

**REQUEST TO ADD OR CHANGE A TRANSCRIPT-RECOGNIZED UNDERGRADUATE
ACADEMIC MINOR AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY
TRANSCRIPTS¹**

- 1. TYPE OF PROPOSAL:** New Transcript-Recognized Minor
 Change an Existing Transcript-Recognized Minor
 Delete a Transcript-Recognized Minor
- 2. THIS PROPOSAL INVOLVES: (Please check all that apply)**
- | | | |
|--|--|---|
| <input type="checkbox"/> Courses in other colleges | <input type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |
- 3. SCOPE OF PROPOSED CHANGE:**
- a. Does this proposal impact other colleges/schools? Yes No
If yes, then how?
- 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 3 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:

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:**² fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate):³ 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:**⁴ Unchanged. Fifteen.
12. **COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**⁵ Unchanged.

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
David Platt (committee chair)	Business School / Accounting	Associate Dean, Senior Lecturer	Ph.D., Cornell University
<i>Plus Current faculty for the Department of Marketing</i>			

13. **Academic Course Requirements:**⁶ Use this table to identify the courses that qualify for this certificate program.

Unchanged.

Course Abbreviation and Number	Course Title	SCH ⁷
#B A 324 or B A 324H	<i>Business Communication: Oral and Written</i> or <i>Business Communication: Oral and Written: Honors</i> (prerequisite for both: E 603A, RHE 306, 306Q, 309K, or T C 603A, and credit or registration for B A 101H, 101S, or 101T)	3
#MKT 337 or 337H	<i>Principles of Marketing</i> (prerequisite: credit or registration for BA 324 or 324H, and STA 309 or 309H) or <i>Principles of Marketing: Honors</i> (prerequisite: credit or registration for ACC 312H, B A 324H, ECO 304K and 304L, and STA 309 or 309H)	3
#MKT xxx	Any upper-division Marketing offering (prerequisites may vary, most require MKT 337)	3 each (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: **pending April 2017** Approved by whom: all McCombs faculty

Dean approval date: **pending April 2017** Approved by whom: Dean Hartzell

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 <u>of upper-division coursework in marketing chosen from the following courses:</u>		
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.

Please include a draft of the catalog copy immediately following the above form. If this is an update of an existing copy, the draft 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. 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 Proposed Policy on the Recognition of Undergraduate Academic Minors on Official University Transcripts as Approved by the Educational Policy Committee ([D 10359-10361](#)):

- A. Minimum Criteria for a Transcript-Recognized Undergraduate Academic Minor
- The transcript-recognized undergraduate academic minor must be completed in conjunction with an undergraduate degree at the University of Texas at Austin; students pursuing an integrated undergraduate/graduate program must complete the requirements for the minor within one year after completing the undergraduate requirements of their program.
 - Transcript-recognized undergraduate academic minors must require a minimum of fifteen hours of course work but not more than eighteen hours. None of the specified coursework for the minor can include unnumbered topics courses. Minors will include a minimum of six hours of upper division coursework except in cases where students are pursuing a minor in a foreign language. In those instances, the minor must include at least nine semester hours of coursework beyond first year competence in a foreign language, including at least three hours of upper-division coursework.
 - At least half of the required course work in the minor must be completed in residence at The University of Texas at Austin.
 - A student may not earn a minor in the same field of study as his or her major, and at least nine of the hours required for the minor must include coursework not used to satisfy the requirements of the student's major. However, courses in the minor may fulfill other degree requirements such as general education requirements or required elective hours.
 - Students apply for transcript-recognized undergraduate academic minors at the time they complete their undergraduate degree. Transcript recognition is awarded at that time.
- B. Approval Process For Transcript-Recognized Undergraduate Academic Minors
- The requirements of transcript-recognized undergraduate academic minors shall be listed in the undergraduate catalog, with proposals reviewed and approved by the Committee on Undergraduate Degree Program Review (CUDPR) and subsequently sent to the Faculty Council as minor legislation for approval. Proposals for these minors are required to obtain prior approval from the sponsoring college(s) or school(s).

Program proposals submitted by the offering unit (e.g., the department or academic program) must include a statement of objective and need (expected demand), anticipated enrollment capacity, academic course and other requirements, the field of study (and CIP code), and the composition of the minor faculty committee, including the committee chair. Proposals for a transcriptable minor should describe the admissions process (if any) for acceptance into the minor. In cases where minors are offered in the same field of study as a major, the faculty of the unit offering the major will de facto constitute the faculty committee for the minor, and the department chair (or designate) will be designated as the committee chair for the minor. The committee must have a minimum of five members, and at least two-thirds of the committee must be tenured or tenure-track faculty.

Once approved, programs are required to submit a report to CUDPR every four years. The report must list the current chair and all committee members and include the number of students completing the minor in each of the prior four years. If the committee plans any changes in the requirements of the minor, these changes should be explained; changes require the same approvals as an original application, that is, approval by the college(s) or school(s), CUDPR, and the Faculty Council.

- C. The Certification Process for Students Completing the Requirements for a Minor
- Certification of completion of the requirements is done by the program's faculty committee chair (or the department's undergraduate advisor). An application for the certification of completion is initiated by the student and submitted to the chair of the faculty oversight committee at the time they complete their undergraduate degree or the certificate program, whichever comes later. Transcript

recognition is awarded at that time.

Application for certification must be made directly to the academic unit offering the minor and is not a substitute for the application for graduation required by a student's degree-granting school or college.

After approval of the student's application, the Office of the Registrar will be notified so that the minor can be shown on the official transcript.

² Transcript-recognized minors will not appear on the University transcripts until next catalog.

³ Use the federal CIP code selector site to pick a code, <http://nces.ed.gov/ipeds/cipcode>. After all other areas of this form are completed, forward a copy to the Office of Institutional Reporting, Research, and Information Systems (IRRIS) IRRIS_data_request@utlists.utexas.edu with a request to verify the CIP code ("CIP CODE" in the subject line). Include your contact information, so an IRRIS member may contact you with any questions.

⁴ See footnote ¹A.b. above: 15-20hours are required.

⁵ See footnote ¹B. above

⁶ Note with an asterisk (*) courses that would be added if the transcript-recognized minor is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (*Add and delete rows as needed.*) If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each.

Note with a hashtag (#) courses that require a prerequisite and provide the prerequisite course numbers.

⁷ Semester Credit Hours.