- Members should abstain for the following reasons: conflict of interest, too conflicted to cast a meaningful vote, or they believe there is not enough information to vote
- If members disagree with a motion following discussion of it, they should not abstain from the vote but vote against the motion

Expectations

- **Attend** meetings, play a **full and active** role, including adequate preparation, inquiry, and clarification required to enable **informed decision making**
- Act **honestly**, in **good faith**, and in the **best interest of the University**
- Remain **knowledgeable and respectful** of the University's governance process, including by-laws and regulations
- **Express views** fully & candidly; respect the collective decision-making of UGC
- Bring **personal expertise** to bear on University business before UGC
- Remain **knowledgeable** about developments surrounding post-secondary education in Ontario

Questions?

The University Secretariat Office is ready to provide assistance!

Please contact Kelly Snow or Michelle Zheng at:

ugc@mcmaster.ca

More information on the McMaster University Act, Senate By-Laws, Committee Terms of Reference and memberships, Senate policies, etc. can be found at:

[**https://secretariat.mcmaster.ca/**](https://secretariat.mcmaster.ca/)



Thank You!

Undergraduate Council Terms of Reference

Article XI of the Senate By-laws states:

157. There shall be an Undergraduate Council with the following membership:

Ex Officio

Chancellor

President

Provost

Vice-Provost (Teaching & Learning)

Associate Deans, Undergraduate Studies of the Faculties of Business, Engineering,
Humanities, Science

and Social Sciences (or their respective delegates)

Associate Dean of Health Sciences (Undergraduate Education)

Director of the Arts and Science Program

Director of McMaster Continuing Education

University Registrar

Associate Vice-President (Students and Learning) and Dean of Students

University Librarian

Members

- Six faculty members elected from the Professors, Associate Professors, and Assistant Professors, comprising one member from each Faculty offering undergraduate work;
- Seven undergraduate students, one from each of the six Faculties offering undergraduate work, and one from the Arts and Science Program, to be appointed by the Senate on the recommendation of the Dean /Director.
- Twelve members of the Council, excepting the Chancellor, the President and the Provost, shall constitute a quorum.

158. The Chair of the Undergraduate Council shall be the Vice-Provost (Teaching & Learning).

159. The Vice-Chair of the Undergraduate Council shall be elected annually by and from the members of the Undergraduate Council.

160. The Secretary of the Undergraduate Council shall be the University Secretary.

161. The faculty member elected from each Faculty offering undergraduate work shall be elected in accordance with the requirements of clause 15. These elections shall be conducted by the University Secretary.

162. The term of office of faculty members on the Undergraduate Council shall commence on the first day of July following their election, and shall be for three years, renewable once, subject to the proviso that faculty members who are to be absent from the University for a year or more shall resign their seats before leaving and be replaced at an ensuing election.

163. The term of office for an undergraduate student member shall commence on the first day of July following the appointment of such member, and shall be for one year, renewable.

164. The powers and duties of the Undergraduate Council are:

- a) to make rules and regulations for governing its proceedings;
- b) to initiate and regulate matters concerning undergraduate work of concern to the University as a whole, in accordance with such directives and priorities as have been established by the Senate;
- c) to act upon recommendations concerning undergraduate work from the Faculties and the Arts and Science Program;
- d) to transact such business as is placed on its agenda by one or more of the Chair, the Secretary of the Undergraduate Council, an Associate Dean or Dean of a Faculty offering undergraduate work, or the Director of the Arts and Science Program;
- e) to report and to make recommendations to the Senate upon such matters as may be judged necessary by the Undergraduate Council or as required by the Senate;
- f) to stipulate the conditions of award of all fellowships, scholarships, medals, prizes and other awards established for undergraduate students, and to make such awards;
- g) to give direction to the Office of Student Financial Aid and Scholarships on policies and procedures respecting the acceptance of all fellowships, scholarships, medals, prizes and other awards for undergraduate students, and the administration thereof;
- h) to meet at least once each academic term; and
- i) to make publicly available the agenda and the minutes of its meetings.

The Undergraduate Council shall also have the power to establish committees as set forth in Schedule E. Revisions to Schedule E shall be approved by Undergraduate Council and forwarded to Senate for information.

Notwithstanding any of the above, the following matters must be referred to the Senate for decision:

- establishment of new programs;
- closure of existing programs;
- substantial revisions of admission standards;
- substantial changes in degree, diploma and certificate requirements, and/or academic regulations.

Approval Pathways

Approval Pathways

<u>Activity</u>	<u>CDM</u>	<u>C&A</u>	<u>UGC</u>	<u>UPC</u>	<u>Senate</u>	<u>Quality Council</u>	<u>MTC U</u>
New degree designation¹		A	A		A		
Programs							
New		A	A	A	A	A	A ²
Minor Revisions		A	S		S		
Major Revisions		A	A		A	A	
Name change		A	A		A		I
Closure/ Suspension of Admission		A	A	A	A		I
Courses							
New/Revision/Delete		A	S		S		
Minors							
New		A	A		I		
Revision		A	S				
Closure		A	A		I		
Academic Policy³			A		A		
Academic Regulations							
Faculty-level Regulations		A	A		A		
General Academic Regulations			A		A		
Admission Requirements (from high school or upper level)		A	A		A		

¹ New degree designation/abbreviations also proceed to the Senate Committee on University Ceremonials and Insignia.

² "Non-core programs" (as defined by the Ministry) require approval. Contact the Registrar's Office for more information.

³ For example: PIC, Undergraduate Course Management Policy, RISO, Fall break, Academic Accommodations Policy, approval of University partnerships in principle (e.g. Mohawk College, Navitas Canada Holdings Limited and McMaster University College, etc.).

Application Procedures		A	S		S	
Sessional Dates			A		I	
Dean's Permission Courses			I			
IQAP Cyclical Reviews			A	I	A	
Certificates, Diplomas and Microcredentials						
Diploma Programs	A		A	A	A	
Standalone Certificates	A		A	A	A	
Certificates of Professional Learning	A		A	A	A	
Academic Microcredentials	A		A	A	A	
Concurrent Certificates	A		A		A	
Revisions to all Certificate, Diploma and Microcredential Programs	A		A			
Certificate of Attendance/Completion	I		I			
Non-Academic Microcredential ⁴	I		I			
Non-curricular calendar copy⁵		I	S			
A- Approval S- Summary for Approval I- For Information						

⁴ Certificate of attendance and completion programs, and non-academic microcredentials will only be reported for information if no new fees are charged. If there are new fees, these programs will follow the complete approval path which includes approval up to the Board of Governors.

⁵ For example, departmental Faculty Member lists, glossary item definitions, etc.

REPORT TO UNDERGRADUATE COUNCIL
from the
EXECUTIVE COMMITTEE

For Information

1. **Undergraduate Council Membership and Committee Assignments for 2024-2025**

At its April 23, 2024 meeting, the Undergraduate Council Executive Committee approved the 2024-2025 committee and committee chair assignments and authorized the Chair of Undergraduate Council to make additional appointments as necessary to further complete the Undergraduate Council committee memberships for 2024-2025.

Undergraduate Council
For Information
September 24, 2024

Undergraduate Council Members And Standing Committee Memberships 2024-2025

Ex Officio Members

Chancellor	Santee Smith
President	David Farrar
Provost and Vice-President (Academic)	Susan Tighe
Vice-Provost (Teaching and Learning)	Kim Dej
Associate Dean, Undergraduate Studies, Faculty of Business	Aaron Schat
Associate Dean, Undergraduate Studies, Faculty of Engineering	Sarah Dickson-Anderson
Vice Dean, Health Sciences	Rob Whyte
Associate Dean, Faculty of Humanities	Catherine Grisé
Associate Dean, Undergraduate Studies, Faculty of Science	Rosa da Silva
Associate Dean, Undergraduate Studies, Faculty of Social Sciences	Karen McGarry
Director, Arts and Science Program	Beth Marquis
Director, McMaster Continuing Education	Lorraine Carter
University Registrar	Darran Fernandez
Associate Vice-President, (Students & Learning) and Dean of Students	Sean Van Koughnett
Associate Vice-President & University Librarian	Vivian Lewis

Elected Faculty Members

Faculty of Business	Teal McAteer	(2026)
Faculty of Engineering	Cheryl Quenneville	(2025)
Faculty of Health Sciences	Caitlin Mullarkey	(2026)
Faculty of Humanities	Karen Balcom	(2027)
Faculty of Science	Nicholas Bock	(2026)
Faculty of Social Sciences	Bridget O'Shaughnessy	(2027)

7 undergraduate students, one from each of the six Faculties offering undergraduate work, and one from the Arts and Science Program, to be appointed by Senate

Undergraduate Students

Arts and Science Program	Kiran Oberai	(2025)
Faculty of Business	Adrita Banik	(2025)
Faculty of Engineering	Elliot Gorman	(2025)
Faculty of Health Sciences		(2025)
Faculty of Humanities	Freya Terry	(2025)
Faculty of Science	Wynter Sutchy	(2025)
Faculty of Social Sciences	Helena Cordeiro	(2025)

EXECUTIVE COMMITTEE

COMMITTEE MEMBERS		Quorum = 3
Kim Dej (Chair)	Chair of Undergraduate Council	Vice-Provost (Teaching & Learning)
¹ TBD (September 24, 2024)	Vice-Chair of Undergraduate Council	
Rosa da Silva	Chair of the Awards Committee	Faculty of Science
Aaron Schat	Chair of the Certificates, Diplomas & Microcredentials Committee	Faculty of Business
Beth Marquis	Chair of the Curriculum & Admissions Committee	Arts & Science Program
CONSULTANT		
Darran Fernandez	University Registrar	Office of the Registrar

AWARDS COMMITTEE

COMMITTEE MEMBERS		Quorum = 4
Rosa da Silva	Associate Dean, Undergraduate	Faculty of Science
Kim Dej	Chair of Undergraduate Council	Vice-Provost, (Teaching & Learning)
Sean Van Koughnett	Associate Vice-President (Students and Learning) and Dean of Students	
Cheryl Quenneville	Elected Faculty Member	Faculty of Engineering
Teal McAteer	Elected Faculty Member	Faculty of Business
Wynter Sutchy	Undergraduate Student Representative	Faculty of Science
	Undergraduate Student Representative	
CONSULTANTS		
Liz Maguire	Trust Fund Administrator	Office of the Registrar
Nancy Solano	Student Loans & Awards Officer	Office of the Registrar
Rita Mukherjee	Senior Associate Registrar, Aid & Awards	Office of the Registrar

¹ The term of the 2024-2025 Undergraduate Council Vice-Chair will begin on September 24, 2024, when an election is held to fill the vacancy.

CERTIFICATES, DIPLOMAS, AND MICROCREDENTIALS (CDM) COMMITTEE²

COMMITTEE MEMBERS		Quorum = 5
Aaron Schat	Chair of the Committee	Faculty of Business
Kim Dej	Chair of Undergraduate Council	Vice-Provost (Teaching & Learning)
Steve Hranilovic	Chair of Graduate Council	Vice-Provost & Dean of Graduate Studies
	University Registrar	Office of the Registrar
Catherine Grisé	Associate Dean, Undergraduate Studies	Faculty of Humanities
Steve Hanna	Associate Dean, Graduate Studies	Faculty of Health Sciences
Adrita Banik	UGC Student Representative	Faculty of Business
	GC Student Representative	Faculty of Social Sciences
CONSULTANTS		
Lorraine Carter	Director	McMaster Continuing Education
Vivian Lewis	Associate Vice-President & University Librarian	
Cait Brooks	Assistant Registrar, Records (delegate)	Office of the Registrar
Amy Gullage	Lead Educational Developer	MacPherson Institute
Lynn Giordano	Assistant Dean	Faculty of Social Sciences

CURRICULUM & ADMISSIONS COMMITTEE

COMMITTEE MEMBERS		Quorum = 8
Beth Marquis (Chair)	Director	Arts & Science Program
Kim Dej	Chair of Undergraduate Council	Vice-Provost (Teaching & Learning)
Darran Fernandez	University Registrar	Office of the Registrar
	Associate Dean, Undergraduate Studies	Faculty of Humanities
Aaron Schat	Associate Dean, Undergraduate Studies	Faculty of Business
Karen McGarry (VC)	Associate Dean, Undergraduate Studies	Faculty of Social Sciences
Rob Whyte	Vice Dean (Education)	Faculty of Health Sciences
Sarah Dickson-Anderson	Associate Dean, Undergraduate Studies	Faculty of Engineering
Rosa da Silva	Associate Dean, Undergraduate Studies	Faculty of Science
Caitlin Mullarkey	Elected Faculty Member	Faculty of Health Sciences
Karen Balcom	Elected Faculty Member	Faculty of Humanities
Helena Cordeiro	Undergraduate Student Representative	Faculty of Social Sciences

² For the UGC-GC Joint Committee on Certificates, Diplomas & Microcredentials, UGC will only ratify Undergraduate Council representatives, not Graduate Council representatives.

Kiran Oberai	Undergraduate Student Representative	Arts & Science Program
Elliot Gorman	Undergraduate Student Representative	Faculty of Engineering
CONSULTANTS		
Greg Rombough	Manager, Undergraduate and Specialized Programs	Faculty of Business
Maria White	Assistant Dean, Undergraduate Studies	Faculty of Engineering
Jackie Osterman	Assistant Dean, Undergraduate Studies	Faculty of Humanities
Sarah Robinson	Assistant Dean, Undergraduate Studies	Faculty of Science
Lynn Giordano	Assistant Dean (Academic)	Faculty of Social Sciences
Monique Savage Williams	Office Manager and Executive Officer	Faculty of Health Sciences
Shelley Anderson	Program Administrator	Arts & Science Program
Cathy Mackenzie	Assistant Registrar, Records	Office of the Registrar
Cait Brooks	Senior Records Officer, Curriculum & Calendar	Office of the Registrar
Carla Hodal	Senior Associate Registrar, Undergraduate Admissions	Office of the Registrar
Carolyn Brendon	Ombuds	
Amy Gullage	Educational Developer	MacPherson Institute

QUALITY ASSURANCE COMMITTEE

MEMBERS APPOINTED BY UNDERGRADUATE COUNCIL		
Briana Palmer	Faculty of Humanities	July 1, 2024 – June 30, 2026
Robert Fleising	Faculty of Engineering	July 1, 2024 – June 30, 2026
David Goutor	Faculty of Social Sciences	July 1, 2024 – June 30, 2026

AD HOC COMMITTEE ON COURSE MANAGEMENT

COMMITTEE MEMBERS		Quorum = 5
Kim Dej	Chair of Undergraduate Council	Vice-Provost (Teaching & Learning)
Karen McGarry	Associate Dean, Undergraduate Studies	Faculty of Social Sciences
Rob Whyte	Vice Dean (Education)	Faculty of Health Sciences
Rita Cossa	Elected Faculty Representative from UGC	Faculty of Business
Bridget O'Shaughnessy	Elected Faculty Representative from UGC	Faculty of Social Sciences
Nick Bock	Elected Faculty Representative from UGC	Faculty of Science
Faiza Hirji	Appointed Faculty Member	Faculty of Humanities

Rashid Abu-Ghazalah	Appointed Faculty Member	Faculty of Engineering
Abby Samuels	Appointed Student Representative	
CONSULTANTS		
Sarah Robinson	Assistant Dean, Undergraduate Studies	Faculty of Science
Maria White	Assistant Dean, Undergraduate Studies	Faculty of Engineering
Rebecca Bishop	Program Administrator	Arts & Science Program
Kelly Snow	University Secretary, designate	University Secretariat
Brad Coburn	Policy Advisor and Projects Officer	University Secretariat
Cathy Mackenzie	Assistant Registrar, Records	Office of the Registrar
Bernadette Belan	Senior Associate Registrar, Scheduling and Exams	Office of the Registrar

Report to the Undergraduate Council
from the
Awards Committee

1. Terms of Award

At its meeting on September 10, 2024, the Undergraduate Council Awards Committee approved the following items for recommendation to the Undergraduate Council. All items are for approval, except for award name changes.

a. Proposed New Awards

The Nellie Belluz Scholarship
The Dr. Balraj Singh Scholarship in Physics & Astronomy
The Bruce Hamilton Scholarship
The Graduated Welcome Week Rep Award
The Schroeder Foundation Physician Assistant Scholarship

b. Changes to Award Terms

The Joan Frances Bowling Scholarship
The Rose Hill Scholarships
The John Mayberry Scholarships
The Fredrick Moyes Scholarship in Anatomy
The Linda Nash BScN Memorial Scholarship
The Rand Memorial Prize of Class 1898
The Gladys Richards Scholarship
The Mark J. Stojcic Scholarship
The Dr. Andrew Szendrovits Memorial Scholarship

c. Proposed New Academic Grants

The Ananth Family Academic Grant
The Ryan and Leanne Clarke Academic Grant
The Empire Communities Academic Grant in Engineering

d. Changes to Academic Grant Terms

The Burdee Gibson Memorial Academic Grant

e. Proposed New Bursaries

The Ila Maria Franklin Memorial Bursary
The Kenneth J. Ward Memorial Bursary

f. Changes to Bursary Terms

The McMaster Ismaili Alumni Bursary

g. Awards Removed from the Undergraduate Calendar

The Provost International Entrance Scholarship (Honour Award 20263)
The Canadian Society for Chemical Engineering (CSCHE) Scholarship
(10773170)

h. Bursaries Removed from the Undergraduate Calendar

The Kenneth J. Ward Memorial Bursary (20016739)

i. Award Name Changes (information)

The Rand Memorial Prize of Class 1898

It is now recommended,

that the Undergraduate Council approve the recommendations contained in the Report from the Office of the Registrar; Aid and Awards, as circulated.

Undergraduate Council
For Approval/Information
September 26, 2024

PROPOSED NEW AWARDS FOR APPROVAL (5)

Incourse Awards (2)

The Nellie Belluz Scholarship

Established in 2024 by Nellie Belluz to demonstrate her commitment to supporting women first-generation Canadian students and their access to higher education.

Requirements: To be awarded to undergraduate students who self-identify as women enrolled in any program who are first-generation Canadian and attain high averages.

Typically available: 2 x \$3,500

The Dr. Balraj Singh Scholarship in Physics & Astronomy

Established in 2024 by the family of Dr. Balraj Singh.

Requirements: To be awarded to undergraduate students enrolled in Level 2 or above in any program in the Department of Physics & Astronomy who attain high averages.

Typically available: 1 x \$1,000

Graduand Awards (2)

The Bruce Hamilton Scholarship

Established in 2024 by the Hamilton Community Foundation in honour of Bruce M. Hamilton.

Requirements: To be awarded to undergraduate students graduating from the Faculty of Social Sciences who attained high averages.

Typically available: 1 x \$1,000

The Graduand Welcome Week Rep Award

Established in 2024 in recognition of the dedication and contributions of McMaster University's Welcome Week Representatives in fostering an inclusive and seamless transition to university life of first year students.

Requirements: To be awarded to Welcome Week representatives who have volunteered their time during their graduating year and have demonstrated significant involvement and leadership as Welcome Week Reps.

Typically available: 3 x \$3,000

Submitted by the Faculty of Health Sciences (1)

The Schroeder Foundation Physician Assistant Scholarship

Established in 2024 by the Schroeder Foundation.

Requirements: To be awarded to undergraduate students enrolled in the Physician Assistant program. This scholarship is open to second degree students.

Typically available: 5 x \$2,000

CHANGES TO AWARD TERMS FOR APPROVAL (9)

The Joan Frances Bowling Scholarship

Established in 1997 from the estate of Marie Bowling in memory of her daughter, Joan Frances Bowling.

Requirements: ~~Two scholarships to~~ To be awarded to outstanding classical music scholars enrolled in Level 2 and above of a Music program and who, in the judgment of the School of the Arts, have demonstrated excellence in Music.

The Rose Hill Scholarships

Established in 1985 by the alumni, faculty and staff of the School of Physical Education and Athletics as a tribute to Professor Rose Hill, long-time teacher, coach and administrator in the School.

Requirements: ~~Two scholarships to~~ To be awarded to a undergraduate students who ~~has~~ have completed at least Level 2 in a Kinesiology program and who, in the judgment of the Department of Kinesiology, best demonstrates the philosophy of physical education espoused by Professor Hill throughout her career, namely, excellence in scholarship and leadership and participation in sport, dance or fitness.

The John Mayberry Scholarships

Established in 1998 by John Mayberry.

Requirements: ~~One scholarship to~~ To be awarded to a student undergraduate students who ~~has~~ have completed Level 2 or 3 of a program in Chemical Engineering, Mechanical Engineering or Materials Engineering and who, in the judgment of the Faculty of Engineering, has demonstrated outstanding academic achievement. The recipients must attain a minimum Fall-Winter Average of 9.5 at the most recent Fall/Winter terms. ~~and have attained high averages.~~

The Fredrick Moyes Scholarship in Anatomy

Established in 2024 by Fredrick Moyes.

Requirements: To be awarded to undergraduate graduating students enrolled in the Kinesiology program who attain high averages and demonstrate an interest in anatomy.

Typically available: 1 x \$1,000

The Linda Nash BScN Memorial Scholarship

Established in 2024 by Julie, Melanie and Stephen Nash in memory of Linda Nash.

Requirements: To be awarded to undergraduate students enrolled in Level 3 or above in the in their graduating year of any Nursing program (BScN)School of Nursing, who are Canadian Citizens, who attain high averages and demonstrate compassion toward patients in the healthcare environment. ~~Students may only receive this award once.~~ This award is eligible to second degree students.

Typically available: 2 x \$2,000

The Rand Memorial Prize of Class 1898–1898 (see Award Name Changes section)

Established by the Class of 1898 in Arts, on the occasion of the 25th anniversary of graduation, 1923, in memory of Chancellor Theodore Harding Rand, to encourage original literary work.

Requirements: To be awarded to the student undergraduate students enrolled in Level 3 and who, in the judgment of the Department of any English and Cultural Studies program, who in the judgement of the Department of English and Cultural Studies, has made the most notable original contribution to student publications.

The Gladys Richards Scholarship

Established in 2002 by bequest of Gladys Richards.

Requirements: ~~Two scholarships to~~ To be awarded to undergraduate students who have completed at least Level 2 of a single Honours program in English Honours English & Cultural Studies or a combined Honours English & Cultural Studies and History program who attain high averages. , in the judgment of the Departments, have demonstrated outstanding academic achievement. ~~Students may not hold another scholarship of equal or greater value.~~

The Mark J. Stojcic Scholarship

Established in 1997 by bequest of Mark J. Stojcic.

Requirements: ~~Two scholarships to~~ To be awarded to undergraduate students who have completed Level 3 of a Materials Science and Engineering program who, ~~have attained the highest Fall-Winter Average.~~ attain high averages.

The Dr. Andrew Szendrovits Memorial Scholarship

Established in 1999 by family, friends and colleagues in memory of Dr. Andrew Szendrovits, a former professor of Production and Management Science since 1962 and Dean of the Faculty of Business from 1979 to 1984 at McMaster University.

Requirements: To be awarded to the undergraduate students enrolled in a Commerce program who achieves the highest averages in the required operations/management science courses (COMMERCE 2OC3 and COMMERCE ~~3QA3~~ 2DA3) taken in the same term academic year.

PROPOSED NEW ACADEMIC GRANTS FOR APPROVAL (3)

The Ananth Family Academic Grant

Established in 2024 by Mrs. Girija and Dr. Vettai Ananthanarayanan, Professor Emeritus in Biochemistry & Biomedical Sciences at McMaster.

Requirements: To be awarded to undergraduate international students enrolled in any program who attain high averages and demonstrate financial need.

The Ryan and Leanne Clarke Academic Grant

Established in 2024 by Ryan and Leanne Clarke.

Requirements: To be awarded to undergraduate students enrolled in the Faculty of Social Sciences who attain high averages and demonstrate financial need.

The Empire Communities Academic Grant in Engineering

Established in 2024 by Empire Communities, to promote a career in residential real estate and construction.

Requirements: To be awarded to undergraduate students enrolled in Level 2 or higher in Civil Engineering who attain high averages and demonstrate financial need.

CHANGES TO ACADEMIC GRANT TERMS FOR APPROVAL (1)

The Burdee Gibson Memorial Academic Grant

Established in 2007 by Scott Kinnear, B.Eng. (Class of '88 1988) and Betty Ann Kinnear in memory of her mother, Burdee Gibson.

Requirements: To be awarded to a student undergraduate students entering Business I in a full-time program of study in the DeGroote School of Business who has a have high final admission averages and demonstrates financial need. Award is tenable for up to four years provided the recipient remains in the DeGroote School of Business and maintains a minimum Fall/Winter Average of 9.5. (To be awarded every four years.)

PROPOSED NEW BURSARIES FOR APPROVAL (2)

Submitted by Aid & Awards (2)

The Ila Maria Franklin Memorial Bursary

Established in 2024 in memory of Ila Maria Franklin by her family in recognition of the need to address the systemic circumstances that separated her from her Indigenous heritage.

Requirements: To be granted to undergraduate students enrolled in Indigenous Studies who demonstrate financial need.

The Kenneth J. Ward Memorial Bursary

Established in 2024 by Maria Ward, in loving memory of her husband, Kenneth J. Ward (Class of 1971), to honour her grandchildren's pursuits of health and nutrition.

Requirements: To be granted to undergraduate students enrolled in a Kinesiology program who demonstrate financial need. Preference will be given to students who demonstrate an interest in health and nutrition.

CHANGES TO BURSARY TERMS FOR APPROVAL (1)

The McMaster Ismaili Alumni Bursary

Established in 2020 by Atykhan Nanji M.D. (Class of '94) and supported by members of the McMaster Ismaili alumni community members and alumni of the McMaster Ismaili community.

Requirements: To be granted to undergraduate students enrolled in any program who demonstrate financial need.

Awards Removed from the Undergraduate Calendar for Approval

1. The Provost International Entrance Scholarship (Honour Award 20263)
2. The Canadian Society for Chemical Engineering (CSCHE) Scholarship (10773170)

Bursaries Removed from the Undergraduate Calendar for Approval

1. The Kenneth J. Ward Memorial Bursary (20016739)

FOR INFORMATION

AWARD NAME CHANGES

The Rand Memorial Prize of Class '98-1898

Report to the Undergraduate Council
from the
Joint Committee on Certificates, Diplomas and Microcredentials

FOR APPROVAL

1. Revisions to the Certificate in Marketing, Diploma in Marketing, and Diploma in Marketing (Digital Marketing Concentration)

At its meeting on September 10, 2024, the Joint Committee on Certificates, Diplomas and Microcredentials approved revisions to the Certificate in Marketing, Diploma in Marketing, and Diploma in Marketing (Digital Marketing Concentration), as circulated.

It is recommended,

that the Undergraduate Council approve the proposed revisions to the Certificate in Marketing, the Diploma in Marketing, and the Diploma in Marketing (Digital Marketing Concentration), as circulated.

2. Revisions to the Business Administration Certificate & Diploma Programs

At the same meeting, the Joint Committee on Certificates, Diplomas and Microcredentials approved revisions to the Business Administration Certificate & Diploma Programs, as circulated.

It is recommended,

that the Undergraduate Council approve the proposed revisions to Business Administration Certificate & Diploma Programs, as circulated.

FOR INFORMATION

3. New Non-Academic Microcredentials in Sleep and Wellness

At the same meeting, the Joint Committee on Certificates, Diplomas and Microcredentials reviewed two new non-academic microcredentials:

- a. Understanding Sleep for Health and Wellness

- b. Exploring Interventions for Sleep Issues and Disorders

4. New Certificate of Completion Program

At the same meeting, the Joint Committee on Certificates, Diplomas and Microcredentials reviewed one new certificate of completion program:

- a. Sleep for Health and Wellness

5. Closure of Certificate and Certificate of Professional Learning Programs

At the same meeting, the Joint Committee on Certificates, Diplomas and Microcredentials reviewed the closure of the following certificate programs:

- a. Closure of Canadian Health Care Certificate
- b. Closure of Health and Social Service Skill Development Programs, Certificate and Certificate of Professional Learning

Undergraduate Council
For Approval/Information
September 26, 2024

To: Joint Committee on Certificates, Diplomas, and Microcredentials
From: Dr. Aaron Schat, Associate Dean, DeGroot School of Business
Re: Proposal for Program Revisions for Certificate in Marketing, Diploma in Marketing, and Diploma in Marketing (Digital Marketing Concentration)
Date: July 29, 2024

Having received the proposal for program revisions for the Certificate in Marketing, Diploma in Marketing, and Diploma in Marketing (Digital Marketing Concentration) presented by McMaster Continuing Education (MCE), I asked Dr. Ruhai Wu – a faculty member in the Marketing Area of the DeGroot School of Business with expertise that includes Digital Marketing – to review and evaluate the program revisions.

Dr. Wu concluded that the revisions are appropriate and reflect the skills required for the field of marketing. The program updates will maintain the academic standards and criteria for the designations of “Certificate” and “Diploma”. I agree with Dr. Wu’s assessment and have determined that the proposed revisions meet all the criteria set out by the Undergraduate Council in its guidelines for Certificates and Diplomas. Therefore, I endorse this submission with the support of the DeGroot School of Business

In conclusion, as the academic affiliate for the Marketing program, the DeGroot School of Business supports the proposed changes to the program.

Sincerely,



Dr. Aaron Schat
Associate Dean, Undergraduate Studies
DeGroot School of Business

Cc: Lorraine Carter, Director, MCE
Dan Piedra, Assistant Director, MCE

SEPTEMBER 10, 2024

APPENDIX A - SUMMARY OF MARKETING STREAMS AND STRUCTURAL CHANGES

JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

The table below presents revisions to the program structure to ensure that all students continue to have a strong foundation through a revised suite of essential core courses.

Marketing Stream	Current	New Proposal (Fall 2024)
Certificate in Marketing	5 courses: <ul style="list-style-type: none"> • BUS 825: Business Foundation • MKT 819: Introduction to Marketing • MKT 101: Marketing Plans & Implementation • MKT 102: Consumer Behaviour • MKT 103: Integrated Marketing Communication 	6 courses: <ul style="list-style-type: none"> • MKT 819: Introduction to Marketing • MKT NEW: Marketing Channels & Budgets • MKT 102: Consumer Behaviour • MKT 104: Market Research • MKT NEW: Marketing Analytics • MKT NEW: Marketing Plans & Performance Management
Diploma in Marketing	8 courses: <ul style="list-style-type: none"> • BUS 825: Business Foundation • MKT 819: Introduction to Marketing • MKT 101: Marketing Plans & Implementation • MKT 102: Consumer Behaviour • MKT 103: Integrated Marketing Communication • 3 electives 	9 courses: <ul style="list-style-type: none"> • MKT 819: Introduction to Marketing • MKT NEW: Marketing Channels & Budgets • MKT 102: Consumer Behaviour • MKT 104: Market Research • MKT NEW: Consumer, B2B, Cause Marketing • MKT NEW: Marketing Analytics • MKT NEW: Marketing Plans & Performance Management • 2 electives from: <ul style="list-style-type: none"> ○ MKT 106 ○ MKT 108 ○ CCD 103 ○ DMK 101-105 ○ MKT NEW: Media Planning & Buying ○ MKT NEW: Developing a Marketing Narrative ○ DAT 104
Diploma in Marketing with Digital Concentration	9 courses: <ul style="list-style-type: none"> • BUS 825: Business Foundation • MKT 819: Introduction to Marketing • MKT 101: Marketing Plans & Implementation • MKT 102: Consumer Behaviour • MKT 103: Integrated Marketing Communication • DMK 101 • 3 electives from: <ul style="list-style-type: none"> ○ DMK 102 ○ DMK 103 ○ DMK 104 ○ DMK 105 	10 courses: <ul style="list-style-type: none"> • MKT 819: Introduction to Marketing • MKT NEW: Marketing Channels & Budgets • MKT 102: Consumer Behaviour • MKT 104: Market Research • MKT NEW: Consumer, B2B, Cause Marketing • MKT NEW: Marketing Analytics • MKT NEW: Marketing Plans & Performance Management • DMK 101 • 2 electives from: <ul style="list-style-type: none"> ○ DMK 102 ○ DMK 103 ○ DMK 104 ○ DMK 105 ○ MKT 108

Certificate in Digital Marketing	5 courses: <ul style="list-style-type: none"> • DMK 101 • DMK 102 • DMK 103 • DMK 104 • DMK 105 	6 courses: <ul style="list-style-type: none"> • DMK 101 • DMK 102 • DMK 103 • DMK 104 • DMK 105 • 1 elective from: <ul style="list-style-type: none"> ○ MKT 108: Social Media Strategy & Management ○ MKT NEW: Media Planning & Buying
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SEPTEMBER 10, 2024

APPENDIX B - REVISION OF PROGRAM OBJECTIVES

JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

Department & Program Information:

Department:	Continuing Education
Program Name:	Marketing <ul style="list-style-type: none"> • Certificate in Marketing • Diploma in Marketing • Diploma in Marketing (Digital Marketing Concentration)
Name of Representative:	Lorraine Carter, Chris Rotolo
Nature of Submission:	For approval - Program Revision
Effective Date:	January 1, 2025
Submission Date:	September 10, 2024

Current Program Details:

Date of program approval: September 1, 2017

Program credential: Certificate

Program credential: Diploma

Program credential: Diploma

Program Revision Details:

Revised program objectives:

1. Explain fundamental marketing terms, concepts, and principles and how they create value for consumers, businesses, and society.
2. Conduct analyses of internal and external factors, competitors, and consumers to inform and adapt marketing strategies for increased profitability and growth.
3. Create profitable market positions using market segmentation, targeting, and positioning strategies to capture diverse audiences.
4. Select and allocate resources across diverse marketing channels, using data-driven and ethical strategies to drive business success.
5. Develop effective marketing strategies based on consumer behaviour and market research principles.
6. Create innovative, ethical, and socially responsible marketing campaigns that captivate and engage consumers, businesses, and supporters.
7. Develop data-driven marketing plans and budgets that consider market dynamics, business objectives, channel effectiveness, and campaign requirements for impactful execution and measurable return on investment.
8. Analyze marketing performance and metrics to optimize marketing investments and business outcomes.

Rationale for Revisions

McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review evaluated the program's status, effectiveness, and progress and helped identify the program's future direction, needs, and priorities. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas. This proposal outlines revisions to the Certificate in Marketing, Diploma in Marketing, and Diploma in Marketing (Digital Marketing Concentration) offered through McMaster Continuing Education. The proposed program and course changes are based on the recommendations contained in the program review final report.

The changes proposed are necessary to keep the program relevant, while also aligning with industry best practices and potential partnership opportunities as identified by our internal and external program advisory committees. We expect the recommended program changes will enhance the learning experience of our marketing students, positively impact retention and interest, and thus increase enrolment.

SEPTEMBER 10, 2024

APPENDIX C – COURSE REVISIONS
JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

Department & Program Information:	
Department:	Continuing Education
Program Name:	Marketing
Name of Representative:	Lorraine Carter, Chris Rotolo
Nature of Submission:	For approval - Course Revision There are three courses presented for revision: MKT 819, MKT 102, MKT 104.
Effective Date:	01/01/2025
Submission Date:	10/09/2024
New Course Details:	
Course Code & Title:	MKT 819: Introduction to Marketing
Course Status:	Currently offered
List Course Pre-requisites (if applicable): <i>MKT 819: Introduction to Marketing</i> is a recommended corequisite with <i>MKT 102: Consumer Behaviour</i> , <i>MKT 104: Market Research</i> , and <i>MKT NEW: Marketing Channels and Budgets</i> .	
Cross-listed courses (if applicable): None	
Revised course description: The course provides a comprehensive overview of how businesses navigate the complex interplay of internal and external factors to effectively plan, price, promote, and distribute goods and services. Integrating foundational theories with practical skills, students will delve into the marketing mix and its impact on consumer behaviour and business performance. Those aiming to become knowledgeable in marketing, whether as strategists, digital professionals, or innovative leaders will gain valuable insights and tools to address contemporary market challenges. This course prepares students to build a strong base in marketing fundamentals, fostering skills applicable to a rapidly changing and dynamic market.	
Original course description: Marketing impacts every aspect of our lives. Where we shop, how we eat, what we drive and even where we live, can be influenced by marketing. MKT 819 is a survey course that introduces learners to the basic concepts of marketing, viewed within a corporate framework. During the course we study the modern marketplace and discuss the impact of	

the environmental factors that shape marketing and influence the type of products that companies market. Topics include the development of new products, identifying market segments and targeting consumer groups, pricing strategies, brand equity, distribution channel and promotional activities.

Revised course learning outcomes:

1. Explain the marketing mix—product, price, promotion, and place—and its strategic role in creating comprehensive value propositions that resonate in diverse market segments.
2. Identify elements of internal and external business environments relevant to the formulation and iteration of responsive marketing strategies that effectively communicate value.
3. Devise, implement, and evaluate elements of the marketing plan.
4. Apply a wide range of marketing frameworks (4Ps, SWOT, PESTLE, and Porter's Five Forces, etc.) to varied business scenarios, assessing their relevance, and adapting them to drive strategic decisions.
5. Interpret buying behavior to discover data-driven insights and influence marketing strategies and tactics.
6. Apply the concepts of value, quality, customer satisfaction, and their interplay with logistics and supply-chain management to create a seamless value chain.

Original course learning outcomes:

1. Comprehend the components of an organization's marketing program including how to plan, price, promote, and distribute goods, services, or ideas.
2. Identify the marketing relationships both internal and external to an organization.
3. Explore how external factors, such as the economy, competition, suppliers, distribution channels, and political-legal groups affect the marketing function.
4. Recognize why and how customers are considered in strategic marketing plans.
5. Comprehend the concepts of value, quality, customer service, logistics, and supply-chain management.
6. Identify current challenges and opportunities such as information technology, globalization, marketing ethics and social responsibility, and their impact on marketing practices.

Revised course content (major topics):

- Module 1: Marketing as a Business Function
- Module 2: Market Research and Consumer Behaviour
- Module 3: Marketing Strategy and Planning
- Module 4: The 4 Ps: Product (Goods & Services Management)
- Module 5: The 4 Ps: Place (Distribution and Supply Chain Management)
- Module 6: The 4 Ps: Price (Pricing Strategies)
- Module 7: The 4 Ps: Promotion (Integrated Marketing Communication)
- Module 8: Digital Marketing Fundamentals
- Module 9: Global Marketing
- Module 10: Ethics and CSR
- Module 11: Marketing Analytics and Data-Driven Decision Making

- Module 12: Contemporary Marketing Challenges and Trends
- Module 13: Capstone Project - Developing a Comprehensive Plan

Original course content (major topics):

- Module 1: The Marketing Process and Creating Customer Value
- Module 2: Market Segmentation, Targeting, and Competitive Advantage
- Module 3: Strategic Planning and The Marketing Plan
- Module 4: Consumer and Business Buyer Behaviour
- Module 5: Managing Marketing Information Systems (MIS) and Marketing Research
- Module 6: The Marketing Environment, Global Marketing, and Corporate Social Responsibility (CSR)
- Module 7: Products, Services, Product Life Cycle, and Brand Management
- Module 8: Pricing Strategies
- Module 9: Integrated Marketing Communications (IMC), Sales Promotions, Advertising Programs, and Digital Marketing
- Module 10: Marketing Channel

New Course Details:**Course Code & Title:** MKT 102: Consumer Behaviour**Course Status:** Currently offered**List Course Pre-requisites (if applicable):**

MKT 819 Introduction to Marketing is a recommended corequisite with *MKT 102: Consumer Behaviour*, *MKT 104: Market Research* and *MKT NEW: Marketing Channels and Budgets*.

MKT 102: Consumer Behaviour is a recommended corequisite with *MKT NEW: Consumer, Business, & Cause Marketing*, *MKT NEW: Marketing Analytics*, and *MKT NEW: Marketing Plans and Performance Management*.

Cross-listed courses (if applicable): None**Revised course description:**

In this course, we explore the intricacies of consumer behaviour through the lenses of psychology, sociology, economics, and anthropology, dissecting how both individuals and collectives interact with market offerings. With a focus on psychological underpinnings, market segmentation, decision-making processes, consumer satisfaction, and ethical considerations within consumer research, this curriculum aims to arm students with the frameworks, theories, and methodologies necessary for a career in marketing. Emphasizing the pivotal importance of a deep understanding of consumer behaviour for crafting effective marketing strategies, the course sets out to thoroughly prepare students for navigating the complex dynamics of consumer behaviour, a competence indispensable for success in the rapidly evolving global market landscape.

Original course description:

The Study of Consumer Behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumer Behaviour investigates why and how consumers make decisions related directly or indirectly to a consumption event. We are all consumers when we engage in the actual or potential use of market items such as Products, Services, Retail Environments, or Ideas. Consumer Behaviour is an omnipresent factor in our lives even if we are not consciously aware of it. The study of consumer behaviour has great significance not only for marketing but for public policy as well.

For marketers, understanding the behaviour of consumers is perhaps the most important tool for success in the marketplace of products, services and ideas. It can be argued that the understanding of Consumer Behavior is the centre of the marketing process. Virtually all marketing decisions – including branding, brand image development, advertising, promotions and social media relationships - are developed and planned around understanding the consumer and the many factors that influence individual or group consumption decisions.

The process of understanding consumer behaviour requires the perspective of many fields of study including psychology, sociology, economics, and anthropology. Its complexity also derives from the heterogeneity of cultures in this age of expanding globalization because meanings and interpretations are not necessarily portable across cultural boundaries when they exist. This has given rise to the need for a sophisticated marketing professional with a strong grasp on consumer behaviour issues.

This course will teach students the basic consumer behaviour frameworks, theories, tools and procedures. It will broadly cover five aspects – the inner workings in the mind of a consumer that deals with consumer psychology and learning; the different situational factors that influence the consumer decision; the process by which a consumer makes a decision; the aggregate aftermath of consumer decisions; and the key issues surrounding ethics and social responsibility.

Revised course learning outcomes:

1. Utilize a range of consumer psychology theories and models to comprehend and foresee consumer behaviours.
2. Craft marketing strategies that cater to the psychological needs and desires of consumers.
3. Construct and execute programs aimed at boosting customer satisfaction and loyalty, thereby increasing customer retention and value.
4. Apply diverse, accessible tools for the analysis and interpretation of consumer data.
5. Identify and prioritize target segments by assessing their alignment with the organization's goals and available resources.
6. Formulate positioning strategies that distinguish the organization's goods or services in the marketplace, resonating with the chosen target segments.
7. Describe the impact of cultural, subcultural, group dynamics, and social media on shaping consumer attitudes, opinions, preferences, and decision-making processes.

Original course learning outcomes:

1. Articulate the factors that influence consumer decision
2. Articulate the key theories that explain consumers' behaviours
3. Describe ways to influence different stages of the consumer decision making process
4. Design a marketing strategy that takes into account consumer psychology
5. Develop a skill set for outlining consumer segmentation and integrating this into marketing plans
6. Describe how patterns of future sales depend on factors that impact consumer behaviour
7. Articulate key ethical and social responsibility concerns pertaining to a marketing strategy derived from the consideration of consumer behaviour

Revised course content (major topics):

- Foundations of Consumer Psychology
- Learning and Memory
- Personality and Consumer Identity
- Cultural Influences on Consumer Behaviour
- Consumer Motivation
- Consumer Attitudes and Persuasion
- Decision Making Processes
- Group Dynamics and Social Influence
- Ethics
- Digital Consumer Behaviour
- AI-Driven Consumer Insight Generation

Original course content (major topics):

- Perception
- Learning, Memory, Motivation & Affect
- The Self, Personality, Lifestyle & Values
- Attitudes, Attitude Change & Interactive Communication
- Individual Decision Making
- Group Influence, Social Media
- Income, Social Class, and Family Structure
- Subcultures & Cultural Influence on Consumer Behaviour – Diffusion of Culture

New Course Details:

Course Code & Title: MKT 104: Market Research

Course Status: Currently offered

List Course Pre-requisites (if applicable):

MKT 819 Introduction to Marketing is a recommended corequisite with *MKT 102: Consumer Behaviour*, *MKT 104: Market Research*, and *MKT NEW: Marketing Channels and Budgets*.

MKT 104: Market Research is a recommended corequisite with *MKT NEW: Consumer, Business, & Cause Marketing*, *MKT NEW: Marketing Analytics*, and *MKT NEW: Marketing Plans and Performance Management*.

Cross-listed courses (if applicable): None

Revised course description:

This course introduces students to the essential techniques of marketing research, focusing on gathering, analyzing, and interpreting consumer data to inform strategic business decisions. Covering both traditional and emerging methods, the course guides students through designing market research studies, implementing campaigns, and evaluating their effectiveness using advanced analytics. Students will learn how to develop and defend comprehensive marketing research proposals, ensuring they are prepared to apply these skills in real-world settings.

Original course description:

Marketing Research is an exciting and important business function and critical to the marketing strategy process. This course introduces students to the essentials of marketing research and how research supports better business decisions. You will be introduced to topics such as:

- Marketing Strategy
- Marketing Research
- Competitive Analysis
- Buyer Behaviour
- Target Markets
- Market Segmentation
- Survey Design
- Sampling
- Descriptive Statistics
- Validity, Reliability, and Bias

This course follows the marketing research process: planning, collection, data analysis and presentation relevant to marketing decisions.

Revised course learning outcomes:

1. Explain the steps in the marketing research process.
2. Design comprehensive market research studies to collect relevant, reliable, and verifiable data for marketing decision-making.
3. Apply data collection and analysis techniques to generate consumer insights and analyze marketing opportunities.
4. Communicate findings in an accessible format to support data-driven decision-making.

5. Develop targeting and positioning strategies based on insights derived from market research.
6. Apply consumer behaviour insights garnered from market research to marketing strategy.
7. Articulate the ethical and legal responsibilities of market researchers.
8. Evaluate current and emerging market research tools and technologies.

Original course learning outcomes:

1. Pose a well-defined marketing research problem
2. Assess the effectiveness of different marketing research techniques to address a business problem
3. Create a market research proposal
4. Design and evaluate survey questionnaires and focus groups
5. Assess the reliability and validity of results
6. Discuss the ethical and legal responsibilities of marketing researchers
7. Leverage time management, organizational, communication and research skills while working in a team

Revised course content (major topics):

- Introduction to Marketing Research
- Understanding Markets and Consumers
- Research Design Basics
- Data Collection Techniques
- Basic Data Analysis and Interpretation
- Developing Marketing Strategies using Market Research
- Communicating Research Findings
- Implementing and Evaluating Campaigns
- Advanced Research Techniques I: AI in Marketing Analytics
- Advanced Research Techniques II: Emerging Technologies
- Ethics and Social Responsibility in Marketing
- Marketing Research Proposals
- Presenting and Defending Research Proposals

Original course content (major topics):

- Marketing Strategy
- Marketing Research
- Research Design
- Sampling
- Measurement and Scaling
- Questionnaire Design
- Data Preparation and Preliminary Analysis
- Report Preparation and Presentation

Rationale for Revisions

McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review evaluated the program's status, effectiveness, and progress and helped identify the program's future direction, needs, and priorities. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas. This proposal outlines revisions to MKT 819: Introduction to Marketing, MKT 102: Consumer Behaviour, and MKT 104: Market Research based on the recommendations contained in the program review final report.

The changes proposed are necessary to keep the program relevant, while also aligning with industry best practices and potential partnership opportunities as identified by our internal and external program advisory committees. We expect the recommended program changes will enhance the learning experience of our students, positively impact retention and interest, and thus increase enrolment.

SEPTEMBER 10, 2024

**APPENDIX D – COURSE
CANCELLATIONS**

JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

Department & Program Information:	
Department:	McMaster Continuing Education
Program Name:	<ul style="list-style-type: none"> • Certificate in Marketing • Diploma in Marketing • Diploma in Marketing (Digital Marketing Concentration)
Name of Representative:	Lorraine Carter, Chris Rotolo
Nature of Submission:	For approval - Course Cancellation/Removal
Effective Date:	01/01/2025
Submission Date:	10/09/2024
Course Detail	
<p>The following courses will be cancelled for specific programs.</p> <ul style="list-style-type: none"> • BUS 825: Business Foundations • MKT 101: Marketing Plans & Implementation • MKT 103: Integrated Marketing Communication • MKT 107: Business to Business Marketing 	
<p>BUS 825: Business Foundations (3 units)</p> <p>Business Foundations explores the functional areas of management including general management, marketing, human resources, operations, and finance. It provides context for students to understand the themes of organizational and environmental changes, international business, ethics and social responsibility, small business growth, information and communication technology, and quality to understand contemporary Canadian business practices and processes.</p> <p>This course offers a dynamic approach to learning where students are encouraged to discuss and evaluate current events in Canadian business using concepts in management theory and their personal business experience. In addition, students will be exposed to a variety of learning activities including problem-solving tasks, case studies, discussion sessions, role-plays and simulations.</p>	
<p>MKT 101: Marketing Plans & Implementation (3 units)</p> <p>A company's Marketing Plan is a document that outlines the overall marketing strategy, specific actions to be undertaken and the logic underlying the recommendations. As such, it is the culmination of a detailed analysis of the company's marketing situation and is a vital resource in a competitive market. An effective marketing plan is often an outcome of a group effort and not only focuses on the appropriate marketing strategy for the company but is also sensitive to the implementation challenge given time and resource constraints. At the same time, the effectiveness of any marketing plan is often a function of how convincingly the plan has been presented to the stakeholders.</p>	

This course builds on the introductory marketing course and will teach the basics of creating and communicating effective Marketing Plans by covering different aspects of such a plan like marketing audits, market analysis, marketing strategy, tactics, and implementation tools. It will do so with a combination of case studies, assignments, a practical project, role plays, discussions, and student presentations. The students will be exposed to examples of marketing plans and gain practice in creating such plans. A practical project will be an integral part of the course.

MKT 103: Integrated Marketing Communication (3 units)

In a complex, technology fueled communications world, organizations today are searching for complete solutions to combine various communications disciplines such as advertising, public relations, sales promotion, personal selling, experiential marketing, direct response marketing, and digital interactive communications into an effective marketing communications strategy and plan. People's media habits have changed so to deliver a message successfully to an audience it's critical for organizations to co-ordinate all marketing communications in a unified program that maximizes the impact on the intended target audience.

This course will provide students with a general understanding of the fundamentals of integrated marketing concepts. Using an online format – a combination of lectures, online discussions and assignments – students will explore the theoretical and practical application of integrated marketing communications to the Canadian business environment.

MKT 107: Business to Business Marketing (3 units)

Often termed industrial marketing, business to business (B2B) marketing is a key part of the marketing spectra in the workplace. More than half of business graduates will spend the better part of their professional careers in this domain. While the basic principles of the marketing discipline still apply to B2B marketing, there are significant differences compared with traditional consumer marketing (B2C).

On the one hand, business customers tend to be more sophisticated and often engage with much greater involvement in the purchase process. Additionally, the purchase unit in a business transaction is rarely a single person; instead it involves multiple levels of stakeholders, each with different motivations and buying criteria. Fewer customers tend to account for a larger part of the firm's business. Costs of failure with even one customer often reflect immediately in the profit and loss statement, making it a very high stakes game. Some customers may sell to yet other customers. Therefore, to be effective in the B2B domain, marketing strategies often need to take into account not only the customer but also the customer's customers.

This course will teach the students the basic institutional details and principles of business-to-business marketing. It will give the students tools and frameworks to think strategically in a fast-changing industrial marketing landscape. The students will learn about best practices in Business Marketing as well as engage in practical learning experiences.

Rationale for Revisions

McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts.

The program review evaluated the program's status, effectiveness, and progress and helped identify the program's future direction, needs, and priorities. In addition, curriculum gaps were

identified. This proposal is to cancel the courses described above. New courses will be developed for the programs to meet the academic requirements for Certificates and Diplomas.

The changes proposed are necessary to keep the programs relevant, while also aligning with industry best practices and potential partnership opportunities as identified by our internal and external program advisory committees. McMaster Continuing Education expects the recommended program changes will enhance the learning experience of our marketing students, positively impact retention and interest, and thus increase enrolment.

SEPTEMBER 10, 2024

APPENDIX E – NEW COURSES FOR
DEVELOPMENT
JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

CONTINUING
EDUCATION

Department & Program Information (complete all fields):	
Department:	Continuing Education
Program Name:	Marketing <ul style="list-style-type: none"> • Certificate in Marketing • Diploma in Marketing • Diploma in Marketing (Digital Marketing Concentration) • Certificate in Digital Marketing
Name of Representative:	Lorraine Carter, Chris Rotolo
Nature of Submission:	For approval - New course There are six courses proposed for development: <ul style="list-style-type: none"> • MKT NEW: Marketing Channels & Budgets • MKT NEW: Consumer, B2B, Cause Marketing • MKT NEW: Marketing Analytics • MKT NEW: Marketing Plans & Performance Management • MKT NEW: Media Planning & Buying • MKT NEW: Developing a Marketing Narrative
Effective Date:	01/01/2025
Submission Date:	10/09/2024
New Course Details:	
Course Title:	Marketing Channels and Budgets
Course Description: This course explores marketing channel selection and strategy, focusing on effective resource allocation across advertising, email marketing, public relations, digital media, and more. Through a strategic assessment of these channels, students will learn how to seamlessly coordinate online and offline marketing strategies to better achieve marketing objectives. Additionally, students will learn to develop and responsibly manage marketing budgets in an ever-evolving marketplace, highlighting strategies to optimize marketing spend for the best possible return on investment.	
Outline major topics to be covered in the course: <ul style="list-style-type: none"> • Integrated Marketing Strategy & Budgeting • Omnichannel Marketing • Advertising • The Budgeting Process 	

CONTINUING
EDUCATION

- Branding
- Social and Multimedia
- Website and Search
- Experiential Marketing & Brand Partnerships
- Developing Marketing Budgets
- PR & Influencer Marketing
- Email, Mobile, and Direct Response
- Financial Statements
- Financial Ratios and ROI
- Measuring Performance

Statement of Purpose: McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external and internal partners. Both groups acknowledged the importance of establishing a solid foundation in several areas, in particular financials, analytics, and measurement. In addition, as we work towards advanced standing in the Canadian Marketing Association's Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This course replaces MKT 103: Integrated Marketing Communication, addressing the intention of the original course while, also incorporating budgeting. This proposed course is based on the recommendations contained in the program review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable):

MKT 819: Introduction to Marketing is a recommended corequisite with *MKT 102: Consumer Behaviour*, *MKT 104: Market Research* and *MKT NEW: Marketing Channels and Budgets*.

MKT NEW: Marketing Channels and Budgets is a recommended corequisite with *MKT NEW: Consumer, Business & Cause Marketing*, *MKT NEW: Marketing Analytics*, and *MKT NEW: Marketing Plans and Performance Management*.

Cross-listed courses (if applicable): None

New Course Details:

Course Title: Consumer, Business, and Cause Marketing

Course Description: This course offers students a comprehensive understanding of business-to-consumer (B2C), business-to-business (B2B), and cause marketing strategies and tactics. By examining the unique behaviours and characteristics of these audiences, students will learn how to plan and create innovative, socially responsible marketing campaigns that not only deliver results but also resonate with consumers, businesses, and society at large.

Outline major topics to be covered in the course:

**CONTINUING
EDUCATION**

- The Marketing Process
- Knowing Your Audience
- Setting Objectives and Evaluating Competitors
- Building a Strategy
- Creative Development and Content Planning
- Consumer Marketing
- Consumer Marketing Strategy, Tools, & Tactics
- Cause Marketing
- Raising Awareness and Funds: Building a Strategy That Works
- Business-to-Business (B2B) Marketing
- Generating Demand: B2B Marketing Tactics
- Analyzing Performance
- Relentless Adaption and Marketing Innovation

Statement of Purpose: McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas including business-to-business marketing. This course replaces MKT 107: Business to Business Marketing and incorporates consumer marketing content from MKT 101: Marketing Plans & Implementation. It is also a required course now. This proposed course is based on the recommendations contained in the program review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): *MKT 102: Consumer Behaviour, MKT 104: Market Research and MKT NEW: Marketing Channels and Budgets* are recommended corequisites with *MKT NEW: Consumer, Business & Cause Marketing*.

Cross-listed courses (if applicable): None

New Course Details:

Course Title: Marketing Analytics

Course Description: This course introduces students to marketing analytics, emphasizing the measurement and analysis of marketing activities to facilitate data-driven decision-making. Students will learn about the various marketing metrics used to measure marketing campaign effectiveness and use advanced functions in Microsoft Excel to calculate, analyze, and visualize these metrics. This course will help students hone their analytics and quantitative skill sets, enabling them to extract meaningful insights from marketing data, make informed decisions, and contribute effectively to strategic marketing initiatives.

Outline major topics to be covered in the course:

**CONTINUING
EDUCATION**

- Review Marketing Environment
- Basic Statistics Using Excel
- Distribution and Channel Metrics
- Branding and Brand Metrics
- New Products and Product Management Metrics
- Pricing Metrics
- Customer Lifetime Value
- Promotion and Loyalty Metrics
- Online Metrics
- Intermediate Statistics Using Excel
- Advanced Statistics Using Excel

Statement of Purpose: McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas, in particular financials, analytics, and measurement. In addition, as we work towards advanced standing in the Canadian Marketing Association's Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This proposed course is based on the recommendations contained in the program review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): *MKT 102: Consumer Behaviour, MKT 104: Market Research and MKT NEW: Marketing Channels and Budgets* are recommended corequisites with *MKT NEW: Marketing Analytics*.

Cross-listed courses (if applicable): None

New Course Details:

Course Title: **Marketing Plans and Performance Management**

Course Description: This course provides students with the skills to develop, implement, and monitor an audience-driven marketing plan. Students will explore how organizations plan, create, deliver, and sustain competitive advantages within the marketplace. By analyzing environmental variables affecting an organization, its industry, and its competitors, students will learn how to formulate a strategic and profitable market position. In addition to developing a well-structured marketing plan, this course delves into performance management by emphasizing implementation strategies, budgetary considerations, and change controls, ensuring continuous evaluation, optimization, and alignment with organizational goals.

Outline major topics to be covered in the course:

- Business Environment

**CONTINUING
EDUCATION**

- Business and Market Analysis
- Understanding and Measuring Marketing Opportunities
- Customer Assessments
- Competitive Assessments
- The Art of Differentiation and Niche Marketing
- The Marketing Planning Process
- Marketing Planning and Integration
- Organizing and Planning for Effective Implementation
- Controls, Risk Management, and Financial Success
- Delivering and Measuring Marketing Performance
- Making Powerful Presentations

Statement of Purpose: McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas, in particular financials, analytics, and measurement. In addition, as we work towards advanced standing in the Canadian Marketing Association’s Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This course replaces MKT 101: Marketing Plans & Implementation, addressing the original intention of the course and additionally incorporating analytics and measurement. This proposed course is based on the recommendations contained in the program review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): *MKT 102: Consumer Behaviour, MKT 104: Market Research and MKT NEW: Marketing Channels and Budgets* are recommended corequisites with *MKT NEW: Marketing Plans & Performance Management*.

Cross-listed courses (if applicable): None

New Course Details:

Course Title: **Media Planning and Buying**

Course Description: Effective media planning and buying is data-backed, goal-focused, and intentional. Media planning is the foundation of any marketing campaign and ensures the right message is experienced by the right people the right number of times. Media buying delivers on the media plan by negotiating and purchasing efficient and cost-effective ad placement in alignment with campaign objectives and budgets. To plan and execute a successful campaign, media planners and buyers leverage specialized tools to connect campaign objectives to the media landscape and media metrics.

Outline major topics to be covered in the course:

**CONTINUING
EDUCATION**

- Introduction to Media Planning and Buying
- Consumer Behaviour and Market Research
- Media Landscape
- Goals, Strategy, and Tactics
- Traditional Media
- Digital Media
- Planning Tools
- Buying and Negotiation
- Data and Analytics in Media Planning
- Integrated and Marketing Mix Modeling
- Regulation, Responsibility, and Ethics
- Emerging Trends and Future of Media Planning

Statement of Purpose: McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas, in particular financials, analytics, and measurement. In addition, as we work towards advanced standing in the Canadian Marketing Association’s Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This course builds on the other courses with financial, analytical, and measurement content by instructing students in how to apply what they have learned by placing ads. This proposed course is based on the recommendations contained in the program review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): None

Cross-listed courses (if applicable): None

New Course Details:

Course Title: **Developing a Marketing Narrative**

Course Description: This course explores the art and science of storytelling as part of an effective marketing strategy. Leveraging consumer behaviour, memory, and attitudes, students will craft compelling marketing narratives that not only build loyalty and trust but also resonate with target audiences. Students will explore design and visual communication as they infuse storytelling into a range of traditional and digital marketing channels. This course aims to help students develop their storytelling skills and seamlessly align a brand with a powerful narrative.

Outline major topics to be covered in the course:

- The Importance of Storytelling in Marketing Practice
- Created and Curated Content – How Each Supports a Marketing Narrative

**CONTINUING
EDUCATION**

- Brand Storytelling
- Design Literacy
- Storytelling in Retailing
- Storytelling in Public Relations
- Storytelling in Event Marketing
- Storytelling in Newsletter Content
- Digital Storytelling
- Data-Driven Storytelling
- Ethical Storytelling and Authenticity

Statement of Purpose: McMaster Continuing Education completed a program review of the Marketing program in 2023. The program review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. Both groups acknowledged the importance of establishing a solid foundation in several areas, including storytelling. This proposed course is based on the recommendations contained in the program review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): None.

Cross-listed courses (if applicable): None

To: Joint Committee on Certificates, Diplomas and Microcredentials
From: Dr. Aaron Schat, Associate Dean, DeGroot School of Business
Re: Proposal for Business Administration Programming Revisions
Date: August 13, 2024

I have reviewed the Business Administration program revision documents presented by McMaster Continuing Education (MCE). These revisions are due to several changes in MCE's programming in marketing which was thoroughly reviewed and endorsed by a Faculty Member in Marketing from the DeGroot School of Business.

Both the Business Administration Certificate and Diploma programs are affected by the changes to the Marketing programming.

Based on my review, I consider the revisions to the Business Administration program meet the criteria set out by the Undergraduate Council in its guidelines for Certificates and Diplomas. Therefore, I endorse this submission with the support of the DeGroot School of Business. The affected programs will continue to meet Undergraduate Council's criteria for the designations of Certificate and Diploma.

Sincerely,



Dr. Aaron Schat, PhD
Associate Dean, Undergraduate Studies
DeGroot School of Business

Cc: Lorraine Carter, Director, MCE
Dan Piedra, Assistant Director, MCE

SEPTEMBER 10, 2024

APPENDIX A – COURSE REVISIONS
JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

Department & Program Information

Note: The changes described in this appendix pertaining to McMaster Continuing Education’s (MCE’s) programs in Business Administration have been approved by the DeGroote School of Business as part of MCE’s review of its Marketing programs. MCE completed a review of the Marketing programs in 2023 to evaluate their status, effectiveness, and progress. The review also helped identify the programs’ future directions, needs, and priorities. The review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts.

Department:	Continuing Education
Program Name:	Business Administration <ul style="list-style-type: none"> • Certificate in Business Administration • Diploma in Business Administration • Diploma in Business Administration with the following concentrations: Marketing; Creative, Critical & Design Thinking; Data Analytics; Human Resources; Retirement Community Management; Risk Management; Finance (closing in Spring 2025, previously approved)
Name of Representative:	Lorraine Carter, Katey Van Schyndel
Nature of Submission:	For approval - Course Revision There are three courses presented for revision: MKT 819, MKT 102, MKT 104.
Effective Date:	01/01/2025
Submission Date:	10/09/2024
Course Revision Details:	
Course Code & Title: MKT 819: Introduction to Marketing	
Course Status: Currently offered as a core course for all Business Administration Diploma streams and the Certificate in Business Administration.	
List Course Pre-requisites (if applicable): None	
Cross-listed courses (if applicable): None	
Revised course description: The course provides a comprehensive overview of how businesses navigate the complex interplay of internal and external factors to effectively plan, price, promote, and distribute	

goods and services. Integrating foundational theories with practical skills, students will delve into the marketing mix and its impact on consumer behaviour and business performance. Those aiming to become knowledgeable in marketing, whether as strategists, digital professionals, or innovative leaders will gain valuable insights and tools to address contemporary market challenges. This course prepares students to build a strong base in marketing fundamentals, fostering skills applicable to a rapidly changing and dynamic market.

Original course description:

Marketing impacts every aspect of our lives. Where we shop, how we eat, what we drive and even where we live, can be influenced by marketing. MKT 819 is a survey course that introduces learners to the basic concepts of marketing, viewed within a corporate framework. During the course we study the modern marketplace and discuss the impact of the environmental factors that shape marketing and influence the type of products that companies market. Topics include the development of new products, identifying market segments and targeting consumer groups, pricing strategies, brand equity, distribution channel and promotional activities.

Course Revision Details:

Course Code & Title: MKT 102: Consumer Behaviour

Course Status: Currently offered as an elective for the Business Administration Generalist Diploma and the Diploma in Business Administration with Marketing Concentration.

List Course Pre-requisites (if applicable):

MKT 819 Introduction to Marketing is a recommended corequisite with *MKT 102: Consumer Behaviour*.

Cross-listed courses (if applicable): None

Revised course description:

In this course, we explore the intricacies of consumer behaviour through the lenses of psychology, sociology, economics, and anthropology, dissecting how both individuals and collectives interact with market offerings. With a focus on psychological underpinnings, market segmentation, decision-making processes, consumer satisfaction, and ethical considerations within consumer research, this curriculum aims to arm students with the frameworks, theories, and methodologies necessary for a career in marketing. Emphasizing the pivotal importance of a deep understanding of consumer behaviour for crafting effective marketing strategies, the course sets out to thoroughly prepare students for navigating the complex dynamics of consumer behaviour, a competence indispensable for success in the rapidly evolving global market landscape.

Original course description:

The Study of Consumer Behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to

satisfy needs and desires. Consumer Behaviour investigates why and how consumers make decisions related directly or indirectly to a consumption event. We are all consumers when we engage in the actual or potential use of market items such as Products, Services, Retail Environments, or Ideas. Consumer Behaviour is an omnipresent factor in our lives even if we are not consciously aware of it. The study of consumer behaviour has great significance not only for marketing but for public policy as well.

For marketers, understanding the behaviour of consumers is perhaps the most important tool for success in the marketplace of products, services and ideas. It can be argued that the understanding of Consumer Behavior is the centre of the marketing process. Virtually all marketing decisions – including branding, brand image development, advertising, promotions and social media relationships - are developed and planned around understanding the consumer and the many factors that influence individual or group consumption decisions.

The process of understanding consumer behaviour requires the perspective of many fields of study including psychology, sociology, economics, and anthropology. Its complexity also derives from the heterogeneity of cultures in this age of expanding globalization because meanings and interpretations are not necessarily portable across cultural boundaries when they exist. This has given rise to the need for a sophisticated marketing professional with a strong grasp on consumer behaviour issues.

This course will teach students the basic consumer behaviour frameworks, theories, tools and procedures. It will broadly cover five aspects – the inner workings in the mind of a consumer that deals with consumer psychology and learning; the different situational factors that influence the consumer decision; the process by which a consumer makes a decision; the aggregate aftermath of consumer decisions; and the key issues surrounding ethics and social responsibility.

Course Revision Details:

Course Code & Title: MKT 104: Market Research

Course Status: Currently offered as an elective for the Business Administration Generalist Diploma and the Diploma in Business Administration with Marketing Concentration.

List Course Pre-requisites (if applicable):

MKT 819 Introduction to Marketing is a recommended corequisite with *MKT 104: Market Research*.

Cross-listed courses (if applicable): None

Revised course description:

This course introduces students to the essential techniques of marketing research, focusing on gathering, analyzing, and interpreting consumer data to inform strategic business decisions. Covering both traditional and emerging methods, the course guides students through designing market research studies, implementing campaigns, and

evaluating their effectiveness using advanced analytics. Students will learn how to develop and defend comprehensive marketing research proposals, ensuring they are prepared to apply these skills in real-world settings.

Original course description:

Marketing Research is an exciting and important business function and critical to the marketing strategy process. This course introduces students to the essentials of marketing research and how research supports better business decisions. You will be introduced to topics such as:

- Marketing Strategy
- Marketing Research
- Competitive Analysis
- Buyer Behaviour
- Target Markets
- Market Segmentation
- Survey Design
- Sampling
- Descriptive Statistics
- Validity, Reliability, and Bias

This course follows the marketing research process: planning, collection, data analysis and presentation relevant to marketing decisions.

Rationale for Revisions

This proposal outlines revisions to MKT 819: Introduction to Marketing, MKT 102: Consumer Behaviour, and MKT 104: Market Research based on the recommendations contained in the marketing programming review final report.

The changes proposed are necessary to keep the identified programs relevant, while also aligning with industry best practices and potential partnership opportunities as identified by our internal and external program advisory committees. We expect the recommended changes will enhance the learning experience of our students, positively impact retention and interest, and thus increase enrolment.

SEPTEMBER 10, 2024

**APPENDIX B – COURSE
CANCELLATIONS**

JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

Department & Program Information

Note: The changes described in this appendix pertaining to McMaster Continuing Education’s (MCE’s) programs in Business Administration have been approved by the DeGroote School of Business as part of MCE’s review of its Marketing programs. MCE completed a review of the Marketing programs in 2023 to evaluate their status, effectiveness, and progress. The review also helped identify the programs’ future directions, needs, and priorities. The review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts.

Department:	McMaster Continuing Education
Program Name:	Business Administration <ul style="list-style-type: none"> • Diploma in Business Administration • Diploma in Business Administration with Marketing Concentration
Name of Representative:	Lorraine Carter, Katey Van Schyndel
Nature of Submission:	For approval - Course Cancellation/Removal
Effective Date:	01/01/2025
Submission Date:	10/09/2024

Course Detail

The following courses will be cancelled for specific programs.

- MKT 101: Marketing Plans & Implementation
- MKT 103: Integrated Marketing Communication
- MKT 107: Business to Business Marketing

The above courses are currently elective options for the Diploma in Business Administration (Generalist) and the Diploma in Business Administration with Marketing Concentration.

MKT 101: Marketing Plans & Implementation (3 units)

A company's Marketing Plan is a document that outlines the overall marketing strategy, specific actions to be undertaken and the logic underlying the recommendations. As such, it is the culmination of a detailed analysis of the company's marketing situation and is a vital resource in a competitive market. An effective marketing plan is often an outcome of a group effort and not only focuses on the appropriate marketing strategy for the company but is also sensitive to the implementation challenge given time and resource constraints. At the same time, the effectiveness of any marketing plan is often a function of how convincingly the plan has been presented to the stakeholders.

This course builds on the introductory marketing course and will teach the basics of creating and communicating effective Marketing Plans by covering different aspects of such a plan like marketing audits, market analysis, marketing strategy, tactics, and implementation tools. It will do

so with a combination of case studies, assignments, a practical project, role plays, discussions, and student presentations. The students will be exposed to examples of marketing plans and gain practice in creating such plans. A practical project will be an integral part of the course.

MKT 103: Integrated Marketing Communication (3 units)

In a complex, technology fueled communications world, organizations today are searching for complete solutions to combine various communications disciplines such as advertising, public relations, sales promotion, personal selling, experiential marketing, direct response marketing, and digital interactive communications into an effective marketing communications strategy and plan. People's media habits have changed so to deliver a message successfully to an audience it's critical for organizations to co-ordinate all marketing communications in a unified program that maximizes the impact on the intended target audience.

This course will provide students with a general understanding of the fundamentals of integrated marketing concepts. Using an online format – a combination of lectures, online discussions and assignments – students will explore the theoretical and practical application of integrated marketing communications to the Canadian business environment.

MKT 107: Business to Business Marketing (3 units)

Often termed industrial marketing, business to business (B2B) marketing is a key part of the marketing spectra in the workplace. More than half of business graduates will spend the better part of their professional careers in this domain. While the basic principles of the marketing discipline still apply to B2B marketing, there are significant differences compared with traditional consumer marketing (B2C).

On the one hand, business customers tend to be more sophisticated and often engage with much greater involvement in the purchase process. Additionally, the purchase unit in a business transaction is rarely a single person; instead it involves multiple levels of stakeholders, each with different motivations and buying criteria. Fewer customers tend to account for a larger part of the firm's business. Costs of failure with even one customer often reflect immediately in the profit and loss statement, making it a very high stakes game. Some customers may sell to yet other customers. Therefore, to be effective in the B2B domain, marketing strategies often need to take into account not only the customer but also the customer's customers.

This course will teach the students the basic institutional details and principles of business-to-business marketing. It will give the students tools and frameworks to think strategically in a fast-changing industrial marketing landscape. The students will learn about best practices in Business Marketing as well as engage in practical learning experiences.

Rationale for Course Cancellation/Removal

This proposal is to cancel the courses described above. New courses will be developed for the programs to meet the academic requirements for Certificates and Diplomas.

The changes proposed are necessary to keep the identified programs relevant, while also aligning with industry best practices and potential partnership opportunities as identified by our internal and external program advisory committees. McMaster Continuing Education expects the recommended changes will enhance the learning experience of our marketing and business administration students, positively impact retention and interest, and thus increase enrolment.

SEPTEMBER 10, 2024

APPENDIX C – NEW COURSES FOR
DEVELOPMENT

JOINT COMMITTEE ON CERTIFICATES, DIPLOMAS AND
MICROCREDENTIALS

CARTER, LORRAINE
MCMASTER CONTINUING EDUCATION
One James North

CONTINUING
EDUCATION

Department & Program Information	
<p>Note: The changes described in this appendix pertaining to McMaster Continuing Education's (MCE's) programs in Business Administration have been approved by the DeGroote School of Business as part of MCE's review of its Marketing programs. MCE completed a review of the Marketing programs in 2023 to evaluate their status, effectiveness, and progress and helped identify the programs' future directions, needs, and priorities. The review process involved two program advisory committees made up of external marketing and media leaders and internal instructors and subject matter experts. The review identified the courses listed below as relevant and necessary components of the marketing programs. As such, we are proposing that these courses be added as elective options to the Diploma in Business Administration with Marketing Concentration and Diploma in Business Administration (Generalist).</p>	
Department:	Continuing Education
Program Name:	Business Administration <ul style="list-style-type: none"> • Diploma in Business Administration • Diploma in Business Administration with Marketing Concentration
Name of Representative:	Lorraine Carter, Katey Van Schyndel
Nature of Submission:	For approval - New course There are six courses proposed for development: <ul style="list-style-type: none"> • MKT NEW: Marketing Channels and Budgets • MKT NEW: Consumer, B2B, and Cause Marketing • MKT NEW: Marketing Analytics • MKT NEW: Marketing Plans and Performance Management • MKT NEW: Media Planning and Buying • MKT NEW: Developing a Marketing Narrative
Effective Date:	01/01/2025
Submission Date:	10/09/2024
New Course Details:	
Course Title:	Marketing Channels and Budgets
<p>Course Description: This course explores marketing channel selection and strategy, focusing on effective resource allocation across advertising, email marketing, public relations, digital media, and more. Through a strategic assessment of these channels, students will learn how to seamlessly coordinate online and offline marketing strategies to better achieve marketing objectives. Additionally, students will learn to develop and responsibly manage marketing budgets in an ever-</p>	

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evolving marketplace, highlighting strategies to optimize marketing spend for the best possible return on investment.

Statement of Purpose: The program advisory committees acknowledged the importance of establishing a solid foundation in several areas, in particular financials, analytics, and measurement. In addition, as we work towards advanced standing in the Canadian Marketing Association's Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This course replaces MKT 103: Integrated Marketing Communication, addressing the intention of the original course while also incorporating budgeting. This proposed course is based on the recommendations contained in the marketing programming review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable):

MKT 819: Introduction to Marketing is a recommended corequisite with *MKT NEW: Marketing Channels and Budgets*.

Cross-listed courses (if applicable): None

New Course Details:

Course Title: **Consumer, Business, and Cause Marketing**

Course Description: This course offers students a comprehensive understanding of business-to-consumer (B2C), business-to-business (B2B), and cause marketing strategies and tactics. By examining the unique behaviours and characteristics of these audiences, students will learn how to plan and create innovative, socially responsible marketing campaigns that not only deliver results but also resonate with consumers, businesses, and society at large.

Statement of Purpose: The program advisory committees acknowledged the importance of establishing a solid foundation in several areas including business-to-business marketing. This new course replaces MKT 107: Business to Business Marketing and incorporates consumer marketing content from MKT 101: Marketing Plans and Implementation. This proposed course is based on the recommendations contained in the marketing programming review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): *MKT 102: Consumer Behaviour*, *MKT 104: Market Research* and *MKT NEW: Marketing Channels and Budgets* are recommended corequisites with *MKT NEW: Consumer, Business & Cause Marketing*.

Cross-listed courses (if applicable): None

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New Course Details:
Course Title: Marketing Analytics
Course Description: This course introduces students to marketing analytics, emphasizing the measurement and analysis of marketing activities to facilitate data-driven decision-making. Students will learn about the various marketing metrics used to measure marketing campaign effectiveness and use advanced functions in Microsoft Excel to calculate, analyze, and visualize these metrics. This course will help students hone their analytics and quantitative skill sets, enabling them to extract meaningful insights from marketing data, make informed decisions, and contribute effectively to strategic marketing initiatives.
Statement of Purpose: The program advisory committees acknowledged the importance of establishing a solid foundation in several areas, including financials, analytics, and measurement. In addition, as we work towards advanced standing in the Canadian Marketing Association's Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This proposed new course is based on the recommendations contained in the marketing programing review final report.
Course Delivery: The course will be delivered in a(n) online - Instructor Led format.
Course Unit Value: 3 units
List Course Pre-requisites (if applicable): MKT 102: Consumer Behaviour, MKT 104: Market Research and MKT NEW: Marketing Channels and Budgets are recommended corequisites with MKT NEW: Marketing Analytics. Cross-listed courses (if applicable): None
New Course Details:
Course Title: Marketing Plans and Performance Management
Course Description: This course provides students with the skills to develop, implement, and monitor an audience-driven marketing plan. Students will explore how organizations plan, create, deliver, and sustain competitive advantages within the marketplace. By analyzing environmental variables affecting an organization, its industry, and its competitors, students will learn how to formulate a strategic and profitable market position. In addition to developing a well-structured marketing plan, this course delves into performance management by emphasizing implementation strategies, budgetary considerations, and change controls, ensuring continuous evaluation, optimization, and alignment with organizational goals.
Statement of Purpose: The program advisory committees acknowledged the importance of establishing a solid foundation in several areas, in particular the marketing planning process, integration, as well as delivering and measuring marketing performance. In addition, as we work towards advanced standing in the Canadian Marketing Association's Chartered Marketer (CM)

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designation, we have identified similar gaps in the existing program. This new course replaces MKT 101: Marketing Plans & Implementation, addressing the original intention of the course and additionally incorporating analytics and measurement. This proposed course is based on the recommendations contained in the marketing programming review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): *MKT 102: Consumer Behaviour, MKT 104: Market Research and MKT NEW: Marketing Channels and Budgets* are recommended corequisites with *MKT NEW: Marketing Plans & Performance Management*.

Cross-listed courses (if applicable): None

New Course Details:

Course Title: **Media Planning and Buying**

Course Description: Effective media planning and buying is data-backed, goal-focused, and intentional. Media planning is the foundation of any marketing campaign and ensures the right message is experienced by the right people the right number of times. Media buying delivers on the media plan by negotiating and purchasing efficient and cost-effective ad placement in alignment with campaign objectives and budgets. To plan and execute a successful campaign, media planners and buyers leverage specialized tools to connect campaign objectives to the media landscape and media metrics.

Statement of Purpose: The program advisory committees acknowledged the importance of establishing a solid foundation in several areas, in particular media landscape, consumer behaviour and market research, as well as buying and negotiation. In addition, as we work towards advanced standing in the Canadian Marketing Association's Chartered Marketer (CM) designation, we have identified similar gaps in the existing program. This course builds on the other courses with financial, analytical, and measurement content by instructing students about how to apply what they have learned by placing ads. This proposed course is based on the recommendations contained in the marketing programming review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): None

Cross-listed courses (if applicable): None

New Course Details:

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Course Title: Developing a Marketing Narrative

Course Description: This course explores the art and science of storytelling as part of an effective marketing strategy. Leveraging consumer behaviour, memory, and attitudes, students will craft compelling marketing narratives that not only build loyalty and trust but also resonate with target audiences. Students will explore design and visual communication as they infuse storytelling into a range of traditional and digital marketing channels. This course aims to help students develop their storytelling skills and seamlessly align a brand with a powerful narrative.

Statement of Purpose: The program advisory committees acknowledged the importance of establishing a solid foundation in several areas, including storytelling. This proposed course is based on the recommendations contained in the marketing programming review final report.

Course Delivery: The course will be delivered in a(n) online - Instructor Led format.

Course Unit Value: 3 units

List Course Pre-requisites (if applicable): None.

Cross-listed courses (if applicable): None

Continuing Education – Proposal for Non-academic Microcredential (for information purposes)

Department & Microcredential Information	
Microcredential Name:	Understanding Sleep for Health and Wellness
Credential:	Non-academic Microcredential
Name of Representative:	Christie McGaghan
Date of Submission:	April 25, 2024
Microcredential Information	
<p>Overview: This microcredential provides an overview of the science behind why we sleep, the importance of sleep, the physical, psychological, cognitive and emotional benefits of sleep, and the risks of not enough sleep. Learners will discover best practices for sleep, as well as gain a knowledge of sleep hygiene and first line strategies to improve sleep quality and sleep deprivation, including insomnia.</p>	
<p>Learning Objectives:</p> <ul style="list-style-type: none"> • Recognize the science of why the human body requires sleep • Define physical, psychological, emotional and cognitive impacts of sleep and a lack of sleep • Recount best practices for sleep • Explain effective sleep hygiene and how to implement it • Plan first line sleep strategies 	
<p>Meeting Learning Objectives: Individual objectives for this microcredential are mapped to the overall objectives for the Certificate of Completion option called Sleep for Health and Wellness. The delivery format and teaching methods are structured to have a maximum effect on achieving the learning objectives.</p>	
<p>Completion Requirements: To receive a Non-academic Microcredential in Understanding Sleep for Health and Wellness, learners must complete all content and evaluative components.</p>	
<p>Delivery Format: Sessions will be delivered online using a combination of synchronous and asynchronous activities.</p>	
<p>Credit Toward Another Credential: This microcredential can be stacked to the Certificate of Completion <i>Sleep for Health and Wellness</i>.</p>	
<p>Learner Evaluations (Grading Process): The final grade for learners will be “pass/fail.”</p>	
<p>Course Evaluation: McMaster Continuing Education will distribute a post-course evaluation for learners to assess content, delivery, materials, and facilitation.</p>	

Instructors/facilitators:

McMaster Continuing Education selects facilitators from a pool of qualified professionals. Selection is based on academic background and/or experience within the program area.

Listing of Modules / Sessions

- Science of why the human body requires sleep
- Sleep physiology
- Physical and psychological impacts of lack of sleep and insomnia
- Sleep hygiene
- First line treatment and strategies for sleep deprivation and insomnia

Continuing Education – Proposal for Non-academic Microcredential (for information purposes)

Department & Microcredential Information	
Microcredential Name:	Exploring Interventions for Sleep Issues and Disorders
Credential:	Non-academic Microcredential
Name of Representative:	Christie McGaghan
Date of Submission:	April 25, 2024
Microcredential Information	
<p>Overview: This microcredential explores best practices for treating sleep issues and disorders. Learners will identify sleep disorders, explore the elements that impact sleep, and review physical and psychological interventions for sleep disorders, including behavioural practices and clinical treatments. This course will appeal to clinicians, healthcare professionals, counsellors, therapists, health and wellness coaches.</p>	
<p>Learning Objectives:</p> <ul style="list-style-type: none"> • Distinguish between sleep disorders, sleep issues and sleep deprivation • Describe the factors that impact sleep • Assess various physical and psychological interventions for sleep disorders • Create a treatment plan to address sleep issues and disorders 	
<p>Meeting Learning Objectives: Individual objectives for this microcredential are mapped to the overall objectives for the Certificate of Completion option called Sleep for Health and Wellness. The delivery format and teaching methods are structured to have a maximum effect on achieving the learning objectives.</p>	
<p>Completion Requirements: To receive a Non-academic Microcredential in Exploring Interventions for Sleep Issues and Disorders, learners must complete all content and evaluative components.</p>	
<p>Delivery Format: Sessions will be delivered online using a combination of synchronous and asynchronous activities.</p>	
<p>Credit Toward Another Credential: This microcredential can be stacked to the Certificate of Completion <i>Sleep for Health and Wellness</i>.</p>	
<p>Learner Evaluations (Grading Process): The final grade for learners will be “pass/fail.”</p>	
<p>Course Evaluation: McMaster Continuing Education will distribute a post-course evaluation for learners to assess content, delivery, materials, and facilitation.</p>	

Instructors/facilitators:

McMaster Continuing Education selects facilitators from a pool of qualified professionals. Selection is based on academic background and/or experience within the program area.

Listing of Modules / Sessions

- Sleep disorders vs sleep deprivation
- Elements and factors that impact sleep
- Tracking sleep and sleep technology
- Interventions for sleep

Continuing Education – Certificate of Completion Program Proposal for Information Purposes

Department & Program Information (complete all fields)	
Program/Plan Name:	Sleep for Health and Wellness
Credential:	Certificate of Completion
Name of Representative:	Christie McGaghan
Effective Date:	January 1, 2025
Date of Submission:	August 21, 2024
Program Information: (complete all fields; remove rows of items not required)	
i) Program Overview	This Certificate of Completion focuses on the science behind why the body needs sleep, proper sleep hygiene, the physiology of sleep, as well as the physical and psychological impacts of lack of sleep and insomnia. It further explores first line treatment and strategies for sleep deprivation and insomnia, as well interventions for sleep disorders, including behavioural practices and clinical treatments.
ii) Learning Objectives	<ul style="list-style-type: none"> • Recognize the science of why the human body requires sleep • Define physical, psychological, emotional and cognitive impacts of sleep and a lack of sleep • Recount best practices for sleep • Explain effective sleep hygiene and how to implement it • Plan first line sleep strategies • Distinguish between sleep disorders, sleep issues and sleep deprivation • Describe the factors that impact sleep • Assess various physical and psychological interventions for sleep disorders • Create a treatment plan to address sleep issues and disorders
iii) Meeting Learning Objectives	This Certificate of Completion will use a series of two courses to achieve the stated program objectives. Individual course objectives are mapped to the overall program objectives. The delivery format and teaching methods are structured to have a maximum effect on achieving the learning objectives.
iv) Program Completion Requirements	Learners must complete all content and evaluative components of <i>Understanding Sleep for Health and Wellness</i> and <i>Exploring Interventions for Sleep Issues and Disorders</i> .

v)	Program Delivery Format	Sessions will be delivered online using a combination of synchronous and asynchronous activities.
vi)	Student Evaluations (Grading Process)	The final grade for learners will be “pass/fail”.
vii)	Course Evaluation	McMaster Continuing Education will distribute a post-course evaluation for learners to assess content, delivery, materials, and facilitation.
viii)	Course Instruction	McMaster Continuing Education selects facilitators from a pool of qualified professionals. Selection is based on academic background and/or experience within the program area.

Listing of Courses

Course Name & Description:

Understanding Sleep for Health and Wellness

This microcredential provides an overview of the science behind why we sleep, the importance of sleep, the physical, psychological, cognitive and emotional benefits of sleep, and the risks of not enough sleep. Learners will discover best practices for sleep, as well as gain a knowledge of sleep hygiene and first line strategies to improve sleep quality and sleep deprivation, including insomnia.

Course Name & Description:

Exploring Interventions for Sleep Issues and Disorders

This microcredential explores best practices for treating sleep issues and disorders. Learners will identify sleep disorders, explore the elements that impact sleep, and review physical and psychological interventions for sleep disorders, including behavioural practices and clinical treatments. This course will appeal to clinicians, healthcare professionals, counsellors, therapists, health and wellness coaches.

To: Dr. Aaron Schat, Chair, Joint Committee on Certificates, Diplomas and Microcredentials Committee

From: Dr. Lorraine Carter, Director, McMaster Continuing Education (MCE)

Re: Closure of Canadian Health Care Certificate

Date: September 10, 2024

Effective January 1, 2025, McMaster Continuing Education (MCE) plans to close the Canadian Health Care Certificate.

This program was launched in 2017. The reason to close this program now is two-fold: enrolment trends show a steady decline over the last few years and the development of new courses for MCE's Health Information Fundamentals and Health Informatics programs have made the following courses redundant as electives:

- HTH 100 Understanding Canadian Health Care
- HTH 200 Medical Terminology
- HTH 300 Anatomy and Physiology
- HTH 116 Pathophysiology Part 1
- HTH 117 Pathophysiology Part 2

The closure announcement is planned for January 2025, with Spring 2025 being the last term for new students to begin program. Students enrolled in this program will have until the end of the Spring 2026 term to complete any outstanding courses.

MCE is committed to helping all students complete their program should they wish to do so.

Sincerely,



Lorraine Carter

Director, McMaster Continuing Education

CC. Dan Piedra, Kathleen Geelen

To: Dr. Aaron Schat, Chair, Joint Committee of Certificates, Diplomas and Microcredentials Committee

From: Dr. Lorraine Carter, Director, McMaster Continuing Education (MCE)

Re: Closure of Health and Social Service Skill Development Programs, Certificate and Certificate of Professional Learning

Date: September 10, 2024

Effective January 1, 2025, McMaster Continuing Education (MCE) plans to close the Health and Social Service Skill Development Certificate and Certificate of Professional Learning (CoPL).

These programs were launched in 2017. The decision to close them is based on enrolment trends which show a steady decline over the last few years.

The closure announcements are planned for January 2025, with Spring 2025 being the last term for new students to begin either program. Students enrolled in these programs will have until the end of the Spring 2026 term to complete any outstanding courses.

MCE is committed to helping all students complete their programs should they wish to do so.

Sincerely,



Lorraine Carter
Director, McMaster Continuing Education

CC. Dan Piedra, Kathleen Geelen