### 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

Clau W. Driedwan

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

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# 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.	TY	PE OF PROPOSAL:	Chai	Transcript-Recognized Minor nge an Existing Transcript-Recognized Nate a Transcript-Recognized Minor	<b>M</b> inor			
2.	TH	IIS PROPOSAL INVOL	VES: (Ple	ase check all that apply)				
	[	Courses in other colleg	ges	Courses in proposer's college that are frequently taken by students in other colleges	☐ Flags			
	[	Course in the core curriculum		Change in course sequencing for an existing program	Courses that have to be added to the inventory			
	[	Change in admission requirements (external internal)	or	Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office)	inventory			
3.	SCOPE OF PROPOSED CHANGE:							
	a. Does this proposal impact other colleges/schools?		lleges/schools?	Yes 🗌 No 🔀				
		If yes, then how?						
	b.	Do you anticipate a net c	hange in t	he number of students in your college?	Yes 🗌 No 🔀			
		If yes, how many more (c						
	c.		om outside of your college					
		taking <u>classes in your col</u>			Yes 🗌 No 🔯			
	.1			of students and/or class seats involved.				
	d.	courses in other colleges		r decrease) in the number of students from	Yes No No			
				of students and/or class seats involved.				
		ir yes, preuse mareure me	inamoer (	of state into and of state seats involved.				
	If 3	3 a, b, c, or d was answere	ed with ye	es, please answer the following question	ns. If the proposal has			
	pot	tential budgetary impacts	for anot	her college/school, such as requiring n	ew sections or a non-			
	neg	gligible increase in the nu	mber of s	seats offered, at least one contact must	be at the college-level.			
		How many students do ye	ou expect	to be impacted?				
		Impacted schools must be	e contacte	d and their response(s) included:				
		Person communicate	ed with:					
		Date of communicat	ion:					
		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.
- 12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR): Unchanged.

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

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Course	Course Title	SCH
Abbreviation		
and Number		
#B A 324 or	Business Communication: Oral and Written or Business	3
B A 324H	Communication: Oral and Written: Honors (prerequisite for	
	both: E 603A, RHE 306, 306Q, 309K, or T C 603A, and credit	
	or registration for B A 101H, 101S, or 101T)	
#MKT 337 or	Principles of Marketing (prerequisite: credit or registration for	3
337H	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)	
#MKT xxx	Any upper-division Marketing offering (prerequisites may vary,	3 each
	most require MKT 337)	(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	Business Communication: Oral and Written	3		
or B A 324H	Business Communication: Oral and Written: Honors			
MKT 337	Principles of Marketing	3		
or MKT 337H	Principles of Marketing: Honors			
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.