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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 for inclusion in curriculum committee agenda.

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| Melodie Philhours | 11/11/2019 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Karen R. McDaniel | 11/11/2019 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| J. Eric Sims | 12/2/2019 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Jim Washam | 12/9/2019 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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**Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** **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. Karen McDaniel, kmcdaniel@astate.edu, 870-972-3430

**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.* |

N/A

**LETTER OF NOTIFICATION – 12**

**EXISTING CERTIFICATE or DEGREE PROGRAM**

**OFFERED AT OFF-CAMPUS LOCATION**

1. Institution submitting request: *Arkansas State University*
2. Contact person/title: *Dr. Karen McDaniel, Chair of Management and Marketing*
3. Phone number/e-mail address: *870-972-3430,* *kmcdaniel@astate.edu*
4. Name of existing program: *B.S. in Marketing*
5. Proposed effective date: *Fall 2020*
6. Proposed location of off-campus site: *Arkansas State University Campus Querétaro (ASU-Q)*
7. Distance of proposed site from main campus: *1,460.91 miles*
8. Reason for offering proposed program at off-campus site: *To provide A-State’s B.S. Marketing degree to students who are enrolled at ASU-Q.*
9. Identify courses and/or degrees to be offered at the proposed site:

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| ***B.S. Marketing Degree*** |
| ***Course No.*** | ***Course Name*** | ***Credits*** |
| *BUSN 1003* | *First Year Experience – Business* | *3* |
| *ENG 1003* | *Composition I* | *3* |
| *ENG 1013* | *Composition II* | *3* |
| *COMS 1203* | *Oral Communication* | *3* |
| *MATH 2143* | *Business Calculus* | *3* |
| *LIFE* | *Life Science Gen Ed Elective* | *4* |
| *PHYS* | *Physical Science Gen Ed Elective* | *4* |
| *SOC 2213* | *Introduction to Sociology* | *3* |
| *ECON 2313* | *Principles of Macroeconomics* | *3* |
| *HIST/GOVT* | *US History or US Government Gen Ed Elective* | *3* |
| *ART* | *Fine Arts Gen Ed Elective* | *3* |
| *HUM* | *Humanities Gen Ed Elective* | *3* |
| *ACCT 2033* | *Introduction to Financial Accounting* | *3* |
| *ACCT 2133* | *Introduction to Managerial Accounting* | *3* |
| *BCOM 2563* | *Business Communication* | *3* |
| *CIT 1503* | *Microcomputer Applications I* | *3* |
| *CIT 3013* | *Management Information Systems* | *3* |
| *CIT 3523* | *Operations Management* | *3* |
| *STAT 3233* | *Applied Statistics I* | *3* |
| *ECON 2323* | *Principles of Microeconomics* | *3* |
| *FIN 3713* | *Business Finance* | *3* |
| *LAW 2023* | *Legal Environment of Business* | *3* |
| *MGMT 3123* | *Principles of Management* | *3* |
| *MGMT 4813* | *Strategic Management* | *3* |
| *MKTG 3013* | *Marketing* | *3* |
| *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* |
| *MKTG 4113* | *International Marketing* | *3* |
| *MKTG ELEC* | *Upper-Level Marketing Elective Options* | *9* |
| *ELEC* | *Electives* | *16* |
|  |  |  |
| *Total* |  | *120* |

1. Will students be able to complete all program requirements at this location? If not, where?: *Yes, all program requirements can be completed at ASU-Q*
2. Institutional curriculum committee review/approval date: *November 8, 2019*
3. Provide copy of draft Memorandum of Understanding (MOU) with partner institutions/ organizations. [Submit final MOU signed by partner institutions or organizations upon completion of ADHE proposal review.]

*N/A*

1. Provide written notification to accrediting body or licensing agency of your intention to offer program at an off-campus location and their written response to you, if applicable.

*N/A*
2. Provide copy of e-mail notification to other institutions in the area of the proposed program.

*Academic Affairs will provide*
3. List Arkansas public colleges and universities within 60 miles of proposed location offering similar courses and/or degree programs.

*There are no Arkansas public colleges and universities within 60 miles of proposed location*
4. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: