

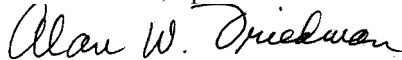
REQUEST TO CHANGE THE MARKETING DEGREE PROGRAM IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE *UNDERGRADUATE CATALOG, 2018-2020*

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 Marketing degree program in the McCombs School of Business chapter in the *Undergraduate Catalog, 2018-2020*. On January 27, 2017, the chair and faculty in the Department of Marketing approved the proposal and the Undergraduate Program Committee approved it on February 6, 2017. On April 26, 2017, the college faculty and dean approved the proposal. The secretary has classified this proposal as legislation of *general* interest to more than 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 15, 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

Impacted schools must be contacted and their response(s) included:

Person communicated with:

Date of communication:

Response:

- e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain:

If yes, Undergraduate Studies must be informed of the proposed changes and their response included:

Person communicated with:

Date of communication:

Response:

- f. Will this proposal change the number of hours required for degree completion?

Note: THECB Semester Credit Hour Change Form required, download from URL:

<http://www.thecb.state.tx.us/reports/DocFetch.cfm?DocID=2419&format=doc>

If yes, explain:

5. COLLEGE/SCHOOL APPROVAL PROCESS

Department approval date:	January 27, 2017	Approved by whom:	MKT dept. 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 > Degrees and Programs > Bachelor of Business Administration > Marketing

Marketing

Marketers help the firm discover and utilize new technological and market opportunities. Their motivation is to create strong brands and loyal customers in the ever-shifting competitive landscape. This is possible through the efforts of marketers to identify the customers with needs the firm is best positioned to meet. Marketers ensure the firm is offering customers well-designed products and services at just the right price, and makes the products available through the right distribution channels, while promoting product offerings through innovative, informative, and persuasive communications. Career opportunities in marketing exist in every industry, no matter the type and size of business.

The requirements of this program are:

1. The Core Curriculum requirements and the BBA Degree Requirements
2. International Business 350 (may fulfill the independent inquiry flag), Marketing 460 (may fulfill the quantitative reasoning flag), and 370 (may fulfill the writing flag)
3. Nine semester hours chosen from the following courses: Marketing 338, 340S, 363, 366P (may be used as an elective or to satisfy the internship requirement, but not both), 370K, or 372 (any topic)
4. Additional elective coursework, if necessary, to provide a total of at least 120 semester hours

For course planning, Marketing majors should carefully consider the prerequisites for Marketing 370, ~~for course planning~~: 90 semester hours of college coursework, including Marketing 460; credit or registration for an approved internship or practicum course; and ~~six~~ three additional semester hours of elective coursework in marketing.