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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |
|  2+2/MOUs: |  |

**Emphasis, Concentration, Option, or Minor Deletion Proposal Form**

**[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.

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| Melodie Philhours | 10/23/2020 |

**Department Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

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

**Department Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

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

**College Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Undergraduate Curriculum Council Chair** |
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| Melody Lo | 10/28/2020 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (if applicable)**   |

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**Vice Chancellor for Academic Affairs** |

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. **Type of deletion request:**
2. [x] Emphasis
3. [ ] Concentration
4. [ ] Option
5. [ ]Minor
6. **Title of emphasis, concentration, option, or minor**

Marketing Analytics

1. **Number of students still enrolled in emphasis, concentration, option, or minor:**

9

1. **How will students in the deleted emphasis, concentration, option, or minor be accommodated?**

Students in the Marketing Analytics emphasis will still be able to compete the emphasis. No new students will be admitted

1. **Last semester and year for graduation.**

Spring 2022

1. **Last semester for new admissions?**

Fall 2020

1. **When will written notification providing deletion information be sent to enrolled students? (In the notification, include semester and year of the last award and how student will be accommodated.)**

N/A Students will be able to complete the emphasis if they are currently enrolled. No new students will be enrolled into the emphasis.

1. **Provide documentation of written notification to students currently enrolled in emphasis, concentration, option, or minor.**

N/A Students will be able to complete the emphasis if they are currently enrolled. No new students will be enrolled into the emphasis.

1. **Please provide a short justification for why this emphasis, concentration, option, or minor is being deleted.**

Student and industry demands do not support this emphasis area. There is still a Marketing Analytics Certificate option. The faculty resources are being utilized for other areas in the Marketing curriculum.

**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

Department of Management and Marketing

Associate Professor Karen McDaniel, Chair

Professors: Bevill, Frey, Hester, Hudson, Hunt, Mello, Nonis, Roe

Associate Professors: Chang, James, McDaniel, Philhours

Assistant Professors: Hill, Schloemer

Instructors: Leslie, Vogus

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.

Before: p.148

Major in Marketing

Bachelor of Science

Emphasis in Marketing Analytics

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

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| **Major in Marketing**  |
| Bachelor of Science |
| Emphasis in Marketing Analytics |
| 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** |
| **Emphasis Area (Marketing Analytics)** | **Sem. Hrs.** |
| MKTG 4213, Marketing Analytics | 3 |
| MKTG 4253, Data Analytics and Visualization | 3 |
| MKTG 3173, Category Management  | 3 |
| Select one of the following:*CS 2114, Structured ProgrammingCIT 2033, Programming FundamentalsCIT 3353, Mobile and Web Applications DevelopmentCIT 3403, Database ManagementCIT 3413, Advanced Database ManagementCIT 3663, Data MiningCIT 4453, Global E-commerceCIT 4853, IT Project ManagementMKTG 4313, Prescriptive AnalyticsMKTG 4143, Advanced Category Management* | 3 |
| **Sub-total** | **12** |
| **Electives:**  | **Sem. Hrs.** |
| Electives | 16 |
| **Total Required Hours:** | **120** |

After: P. 139

Department of Management and Marketing

Associate Professor Sharon D. James, Chair

Professors: Bevill, Frey, Hester, Hudson, Mello, Nonis, Roe

Associate Professors: Chang, James, McDaniel, Philhours

Assistant Professors: Hill, Schloemer, Zare

Instructors: Balado, Leslie, Vogus

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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:

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After: Delete this page in the bulletin (p.148)

~~Major in Marketing~~

~~Bachelor of Science~~

~~Emphasis in Marketing Analytics~~

~~A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/~~

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| **~~Major in Marketing~~**  |
| ~~Bachelor of Science~~ |
| ~~Emphasis in Marketing Analytics~~ |
| ~~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~~** |
| **~~Emphasis Area (Marketing Analytics)~~** | **~~Sem. Hrs.~~** |
| ~~MKTG 4213, Marketing Analytics~~ | ~~3~~ |
| ~~MKTG 4253, Data Analytics and Visualization~~ | ~~3~~ |
| ~~MKTG 3173, Category Management~~  | ~~3~~ |
| ~~Select one of the following:~~*~~CS 2114, Structured ProgrammingCIT 2033, Programming FundamentalsCIT 3353, Mobile and Web Applications DevelopmentCIT 3403, Database ManagementCIT 3413, Advanced Database ManagementCIT 3663, Data MiningCIT 4453, Global E-commerceCIT 4853, IT Project ManagementMKTG 4313, Prescriptive AnalyticsMKTG 4143, Advanced Category Management~~* | ~~3~~ |
| **~~Sub-total~~** | **~~12~~** |
| **~~Electives:~~**  | **~~Sem. Hrs.~~** |
| ~~Electives~~ | ~~16~~ |
| **~~Total Required Hours:~~** | **~~120~~** |