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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) Change to the Marketing Minor

Change in the courses required for the Marketing Minor

1. Add MKTG 3033, Strategic Marketing Communications to the Marketing minor.
2. Add MKTG 4043, Consumer Behavior to the Marketing minor.
3. Remove ECON 2323, Principles of Microeconomics from the Marketing minor.
4. Remove ECON 2333, Economic Issues and Concepts from the Marketing minor.
5. Remove ACCT 2033, Financial Accounting from the Marketing minor.
6. Remove ACCT 2023, Fundamental Accounting Concepts from the Marketing minor.
7. Allow students to substitute STCM 4333 and STCM 4213 for one or two of the upper level marketing electives in the marketing minor.
8. **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 Minor of courses that all students pursuing a minor in marketing must complete, and this Marketing courses in this minor must be updated to meet current student and industry demands. The deletion of the courses listed above in the NGCOB Marketing minor 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 minor 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 minor 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 minor areas across 35+ Marketing minors across the country, we found that our Marketing current minor 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 page 152

Minor in Management

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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. The ECON and ACCT courses listed below are prerequisites for MGMT 3153 | Sem Hrs. |
| ACCT 2023, Fundamental Accounting Concepts OR ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2323, Principles of Microeconomics ORECON 2333, Economic Issues and Concepts | 3 |
| MGMT 3123, Principles of Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| Upper-level MGMT electives | 6 |
| Total Required Hours | 18 |

Minor in Marketing

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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. The ECON and ACCT courses listed below are prerequisites for MKTG 3013. | Sem Hrs. |
| ACCT 2023, Fundamental Accounting Concepts, OR ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2323, Principles of Microeconomics ORECON 2333, Economic Issues and Concepts | 3 |
| MKTG 3013, Marketing | 3 |
| Select three upper-level Marketing courses: Students may substitute STCM 4113, Integrated Marketing Communications for one of the three upper-level Marketing courses | 9 |
| Total Required Hours | 18 |

Minor in Sales Leadership

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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. |
| MKTG 3013, Marketing | 3 |
| MKTG 3093, Professional Selling | 3 |
| MKTG 3193, Sales Planning and Management | 3 |
| MKTG 4323, Advanced Sales  | 3 |
| Select two of the following: GSCM 4123, Organizational Purchasing MKTG 3173, Category Management MKTG 4213 Marketing Analytics MKTG 4253, Data Analytics and Visualization MKTG 426V, Sales Internship | 6 |
| Total Required Hours | 18 |

After page 152

Minor in Management

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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. The ECON and ACCT courses listed below are prerequisites for MGMT 3153 | Sem Hrs. |
| ACCT 2023, Fundamental Accounting Concepts OR ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2323, Principles of Microeconomics ORECON 2333, Economic Issues and Concepts | 3 |
| MGMT 3123, Principles of Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| Upper-level MGMT electives | 6 |
| Total Required Hours | 18 |

Minor in Marketing

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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~~. The ECON and ACCT courses listed below are prerequisites for MKTG 3013.~~ | Sem Hrs. |
| ~~ACCT 2023, Fundamental Accounting Concepts, OR ACCT 2033, Introduction to Financial Accounting~~ | 3 |
| ~~ECON 2323, Principles of Microeconomics ORECON 2333, Economic Issues and Concepts~~ | 3 |
| MKTG 3013, Marketing | 3 |
| MKTG 3033, Strategic Marketing Communications | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| Select three upper-level Marketing courses: Students may substitute STCM 4213 and/or STCM 4333 for one or two of the three upper-level Marketing courses | 9 |
| Total Required Hours | 18 |

Minor in Sales Leadership

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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. |
| MKTG 3013, Marketing | 3 |
| MKTG 3093, Professional Selling | 3 |
| MKTG 3193, Sales Planning and Management | 3 |
| MKTG 4323, Advanced Sales  | 3 |
| Select two of the following: GSCM 4123, Organizational Purchasing MKTG 3173, Category Management MKTG 4213 Marketing Analytics MKTG 4253, Data Analytics and Visualization MKTG 426V, Sales Internship | 6 |
| Total Required Hours | 18 |

**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:****Major:****Year:** |
| 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** |
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| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Total Jr/Sr Hours \_\_\_ Total Degree Hours \_\_\_** |
| **Graduation Requirements:** |