

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: MKTdept. chair/assistant chair
College approval date: February 6, 2017	Approved by whom: Undergraduate Program Committee
College approval date:	Approved by whom: all McCombs faculty
Dean approval date:	Approved by whom: Dean Hartzell

PROPOSED NEW CATALOG TEXT:⁴

- [Catalogs](#) > [Undergraduate](#) > [Red McCombs School of Business](#) > [Degrees and Programs](#) > [Bachelor of Business Administration](#) > Marketing

Changes proposed for 2018-20 Catalog:

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

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.

¹ See <https://facultycouncil.utexas.edu/degree-program-changes> for detailed explanations.

² Submit required Texas Higher Education Coordinating Board forms to the provost's office (lydia.cornell@austin.utexas.edu); downloadable from URL <https://facultycouncil.utexas.edu/theCb-forms>

³ **EXCLUSIVE:** of *exclusive* application and of primary interest only to a single college or school ("no protest" period is *seven calendar days*); **GENERAL:** of *general* interest to more than one college or school (but not for submission to the General Faculty) ("no protest" period is *fourteen calendar days*); *major* legislation must be submitted to the General Faculty for adoption ("no protest" period is *fourteen calendar days*).

⁴ The proposed text should be based on the text of the current catalog available at:

<http://catalog.utexas.edu/undergraduate/>

Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes, and do not include hyperlinks in the catalog copy. Submit form electronically to the Office of the General Faculty and Faculty Council at fc@austin.utexas.edu. For questions on completing this section, please contact Victoria Cervantes, fc@austin.utexas.edu, 471-5934 or Brenda Schumann, brenda.schumann@austin.utexas.edu, 475-7654.