

DOCUMENTS OF THE GENERAL FACULTY

REQUEST TO ADD A TRANSCRIPT-RECOGNIZED MARKETING MINOR IN THE RED MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE *UNDERGRADUATE CATALOG, 2016-2018*

Dean Thomas W. Gilligan, in the Red McCombs School of Business has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. On February 20, 2015, the Undergraduate Program Committee in the Department of Marketing approved the proposal, and the faculty representatives from all of the school's departments and programs approved it on April 16, 2015. The secretary has classified this proposal as legislation of *exclusive* application and of primary interest only to a single college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the minor on September 16, 2015, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by October 15, 2015.



Hillary Hart, Secretary
General Faculty and Faculty Council

**REQUEST TO ADD A TRANSCRIPT-RECOGNIZED MARKETING MINOR IN THE RED
MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE *UNDERGRADUATE CATALOG, 2016-2018***

1. **Type of Proposal** New Transcript-Recognized Minor
 Change an Existing Transcript-Recognized Minor
 Delete a Transcript-Recognized Minor
2. **Official Name:** Marketing Minor for Business Majors
3. **Proposed Implementation Date:** Fall 2016
4. **Field of Study, CIP Code** (administrative unit awarding the certificate): 52.1401 Marketing
5. **Statement of Objective:** Create a new minor in marketing to allow business students to receive transcript recognition for additional business fields of study outside of their majors. Currently there is an optional twelve-hour minor that does not appear on the transcript. It will be replaced by this new optional marketing minor for business students (transcript-recognized).
6. **Admissions requirement (if any):** This minor will be available only to students currently enrolled in the McCombs School of Business.
7. **Number of Students Expected to Receive the Transcript-Recognized Minor Each Semester:** About thirty-five per year
8. **Anticipated Enrollment Capacity?** Thirty-five receiving the minor per year
9. **Number of Hours Required for Completion:**¹ 15
10. **Composition of the Minor Faculty Committee (including the committee chair):**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
David Platt (committee chair)	Business School / Accounting	Associate Dean, Senior Lecturer	Ph.D., Cornell University
<i>Plus Current faculty for the Department of Marketing</i>			

11. **Academic Course Requirements:** Use this table to identify the courses that qualify for this minor program.

Course Abbreviation and Number	Course Title	SCH
#B A 324 or B A 324H	<i>Business Communication: Oral and Written</i> or <i>Business Communication: Oral and Written: Honors</i> (prerequisite for both: E 603A, RHE 306, 306Q, 309K, or T C 603A, and credit or registration for B A 101H, 101S, or 101T)	3
#MKT 337 or 337H	<i>Principles of Marketing</i> (prerequisite: credit or registration for BA 324 or 324H and STA 309 or 309H) or <i>Principles of Marketing: Honors</i> (prerequisite: credit or registration for ACC 312H, BA 324H, and STA 309 or 309H)	3

¹ See footnote ¹A.b. above: 15-18 hours are required.

#MKT xxx	Any upper-division Marketing offering (prerequisites may vary, most require MKT 337)	3
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12. Other Minor Requirements: All classes must be taken on the letter-grade basis. The student must maintain a grade point average of at least 2.00 in these courses.

13. College/School Approval Process:

Approver: Undergraduate Program Committee

Date: February 20, 2015

Title: faculty representatives from each McCombs Department, and student representatives

Approver: Faculty of the McCombs School of Business

Date: April 16, 2015

Title: faculty representatives from all McCombs Departments and programs

PROPOSED NEW CATALOG TEXT to go in section [Catalogs](#) > [Undergraduate](#) > [Red McCombs School of Business](#) > Degrees and Programs (new section for Minors after Certificates)

Marketing Minor for Business Majors

The Marketing Minor for Business Majors requirements are:

1. Business Administration 324 or 324H,
2. Marketing 337 or 337H,
3. Nine additional semester hours chosen from the following courses:
 - a. Marketing 363, 366P, 372 (any topic or numbered topic), 340S (any topic), 460, or 370.
4. All classes must be taken on the letter-grade basis. The student must earn a combined grade point average of at least 2.00 in these courses.