ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

_____
Department / Program Chair   Date Submitted

_____
College Dean   Date

_____
Honors College Dean   Date

_____
Core Curriculum Committee   Date

_____
University Course and Programs Committee   Date

_____
Graduate Council Chair   Date

_____
Faculty Senate Chair   Date

_____
Provost   Date

_____
Board of Trustees Approval/Notification Date

_____
Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: ☒ Major/Field of Study   ☐ Minor   ☐ Other Unit _____ ☐ Policy

Level: ☒ Undergraduate   ☐ Graduate   ☐ Law   Effective Catalog Year 2013

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name   **BSBA, Marketing**

College, School, Division **WCOB**   Department Code **MKTG**

Current Code (6 digit Alpha) **MKTGBS**   Proposed Code (6 digit Alpha)   _____
Prior approval from the Office of the Registrar is required.

☐ Interdisciplinary Program   CIP Code **52.1401**
Prior assignment from Office of Institutional Research is required.

Proposed Name _____
When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

☒ For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE
http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

☐ Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: _____

SECTION IV: Eliminate an Existing Program/Unit

Code/Name _____   Effective Catalog Year _____

No new students admitted to program after Term: ____ Year: _____
Allow students in program to complete under this program until Term: ____ Year: _____

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Modify major and course requirements for BSBA with a major in Marketing.

Check if either of these boxes apply and provide the necessary signature:

□ Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: _____

□ Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: _____

Check all the boxes that apply and complete the required sections of the form:

☐ Change of Name and Code (Complete only sections I, II, V and VII.)
☐ Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
☐ Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
☐ Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
☐ Change in Program Policies

SECTION VI: Justification

Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)

To incorporate changes in the pre-business and business core and incorporate changes for ACT 747 to reduce the BSBA to 120 hours.

SECTION VII: Catalog Text and Format

In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V.   Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.

Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

For minors, state requirements in terms of hours, required courses, electives, etc.

For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.

For Law School program/units, prepare text consistent with current catalog style.

For centers, prepare text consistent with current catalog style.

Marketing Major Requirements

Complete the requirements for a B.S.B.A. degree as listed on page 204.	Hours
Total General Education	~~60~~47
Walton College Core Requirements (See page 205)	~~33~~37
Course Requirements	~~24~~21
~~MKTG 3433 Introduction to Marketing Strategy~~	3
MKTG 3553 Consumer Behavior	3

MKTG 3633 Marketing Research	3
MKTG 4853 Marketing Management	3
Select ~~twelve~~ twelve hours from the following:	
MKTG 4233 Integrated Marketing Communications	3
MKTG 4343 Selling and Sales Management	3
MKTG 4103 Marketing Topics	3
MKTG 4633 Global Marketing	3
MKTG 4433 Retail Strategy	3
MKTG 4443 Retail Buying and Merchandise	3
Junior- senior-level electives within Walton College	15
Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.	
~~Total Walton College Requirements~~	~~60~~
Total Degree Requirements	~~126~~120

Marketing B.S.B.A.

Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see page 40 in the Academic Regulations chapter for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Courses in *ITALIC* may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are strongly preferred.

Fall Semester Year 1

3	*ENGL 1013 Composition I*** – University Core
3	**MATH 2053 Finite Math** – University Core
3	*COMM 1313 Public Speaking*
1	**WCOB 1111 Freshman Business Connections**
~~2~~	~~WCOB 1012~~3 BLAW 2013 The Legal Environment of Business *
0	**WCOB 1120 Computer Competency Requirement**
3	*U.S. History or Political Science* – University Core
~~15~~16	**Semester Hours**

Spring Semester Year 1

3	*ENGL 1023 Composition II*** – University Core
3	~~WCOB 1023 Business Foundations~~ACCT 2013 Accounting Principles I
3	**WCOB 1033 Data Analysis and Interpretation**
3	*ECON 2023 Microeconomics* – University Core
4	*Natural Science* – University Core
16	**Semester Hours**

Fall Semester Year 2

3	WCOB 2053 Business Foundations or ACCT 2023 Accounting Principles II
3	ISYS 2103 Business Information Systems
3	MATH 2043 Survey of Calculus **
~~3~~	~~ECON 2013 Macroeconomics ** – University Core~~
~~6~~	~~Select TWO of the following:~~
	~~WCOB 2013 Markets and Consumers~~
	~~WCOB 2023 Production and Delivery of Goods and Services~~
	~~WCOB 2033 Acquiring and Managing Human Capital~~
	~~WCOB 2043 Acquiring and Managing Financial Resources~~
3	*Social Science* – University Core
3	*Fine Art/Humanities* – University Core
~~18~~15	**Semester Hours**

Spring Semester Year 2

3	**SCMT 2103 Introduction to Supply Chain Management**
3	**MGMT 2103 Managing People and Organizations**
3	Fine Art/Humanities – University Core
4	Natural Science – University Core
3	*ECON 2013 Macroeconomics ** – University Core
3	Business Social Science
6	Select TWO of the following not completed in previous semester:
	WCOB 2013 Markets and Consumers
	WCOB 2023 Production and Delivery of Goods and Services
	WCOB 2033 Acquiring and Managing Human Capital
	WCOB 2043 Acquiring and Managing Financial Resources
16	Semester Hours

ALL pre-business requirements should be met by end of term

Fall Semester Year 3

3	**MKTG 3433 Introduction to Marketing** Strategy
3	FINN 3043 Principles of Finance *
6	WCOB 3016 Business Strategy and Planning
6	Junior Senior Business Electives
1512	**Semester hours**

Spring Semester Year 3

3	*MGMT 3103 Strategic Management*
3	**MKTG 3633 Marketing Research**
3	MKTG elective
63	Junior Senior Business Electives
3	*General Education Elective*
15	**Semester hours**

Fall Semester Year 4

3	**MKTG 3553 Consumer Behavior**
6	MKTG electives
76	*General Education Electives*
1615	**Semester hours**

Spring Semester Year 4

3	**MKTG 4853 Marketing Management**
33	MKTG elective
3	Junior Senior Business Elective 6 Junior Senior Business Electives
63	*General Education Electives*
1515	**Semester hours**
126120	**Total hours**

*	Must be taken prior to fall semester of sophomore year
**	Must be taken prior to fall semester of junior year

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SECTION VIII: Action Recorded by Registrar's Office

PROGRAM INVENTORY/DARS

PGRM _____   SUBJ _____   CIP _____   CRTS _____

DGRE _____   PGCT _____   OFFC&CRTY VALID _____

REPORTING CODES

PROG. DEF. _____   REQ. DEF.

Initials _____   Date _____

Distribution

Notification to:
(1) College   (2) Department   (3) Admissions   (4) Institutional Research   (5) Continuing Education   (6) Graduate School

(7) Treasurer   (8) Undergraduate Program Committee

5/12/08