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| CIP Code: |  |
| Degree Code: |  |

**Bulletin / Banner Change Transmittal Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| |  |  | | --- | --- | | Sharon D. James | 8/29/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Karen R. McDaniel` | 8/29/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | J. Eric Sims | 9/17/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Jim Washam | 9/28/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Dr. Katie Hill

[khill@astate.edu](mailto:khill@astate.edu)

870-972-3430

**2.Proposed Change**

Adding classes to the existing Marketing - Sales Emphasis. The classes that would be added are already existing classes (not new ones)

**3.Effective Date**

Spring 2019

**4.Justification –** *Please provide details as to why this change is necessary.*

The Marketing- Sales emphasis currently has 5 courses that are required to be taken as part of the Sales emphasis. We would like to give students a little bit more flexibility on the classes they can take for the completion of this emphasis. Since the emphasis was established, there have been a few classes that have been created that would greatly benefit sales students and we would like for them to have an opportunity to take those if they choose. The required classes for the emphasis would be Professional Selling, Advanced Sales, Sales Planning and Management, and Sales Internship. In addition to those 12 required hours, students can choose 1 from the following: Category Management, Organizational Purchasing, Marketing Analytics, and/or Data Analytics and Visualization. This change will offer students more options.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins/

Major in Marketing

Bachelor of Science

Emphasis in Sales

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

University Requirements:

See University General Requirements for Baccalaureate degrees (p. 44)

(For Neil Griffin College of Business requirements, see p. 133)

First Year Making Connections Course:

Sem. Hrs.

BUSN 1003, First Year Experience Business

3

General Education Requirements:

Sem. Hrs.

See General Education Curriculum for Baccalaureate degrees (p. 89)

Students with this major must take the following:

MATH 2143, Business Calculus with a “C” or better

OR

MATH 2194, Survey of Calculus

OR

MATH 2204, Calculus I

ECON 2313, Principles of Macroeconomics

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

35

Neil Griffin College of Business Core Courses:

Sem. Hrs.

(See Beginning of Business Section)

39

Major Requirements:

Sem. Hrs.

GSCM 3163, Supply Chain Management

3

MKTG 3023, Applied Research

3

MKTG 4043, Consumer Behavior

3

MKTG 4083, Marketing Research Design and Analysis

3

MKTG 4223, Marketing Management

3

Sub-total

15

Emphasis Area (Sales):

Sem. Hrs.

~~GSCM 4123, Organizational Purchasing~~

~~3~~

MKTG 3093, Professional Selling

3

MKTG 3193, Sales Planning and Management

3

MKTG 426V, Sales Internship

3

MKTG 4323, Advanced Sales

3

***Choose one of the following:***

***MKTG 3173, Category Management 3***

***GSCM 4123, Organizational Purchasing 3***

***MKTG 4213, Marketing Analytics 3***

***MKTG 4253, Data Analytics & Visualization 3***

Sub-total

15

Electives:

Sem. Hrs.

Electives

13

Total Required Hours:

120