PROPOSED CHANGES TO THE MARKETING DEGREE PROGRAM IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE UNDERGRADUATE CATALOG 2018-2020

TY	TPE OF CHANGE: ¹ [X Academic C ☐ Degree Prog		ECB ² form required)			
PR	OPOSED CLASSIFIC	ATION: ³		General	☐ Major			
1.	IF THE ANSWER TO CONSULT LINDA D DETERMINE IF SAC. Is this a new degree. Is this program being the program. Will courses in this	ICKENS, DIR CSCOC APPR e program? ing deleted? offer courses the	ECTOR OF ACCOMMENT	CREDITATION A IRED. ff campus?		ENT, TO Yes □ N Yes □ N Yes □ N	ST	
2.	INDIVIDUAL CHAN 1. Change MKT 370 Rationale: MKT 3	EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR EACH NDIVIDUAL CHANGE: Change MKT 370 prerequisites from six to three hours of marketing elective Rationale: MKT 370 prerequisite has been changed in Course Inventory to require three hours additional marketing elective, not six						
3.	THIS PROPOSAL IN Course in other Course in the courriculum Change in admortal requirements (counternal)	er colleges ore ission	Courses in properties of the college Change in containing properties Requirement catalog language.	roposer's college they taken by students is burse sequencing for rogram is not explicit in the lage (e.g., lists of burses maintained by	or Course added	ses that have t I to the invent		
4.	classes in your collist yes, please indiced. Do you anticipate other colleges?	impact other could you do so a net change in more (or fewer) a net increase (elege? ate the number a net increase (elege)	olleges/schools? ? the number of students do you entered or decrease) in the of students and/or or decrease) in the		s from outside of d. s from your colle	Yes No	taking	

If 4 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:

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

Approved by whom: Dean Hartzell

PROPOSED NEW CATALOG TEXT:4

 <u>Catalogs</u> > <u>Undergraduate</u> > <u>Red McCombs School of Business</u> > <u>Degrees and Programs</u> > Bachelor of Business Administration > <u>Marketing</u>

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.

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.

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/