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

TYPE OF CHANGE:1  ☒ Academic Change  
☐ Degree Program Change (THECB2 form required)

PROPOSED CLASSIFICATION:3  ☒ Exclusive  ☐ General  ☐ Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED.

   • Is this a new degree program?  Yes ☐ No ☒
   • Is this program being deleted?  Yes ☐ No ☒
   • Does the program offer courses that will be taught off campus?  Yes ☐ No ☒
   • Will courses in this program be delivered electronically?  Yes ☐ No ☒

2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR EACH INDIVIDUAL CHANGE:

   1. 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 INVOLVES: (Please check all that apply)

   ☐ Courses in other colleges  ☐ 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 or internal)  ☐ Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office)

4. SCOPE OF PROPOSED CHANGE:

   a. Does this proposal impact other colleges/schools?  Yes ☐ No ☒
      If yes, then how would you do so?
   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 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:**
   Dean approval date:    Approved by whom: all McCombs faculty
   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 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.