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**Bulletin / Banner Change Transmittal Form**

**Undergraduate Curriculum Council** Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

Dr. John E. Mello, [jmello@astate.edu](mailto:jmello@astate.edu), 870-972-3515

**2.Proposed Change**

Change the prefix of Supply Chain Management concentration courses to “GSCM.”

**3.Effective Date**

7/1/2016

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

At the time these courses were developed there was no major in supply chain management. Now there is. This change is to accurately designate the courses as supply chain management courses instead of marketing courses.

**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.* |

**Marketing (MKTG)**

**MKTG 1013. Introduction to Business** Basic concepts and major functions of business, and information to help students become better consumers. Recommended for non-business majors and College of Business freshmen or sophomores. Special course fees may apply. Fall, Spring, Demand.

**MKTG 3013. Marketing** Business activities performed which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish company objec­tives. Special course fees may apply. Fall, Spring, Summer.

**MKTG 3023. Applied Research** Systematic gathering, organizing, and analyzing data to provide managers with information they need to make better decisions. Emphasis is placed on the use of secondary data. Report writing and presentation are stressed. Special course fees may apply. Prerequisites, ECON 2113 and BCOM 2563. Fall, Spring, Demand.

**MKTG 3033. Advertising and Promotion** The study of advertising and other communication methods including social media designed to create desired outcomes with target audiences . Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 3043. Retailing** Evaluation of the many elements in the dynamic retail field and a discussion of the responses of retailing institutions, including management policies and operating methods. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

~~MKTG~~***GSCM* 3063. Transportation** Introduction to transportation systems with emphasis on the sig­nificance of transportation in the business and economic environment. The course is designed to familiarize students with a development of our transportation network, transportation prices, rate theory, and regulatory policies and procedures. Special course fees may apply. Prerequisite, ECON 2323. Spring.

**MKTG 3093. Professional Selling and Sales Management** Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

~~MKTG~~***GSCM* 3163. Supply Chain Management** Aspects of moving raw materials and finished goods through the firms networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to mini­mize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 4023. Services Marketing** Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.

**MKTG 4043. Consumer Behavior** Evaluation of the extensive body of research evidence pertain­ing to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 4073. Social Media Marketing** Examination and application of concepts of brand rela­tionships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities. Prerequisite, MKTG 3013. Spring.

**MKTG 4083. Marketing Research Design and Analysis** Processes involved in gathering, recording, and analyzing all facts about problems relating to the transfer and sale of goods and services from producer to consumer. Special course fees may apply. Prerequisites, MKTG 3013 and MKTG 3023. Fall, Spring.

~~MKTG~~***GSCM* 4103. Concepts of Business Logistics** This course addresses the concepts, principles, and methods used to plan, organize, and manage logistics activities in the supply chain. Prereq­uisite, MKTG 3163. Fall.

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**MKTG 4113. International Marketing** Exporting and importing products, as well as the manage­ment of international operations. These include all phases of business activity related to operating marketing and sales facilities abroad, establishing production or assembly facilities in foreign areas, and creating licensing arrangements. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Demand.

~~MKTG~~***GSCM* 4123. Organizational Purchasing** This course addresses the strategic and operational aspects of purchasing functions in private and public organizations. Emphasis will be placed on the development and evaluation of suppliers in an organizational setting. Prerequisite, MKTG 3013. Spring.

~~MKTG~~***GSCM* 4133. International Logistics and Outsourcing** Systematic review of concepts involved in supply chain outsourcing, with emphasis on the selection of service suppliers, the organized movement of goods between firms in more than one nation, and the unique aspects of international logistic processes. Prerequisites, MKTG 3163 or MKTG 4113 or MGMT 4123 or permission of Instructor. Fall.

**MKTG 419V. Special Problems in Marketing** Individual problems in marketing arranged in consultation with the instructor. Must be approved by the department chair. Special course fees may apply. Fall, Spring, Summer.

**MKTG 4223. Marketing Management** Evaluation and analysis of marketing strategies in competi­tive situations. Course examines various price, product, distribution, and promotion strategies that are essential to firms. Focus on the integration and assessment of these elements in developing and adapting a successful marketing strategy. Prerequisite, MKTG 3013. Fall, Spring, Demand.

~~MKTG~~***GSCM* 4273. Supply Chain Management Internship** Provides practical supply chain management experience in business. Students will be assigned to work with regional firms and be supervised by an experienced professional. Special course fees may apply. Prerequisites, MKTG 3163 and consent of instructor. Fall, Spring, Summer.

**MKTG 4283. Marketing Internship** Provides practical marketing experience in merchandising or transportation. Senior students will be assigned to work with regional firms, supervised by an experienced professional to gain real world training. Special course fees may apply. Prerequisites, MKTG 3013 and consent of instructor. Fall, Spring, Summer.

**MKTG 431V. Health Care Marketing** The course explores a variety of environmental factors which affect the delivery of health services at all levels and discusses marketing approaches and techniques to best meet the needs of the community served. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 4343. Sports Marketing** The application of marketing principles and activities such as research, segmentation, product development, pricing, event marketing, sponsorship, consumer behavior, licensing, branding, advertising, and sales promotion tactics will be analyzed in the context of effective sports marketing. Special course fees may apply. Prerequisite, MKTG 3013. Summer.

**MKTG 4393. Social and Non Profit Marketing** Application of marketing in organizations addressing social issues related to health, environment, and community, with emphasis in sustainable business practices. Special course fees may apply. Prerequisite, MKTG 3013 or permission of instructor.

Demand.

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**Major in Global Supply Chain Management**

**Bachelor of Science**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:** | |
| See University General Requirements for Baccalaureate degrees (p. 41)  *(For College of Business requirements, see p. 132)* | |
| **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. 83)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better.*  *ANTH 2233, Introduction to Cultural Anthropology* ***OR***  *SOC 2213, Introduction to Sociology*  *COMS 1203, Oral Communications (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| IB 4143, Export Policy & Procedures | 3 |
| MKTG 3023, Applied Research | 3 |
| ~~MKTG~~***GSCM*** 3063, Transportation | 3 |
| ~~MKTG~~***GSCM*** 3163, Supply Chain Management | 3 |
| ~~MKTG~~***GSCM*** 4103, Concepts of Business Logistics | 3 |
| ~~MKTG~~***GSCM*** 4123, Organizational Purchasing | 3 |
| ~~MKTG~~***GSCM*** 4133, International Logistics | 3 |
| **Select one of the following:**  ACCT 3053, Cost Accounting with a Managerial Emphasis  CIT 4453, Global E Commerce  CIT 4853, IT Project Management  ECON 4103, International Trade  MGMT 4123, International Management  MKTG 4113, International Marketing | 3 |
| **Sub-total** | **24** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **19** |
| **Total Required Hours:** | **120** |

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**Major in Marketing**

**Bachelor of Science**

**Emphasis in Logistics**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| --- | --- |
| **University Requirements:** | |
| See University General Requirements for Baccalaureate degrees (p. 41)  *(For College of Business requirements, see p. 132)* | |
| **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. 83)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better.*  *ANTH 2233, Introduction to Cultural Anthropology* ***OR***  *SOC 2213, Introduction to Sociology*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communications (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023, Applied Research | 3 |
| MKTG 3163, Supply Chain Management | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Logistics):** | **Sem. Hrs.** |
| ~~MKTG~~***GSCM*** 3063, Transportation | 3 |
| ~~MKTG~~***GSCM*** 4103, Concepts of Business Logistics | 3 |
| ~~MKTG~~***GSCM*** 4133, International Logistics and Outsourcing | 3 |
| **Select one of the following:**  ACCT 3053, Cost Accounting with a Managerial Emphasis  BCOM 3573, Managerial Communication  ECON 4333, Government Regulation of Business  ECON 4343, Managerial Economics  MGMT 4123, International Management  MKTG 3043, Retailing  MKTG 3093, Professional Selling and Sales Management  ~~MKTG~~***GSCM*** 4123, Organizational Purchasing  ~~MKTG~~***GSCM*** 4273, Supply Chain Management Internship | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **16** |
| **Total Required Hours:** | **120** |

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**Minor in Logistics**

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| **Required Courses:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. | **Sem. Hrs.** |
| ECON 2313, Principles of Macroeconomics **OR**  ECON 2323, Principles of Microeconomics | 3 |
| MKTG 3013, Marketing | 3 |
| ~~MKTG~~***GSCM*** 3063, Transportation | 3 |
| ~~MKTG~~***GSCM*** 3163, Supply Chain Management | 3 |
| ~~MKTG~~***GSCM*** 4103, Concepts of Logistics | 3 |
| ~~MKTG~~***GSCM*** 4133, International Logistics and Outsourcing | 3 |
| **Total Required Hours:** | **18** |

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