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| For Academic Affairs and Research Use Only |
| 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 for inclusion in curriculum committee agenda.

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| Sharon D. James  | 3/20/2018 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Melodie Philhours | 3/21/2018 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| C:\Users\mdhill\Desktop\matt hill sig.png | 3/26/2018 |

**College Curriculum Committee Chair (M. Hill)** |

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**Undergraduate Curriculum Council Chair** |
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| Jim Washam  | 3/27/2018 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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**Vice Chancellor for Academic Affairs** |

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

Dr. Melodie Philhours, mphil@astate.edu, 870-680-8148

**2.Proposed Change**

Change name of program from “BS Marketing, Emphasis in Marketing Management” to “BS Marketing.”

**3.Effective Date**

Fall 2018

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

This degree is a general marketing degree incorporating the marketing core courses with a selection of various marketing courses. Rather than have an emphasis in marketing management, simply Marketing is clearer and more descriptive title for the degree. This is consistent with other universities’ marketing programs.

**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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