Code # BU05 (2015)

**Bulletin Change Transmittal Form**

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
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**1.Contact Person** (Name, Email Address, Phone Number)

Dr. Melodie Philhours, [mphil@astate.edu](mailto:mphil@astate.edu), 870-680-8148

**2.Proposed Change**

Add MKTG 3093 Professional Selling as a pre/corequisite for BS in Marketing, Sales Emphasis majors that is not required for other majors taking MKTG 4123 Organizational Purchasing.

**3.Effective Date**

1/1/2016

**4.Justification**

BS in Marketing, Sales Emphasis majors are required to take MKTG 4123 Organizational Purchasing. For these students, MKTG 3093 Professional Selling as a pre- or co-requisite will enable them to take more specifc value from this course in relationship to their emphasis area. Global Supply Chain majors and other majors taking MKTG 4123 Organizational Purchasing do not necessarily need MKTG 3093 Professional Selling to derive value from MKTG 4123 Organizational Purchasing.

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MKTG 4123. Organizational Purchasing This course addresses ~~the~~ strategic and operational aspects of purchasing functions in private and public organizations. Emphasis ~~will be~~ **is** placed on ~~the~~ development and evaluation of suppliers in ~~an~~ organizational settings. Prerequisite, MKTG 3013**; Pre/Corequisite for Sales emphasis, MKTG 3093**. Spring.