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

**Letter of Notifications**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Sharon D. James | 3/20/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 3/21/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | C:\Users\mdhill\Desktop\matt hill sig.png | 3/27/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Jim Washam | 3/27/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** [**curriculum@astate.edu**](mailto:curriculum@astate.edu) **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

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

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

**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.* |

Paste bulletin pages here...

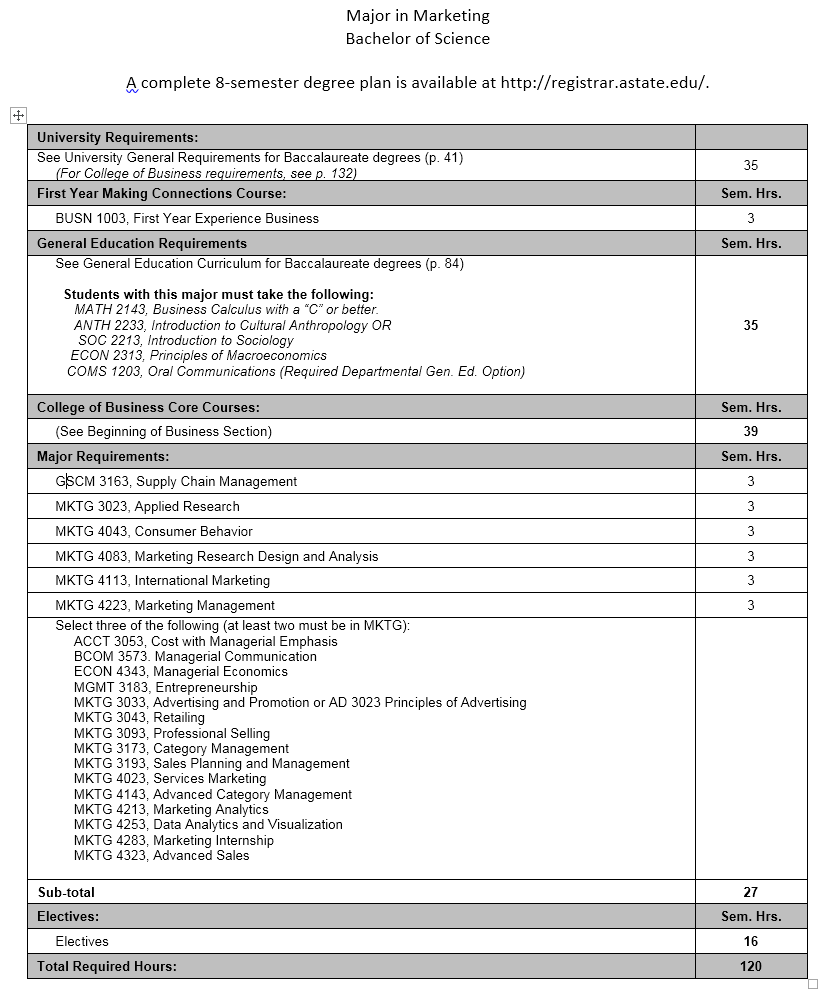
**LETTER OF NOTIFICATION – 1**

**NAME CHANGE OF EXISTING CERTIFICATE, DEGREE, MAJOR, OPTION**

**OR ORGANIZATIONAL UNIT**

(No change in program curriculum, option/emphasis/concentration or organizational structure**)**

* 1. Institution submitting request: **Arkansas State University**
  2. Contact person/title: **Dr. Melodie Philhours, Chair, Department of Management and Marketing**
  3. Phone number/e-mail address: **870-680-8148 mphil@astate.edu**
  4. Proposed effective date: **Fall 2018**
  5. Current title of degree/certificate program: **B.S. Marketing, Emphasis in Marketing Management**
  6. Current title of major or option/emphasis/concentration: **Marketing Management**
  7. Current title of organizational unit:
  8. Proposed name of certificate/degree: **B.S. Marketing**
  9. Proposed name of major or option/emphasis/concentration:
  10. Proposed name of organizational unit:
  11. Program CIP Code:
  12. Degree/Department Code:
  13. Reason for proposed action: **This degree is a general marketing degree incorporating the marketing core courses with a selection of various marketing courses. Rather than have an emphasis in marketing management, simply Marketing is a clearer and more descriptive title for the degree. This is consistent with other universities’ marketing programs.**
  14. Semester credit hours for proposed major or option/emphasis/concentration: **120**
  15. Provide the curriculum/credit hours for the certificate/degree/major/option/emphasis/concentration listed above.



* 1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: