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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |

**Program Modification Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **Modification Type: [ ]Admissions, [X]Curricular Sequence, or [ ]Other**  |

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

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| Melodie Philhours | 10/23/2020 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Sharon D. James | 10/23/2020 |

**Department Chair**  |

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**Head of Unit (if applicable)**   |
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| Melodie Philhours | 10/28/2020 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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**Director of Assessment** *(only for changes impacting assessment)* |

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**Graduate Curriculum Committee Chair** |
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| Melody Lo | 10/28/2020 |

**College Dean** |

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**Vice Chancellor for Academic Affairs** |
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**General Education Committee Chair (if applicable)**   |  |

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

Dr. Sharon James, Department Chair, Management and Marketing, Neil Griffin College of Business; sjames@astate.edu, 870-972-3430

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)
2. Add MKTG 3033, Strategic Marketing Communications to the Marketing core for all Marketing B.S. degrees in the Neil Griffin College of Business
3. Remove MKTG 3023 Business Research Tools from the Marketing Core for all Marketing B.S. degrees in the Neil Griffin College of Business (NGCOB);
4. Remove GSCM 3163, Supply Chain Management from the Marketing core for all Marketing B.S. degrees in the NGCOB.
5. Remove MKTG 4113, International Marketing from the Marketing Emphasis for all Marketing B.S. degrees in the NGCOB.
6. Remove ACCT 3053, Cost with a Managerial Emphasis from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
7. Remove BCOM 3573, Managerial Communications from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
8. Remove ECON 4343, Managerial Economics from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
9. Remove MGMT 3183, Entrepreneurship from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
10. Remove STCM 3023, Principles of Advertising, from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
11. Remove MKTG 3043, Retailing, from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
12. Remove MKTG 3173, Category Management, from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
13. Remove MKTG 4143, Advanced Category Management from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
14. Remove MKTG 4253, Data Analysis & Visualization from the Marketing Emphasis (Select three of the following) for all Marketing B.S. degrees in the NGCOB.
15. Remove MKTG 3193, Sales Planning and Management from the Marketing Emphasis (Select three of the following) for all B.S. degrees in the NGCOB.
16. Remove MKTG 4313, Prescriptive Analytics from the Marketing Emphasis (Select three of the following) for all B.S. degrees in the NGCOB.
17. Remove MKTG 4323, Advanced Sales from the Marketing Emphasis (Select three of the following) for all B.S. degrees in the NGCOB.
18. Add GSCM 3163, Supply Chain Management to the Marketing Emphasis (Select three of the following) for all B.S. degrees in the NGCOB.
19. Add MKTG 3023, Business Research Tools to the Marketing emphasis (select three of the following) for all B.S. degrees in the Neil Griffin College of Business

See Appendix A for 8-semester plans for each of these B.S. degrees.

1. **Effective Date**

8/15/2021

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

The Neil Griffin College of Business (NGCOB) has a Marketing Core of courses that all BS-Business Program-Level students must complete, and this Marketing Core must be updated to meet current student and industry demands. The deletion of the courses listed above in the NGCOB Marketing Core is necessary because organizations are increasingly using strategic communications, and market research to make informed decisions and improve performance.

MKTG 3033, Strategic Marketing Communications should be added in the Marketing Core for all B.S. degrees in the NGCOB because the course will better serve career and marketing needs of our current students and employers. It will also contribute more effectively to important student learning outcomes for the university and the NGCOB.

Our research and meetings with industry leaders and employers indicate that adding a course in strategic marketing communications to our Marketing Core for all B.S. majors in the NGCOB will lead to more employment opportunities, improved career success, and enhanced critical thinking skills and current marketing knowledge for our students. In addition, after researching the Marketing Core areas across 35+ Marketing majors across the country, we found that our Marketing current core needed to be updated to meet the standards.

**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. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*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.**  |

BEFORE P. 139:

The Department of Management and Marketing offers a curriculum designed to provide professional training as well as to develop the competence of students seeking careers within business enterprises. Business executives have taken on increasing responsibilities during recent years due to a growing realization that the employees of their firms and the markets they serve have become more complex and demanding. The five majors within the department offer positive programs of learning designed to contribute to the students’ advancement in the business world.

MANAGEMENT PROGRAM: Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management, Hospitality Management or International Business.

MARKETING PROGRAM: The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in Marketing Analytics, Sales, Logistics, and International Business. A Certificate in Marketing Analytics is available for students in any major program as well as non-degree seeking students.

INTERNATIONAL BUSINESS PROGRAM: In today’s global marketplace, all business is international! The major in International Business prepares students for managerial careers in this global market. It is interdisciplinary in nature and emphasizes the development of language skills and an understanding of the sociocultural, political, managerial, marketing and economic processes in an international environment.

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

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Before: P. 146

|  |
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| **Major in Marketing**  |
| Bachelor of Science |
| 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. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)**Students with this major must take the following:***A “C” or better in MATH 2143, Business Calculus ORMATH 2194, Survey of Calculus ORMATH 2204, Calculus IECON 2313, Principles of MacroeconomicsCOMS 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** |
| **Additional Requirements:** | **Sem. Hrs.** |
| MKTG 4113, International Marketing  | 3 |
| **Select three of the following (at least one must be MKTG):***ACCT 3053, Cost Accounting with a Managerial EmphasisBCOM 3573, Managerial CommunicationECON 4343, Managerial EconomicsMGMT 3183, EntrepreneurshipMKTG 3033, Advertising and Promotion ORSTCM 3023, Principles of AdvertisingMKTG 3043, RetailingMKTG 3093, Professional SellingMKTG 3173, Category ManagementMKTG 3193, Sales Planning and ManagementMKTG 4023, Services MarketingMKTG 4143, Advanced Category ManagementMKTG 4213, Marketing AnalyticsMKTG 4253, Data Analytics and VisualizationMKTG 428V, Marketing InternshipMKTG 4313, Prescriptive AnalyticsMKTG 4323, Advanced Sales* | 9 |
| **Sub-total** | **12** |
| **Electives:**  | **Sem. Hrs.** |
| Electives | 16 |
| **Total Required Hours:** | **120** |

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

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AFTER P. 139:

The Department of Management and Marketing offers a curriculum designed to provide professional training as well as to develop the competence of students seeking careers within business enterprises. Business executives have taken on increasing responsibilities during recent years due to a growing realization that the employees of their firms and the markets they serve have become more complex and demanding. The seven majors within the department offer positive programs of learning designed to contribute to the students’ advancement in the business world.

MANAGEMENT PROGRAM: Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management, Hospitality Management or International Business.

MARKETING PROGRAM: The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in ~~Marketing Analytics,~~ Sales Leadership~~, Logistics, and International Business~~. A Certificate in Marketing Analytics is available for students in any major program as well as non-degree seeking students.

INTERNATIONAL BUSINESS PROGRAM: In today’s global marketplace, all business is international! The major in International Business prepares students for managerial careers in this global market. It is interdisciplinary in nature and emphasizes the development of language skills and an understanding of the sociocultural, political, managerial, marketing and economic processes in an international environment.

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

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After p. 146

|  |
| --- |
| **Major in Marketing**  |
| Bachelor of Science |
| 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. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)**Students with this major must take the following:***A “C” or better in MATH 2143, Business Calculus ORMATH 2194, Survey of Calculus ORMATH 2204, Calculus IECON 2313, Principles of MacroeconomicsCOMS 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 3033, Strategic Marketing Communications | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research  | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **12** |
| **~~Additional Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~MKTG 4113, International Marketing~~  | ~~3~~ |
| **Select three of the following ~~(at least one must be MKTG):~~***~~ACCT 3053, Cost Accounting with a Managerial EmphasisBCOM 3573, Managerial CommunicationECON 4343, Managerial EconomicsMGMT 3183, Entrepreneurship~~~~MKTG 3033, Advertising and Promotion ORSTCM 3023, Principles of Advertising~~GSCM 3163, Supply Chain Management**MKTG 3023, Business Research Tools**~~MKTG 3043, Retailing~~MKTG 3093, Professional Selling~~MKTG 3173, Category Management~~~~MKTG 3193, Sales Planning and Management~~MKTG 4023, Services Marketing**MKTG 4113, International Marketing~~MKTG 4143, Advanced Category Management~~MKTG 4213, Marketing Analytics~~MKTG 4253, Data Analytics and Visualization~~MKTG 428V, Marketing Internship~~MKTG 4313, Prescriptive AnalyticsMKTG 4323, Advanced Sales~~* | 9 |
| **Select two additional upper level Marketing Electives****Sub-total** | **6****15** |
| **Electives:**  | **Sem. Hrs.** |
| Electives | 16 |
| **Total Required Hours:** | **120** |

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

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**Appendix A, 8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

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| **Arkansas State University-Jonesboro****Degree: B.S.****Major: Marketing****Year: 2021-2022** |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. |
| **Year 1** |  | **Year 1** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| **BIOL 1003** | Biology | 3 | x |  | **ART or MUS or THEA 2503** | Fine Arts Visual, Musical, or Theatre | 3 | x |
| **BIOL 1001** | Biology Lab | 1333 | x |  | **ENG 1013** | Composition II | 3 | x |
| **BUSN 1003** | Freshman Year Experience | 3 | x |  | **MATH 2143** | Business Calculus | 3 | x |
| **CIT 1503** | Microcomputer Applications | 3 |  |  | **PHSC 1203** | Physical Science | 3 | x |
| **ENG 1003** | Composition I | 3 | x |  | **PHSC 1201** | Physical Science Lab | 1 | x |
| **MATH 1023 or Elective****Elective** | College Algebra or Elective | 3 |  |  | **Social Science Course** | Pick one of the following: ANTH 2233, CMAC 1003, ECON 2333, GEOG 2613, HIST 1013, HIST 1023, POSC 1003, PSY 2013, SOC 2213 | 3 | x |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| **ACCT 2033** | Intro to Financial Accounting | 3 |  |  | **ACCT 2133** | Intro to Managerial Accounting | 3 |  |
| **COMS 1203** | Oral Communications | 3 | x |  | **BCOM 2563** | Business Communications | 3 |  |
| **ECON 2313** | Principles of Macroeconomics | 3 | x |  | **ECON 2323** | Principles of Microeconomics | 3 |  |
| **ENG 2003 orENG 2013 or PHIL 1103** | World Literature I, World Literature II, or Intro to Philosophy | 3 | x |  | **ECON 2113 orSTAT 3233** | Business Statistics or Applied Statistics | 3 |  |
| **HIST 2763 orHIST 2773 or POSC 2103** | US History to 1876, US History from 1876, or Intro to US Gov. | 3 | x |  | **LAW 2023** | Legal Environment Business | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| **CIT 3013** | Management Information Systems | 3 |  |  | **CIT 3523** | Operations Management | 3 |  |
| **Elective** | Any Elective | 3 |  |  | **Elective** | Any Elective | 3 |  |
| **FIN 3713** | Business Finance | 3 |  |  | **MKTG 3033** | Strategic Marketing Communications | 3 |  |
| **MGMT 3123** | Principles of Management | 3 |  |  | **MKTG Elective** | Select One of the Following: GSCM 3163, MKTG 3023, MKTG 3043, MKTG 3093, MKTG 3173, MKTG 4023, MKTG 4113, MKTG 4213, or MTKG 428V | 3 |  |
| **MKTG 3013** | Marketing | 3 |  |  | **MKTG Elective** | Select One of the Following: GSCM 3163, MKTG 3023, MKTG 3043, MKTG 3093, MKTG 3173, MKTG 4023, MKTG 4113, MKTG 4213, or MTKG 428V | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| **Elective** | Any Elective | 3 |  |  | **MGMT 4813** | Strategic Management | 3 |  |
| **Elective** | Any Elective | 3 |  |  | **3000/4000 Level MKTG Elective** | Any Upper Level Marketing Elective | 3 |  |
| **MKTG 4083** | Marketing Research  | 3 |  |  | **MKTG 4223** | Marketing Management | 3 |  |
| **MKTG 4043** | Consumer Behavior | 3 |  |  | **Elective** | Any Elective | 3 |  |
| **MKTG elective** | Select One of the Following: GSCM 3163, MKTG 3023, MKTG 3043, MKTG 3093, MKTG 3173, MKTG 4023, MKTG 4113, MKTG 4213, or MTKG 428V | 3 |  |  | **3000/4000 Level MKTG Elective** | Any Upper Level Marketing Elective | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Total Jr/Sr Hours 45 Total Degree Hours 120** |
| **Graduation Requirements:**Completion of HIST 2763 or HIST 2773 or POSC 2103English Proficiency (Grade of C or better in ENG 1003 and ENG 1013)2.25 in major or at least a "C" in each course in major2.25 overall and at least 2.00 GPA at ASU2.25 in business core or at least a "C" in each core course50 % of business requirements completed at ASU-Jonesboro Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military or similar means; CLEP (30 hrs max)45 JR/SR Hours after completing 30 hours120 Total Credit Hours30 of last 36 hours at ASU-Jonesboro32 ASU residence hoursMust have grade of C or better in MATH 2143, ACCT 2033, and CIT 1503. |