

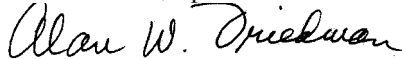
**REQUEST TO CHANGE THE TRANSCRIPT-RECOGNIZED MARKETING MINOR FOR
BUSINESS MAJORS IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE
*UNDERGRADUATE CATALOG, 2018-2020***

Dean Jay C. Hartzell in the McCombs School of Business has filed with the Secretary of the Faculty Council the following proposal to change the transcript-recognized Marketing Minor for Business Majors in the McCombs School of Business chapter in the *Undergraduate Catalog, 2018-2020*. On December 22, 2016, the Department of Marketing Chair approved the proposal, and on February 6, 2017, it was approved by the Undergraduate Program Committee. On April 26, 2017, the college faculty and the dean approved the proposal. The secretary has classified this proposal as legislation of *exclusive* interest to only one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the certificate on March 29, 2017, and forwarded it 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 the Provost on behalf of the President.

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 May 8, 2017.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

4. **OFFICIAL NAME:** Marketing Minor for Business Majors
5. **PROPOSED IMPLEMENTATION DATE:** fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate): MKT, 52.1401 Marketing
7. **STATEMENT OF OBJECTIVE:** Unchanged. A minor in marketing to allow business students to receive transcript recognition for additional business fields of study outside of their majors.
8. **ADMISSIONS REQUIREMENT (IF ANY):** Unchanged. This minor is available only to students currently enrolled in the McCombs School of Business.
9. **NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER:** Unchanged. About 35 per year.
10. **ANTICIPATED ENROLLMENT CAPACITY?** Unchanged. ~35 receiving the minor per year.
11. **NUMBER OF HOURS REQUIRED FOR COMPLETION:** Unchanged. Fifteen.
12. **COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):** Unchanged.

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</i> Current faculty for the Department of Marketing			

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

Unchanged.

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, B A 324H, ECO 304K and 304L, and STA 309 or 309H)	3
#MKT xxx	Any upper-division Marketing offering (prerequisites may vary, most require MKT 337)	3 each (three courses)

14. **OTHER MINOR REQUIREMENTS:** Unchanged. 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.
15. **COLLEGE/SCHOOL APPROVAL PROCESS:**
 Department approval date: December 22, 2016 Approved by whom: MKT chair & assistant chair
 College approval date: February 6, 2017 Approved by whom: Undergraduate Program Committee

College approval date: April 26, 2017 Approved by whom: all McCombs faculty
 Dean approval date: April 26, 2017 Approved by whom: Dean Hartzell

PROPOSED NEW CATALOG TEXT

Catalogs > Undergraduate > Red McCombs School of Business > Minor and Certificate Programs

Marketing Minor for Business Majors

The Marketing Minor for Business Majors requirements are:

	Requirements	Hours
B A 324 or B A 324H	Business Communication: Oral and Written Business Communication: Oral and Written: Honors	3
MKT 337 or MKT 337H	Principles of Marketing Principles of Marketing: Honors	3
Nine additional semester hours of upper-division coursework in marketing chosen from the following courses:		<u>9</u>
MKT 363	Professional Selling and Sales Management	3
MKT 366P	Marketing Practicum	3
MKT 372	Marketing Seminar (any topic)	3
MKT 340S	Topics in Marketing (any topic)	3
MKT 460	Information and Analysis	4
MKT 370	Marketing Policies	3

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.