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

Distributed through the Faculty Council Wiki site https://wikis.utexas.edu/display/facultycouncil/Wiki+Home on May 1, 2017.
REQUEST TO CHANGE THE TRANSCRIPT-RECOGNIZED MARKETING MINOR FOR BUSINESS MAJORS IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE UNDERGRADUATE CATALOG, 2018-2020

1. TYPE OF PROPOSAL:  
   - ☐ New Transcript-Recognized Minor  
   - ☒ Change an Existing Transcript-Recognized Minor  
   - ☐ Delete a Transcript-Recognized Minor

2. THIS PROPOSAL INVOLVES: (Please check all that apply)  
   - ☐ Courses in other colleges  
   - ☐ Courses in proposer’s college that are frequently taken by students in other colleges  
   - ☐ Course in the core curriculum  
   - ☐ Change in course sequencing for an existing program  
   - ☐ Change in admission requirements (external or internal)  
   - ☐ Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office)  
   - ☐ Flags  
   - ☐ Courses that have to be added to the inventory

3. SCOPE OF PROPOSED CHANGE:  
   a. Does this proposal impact other colleges/schools?  
      - Yes ☐ No ☒  
      If yes, then how?  
   b. Do you anticipate a net change in the number of students in your college?  
      - Yes ☐ No ☒  
      If yes, how many more (or fewer) students do you expect?  
   c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college?  
      - Yes ☐ No ☒  
      If yes, please indicate the number of students and/or class seats involved.  
   d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges?  
      - Yes ☐ No ☒  
      If yes, please indicate the number of students and/or class seats involved.

   If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

   How many students do you expect to be impacted?  
   Impacted schools must be contacted and their response(s) included:  
      Person communicated with:  
      Date of communication:  
      Response:

   Change being proposed and rationale:  
   In the catalog language, remove specification of course numbers accepted for the nine hours of marketing electives; any upper-division marketing is accepted.

   **Rationale:** Not specifying a long list is easier for students to understand the requirement. It also reduces the risk of missing adding new courses that the department would want to be included, study abroad courses, etc. The original intent was any upper-division marketing; this is making that intent explicit and simpler in the catalog language.
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.


<table>
<thead>
<tr>
<th>Name of Faculty Member</th>
<th>College/Department</th>
<th>Title at UT Austin</th>
<th>Highest Degree and Awarding Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Platt (committee chair)</td>
<td>Business School / Accounting</td>
<td>Associate Dean, Senior Lecturer</td>
<td>Ph.D., Cornell University</td>
</tr>
</tbody>
</table>

*Plus 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.

<table>
<thead>
<tr>
<th>Course Abbreviation and Number</th>
<th>Course Title</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>#MKT 337 or 337H</td>
<td>Principles of Marketing (prerequisite: credit or registration for BA 324 or 324H, and STA 309 or 309H) or Principles of Marketing: Honors (prerequisite: credit or registration for ACC 312H, B A 324H, ECO 304K and 304L, and STA 309 or 309H)</td>
<td>3</td>
</tr>
<tr>
<td>#MKT xxx</td>
<td>Any upper-division Marketing offering (prerequisites may vary, most require MKT 337)</td>
<td>3 each (three courses)</td>
</tr>
</tbody>
</table>

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
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:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>B A 324</td>
<td>Business Communication: Oral and Written</td>
</tr>
<tr>
<td>or B A 324H</td>
<td>Business Communication: Oral and Written: Honors</td>
</tr>
<tr>
<td>MKT 337</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>or MKT 337H</td>
<td>Principles of Marketing: Honors</td>
</tr>
</tbody>
</table>

Nine additional semester hours of upper-division coursework in marketing chosen from the following courses:

| 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.