Code # BU06 (2014)

**Bulletin 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 [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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| **Bulletin Change** Please attach a copy of all catalogue pages requiring editorial changes. |

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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); 972-3515

**2.Proposed Change**

Correct the catalogue entry for the Supply Chain Management Internship course: add the word “internship” to the course title, change the internship from “transportation” to “supply chain management”, and eliminate the requirement for a student to be a senior to do the internship.

**3.Effective Date**

1/1/2015

**4.Justification**

The course title is incorrect, students can do internships in other areas besides transportation, and a student does not necessarily have to be a senior to do the internship.

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
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8. Right-click immediately below this area and choose “paste”.
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MKTG 4273.

Supply Chain Management **Internship**

Provides practical ~~transportation~~ supply chain management experience in business. ~~Senior~~ 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.

MKTG4393. 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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