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| --- | --- |
| For Academic Affairs and Research Use Only | |
| Proposal Number | BU27 |
| CIP Code: |  |
| Degree Code: |  |

**Program Modification Form**

**[X ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **Modification Type: [ ]Admissions, [ ]Curricular Sequence, or [ X]Other** |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | H. Steve Leslie | 2/23/2023 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Bill Hu | 2/23/2023 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Philip Tew | 2/23/2023 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Director of Assessment** *(only for changes impacting assessment)* | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | John Robertson | 2/23/2023 |   **College Dean** | |  |  | | --- | --- | | Len Frey | 3/22/2023 |   **Vice Chancellor for Academic Affairs** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** |  |

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

Philip Tew, ptew@astate.edu; 870-972-3742

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)

This change is for the B.S., Marketing degree. Replace the required General Education Math Course, MATH 2413 – Business Calculus, with Math 1023 – College Algebra.

Replace Lower-Level Business Core Course, STAT 3233 – Applied Statistics, with either ECON 2113 – Business Statistics I or STAT 2003 – Introduction to Statistics

1. **Effective Date**

8/15/2023

1. **Justification –** *Please provide details as to why this change is necessary.*

None of the upper-level business courses either in the Business Core nor the major-specific courses use any of the material discussed in Business Calculus, Calculus I, nor Survey of Calculus. Researching other schools within the State of Arkansas as well as similar schools to A-State in the region, it was determined that less than ½ of the 30 schools analyzed required a calculus course for their business majors. A survey of NGCOB faculty was held on the matter with 71.4% in favor of removing the calculus requirement.

The NGCOB has more courses within the majors focused on Analytics, including a required of all majors Upper-Level Business Core Course, which requires a strong base in statistics with a business focus. Therefore, the NGCOB has decided that a course devoted strictly to Business Statistics would be the best way to serve the students within the NGCOB’s majors. STAT 2003 is given as an option because we have students transferring in with their associate degree who have taken either Business Statistics (if taught within the Business area) or Intro to Statistics (if taught within the Math area) depending on their school.

**Bulletin Changes**

|  |
| --- |
| **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.** |

<https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77>

## University Requirements:

See [University General Requirements for Baccalaureate degrees](https://catalog.astate.edu/content.php?catoid=3&navoid=67#university-general-requirements-for-all-baccalaureate-degrees) (For Neil Griffin College of Business requirements, see [*here*](https://catalog.astate.edu/preview_entity.php?catoid=3&ent_oid=98))

## First Year Making Connections Course:

* [BUSN 1003 - First Year Experience Business](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3**

## General Education Requirements:

* See [General Education Curriculum for Baccalaureate Degrees](https://catalog.astate.edu/preview_program.php?catoid=3&poid=447) **Sem. Hrs: 35**

### Students with this major must take the following:

* [ECON 2313 - Principles of Macroeconomics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3**
* [ECON 2323 - Principles of Microeconomics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3**
* [COMS 1203 - Oral Communication](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3** (Required Departmental Gen. Ed. Option)

#### A “C” or better in

* [~~MATH 2143 - Business Calculus~~](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77)**~~Sem. Hrs:~~****~~3~~**
* **~~OR~~**
* [~~MATH 2194 - Survey of Calculus~~](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77)**~~Sem. Hrs:~~****~~4~~**
* **~~OR~~**
* [~~MATH 2204 - Calculus I~~](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77)**~~Sem. Hrs:~~****~~4~~**

***MATH 1023 – College Algebra Sem. Hrs. 3***

## Neil Griffin College of Business Core Courses:

(See [Business Core](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478))

Grade of “C” or better or 2.25 overall core GPA required

* [ACCT 2033 - Introduction to Financial Accounting](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ACCT 2133 - Introduction to Managerial Accounting](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [BCOM 2563 - Business Communication](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [FIN 3713 - Business Finance](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [GSCM 3163 - Supply Chain Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ISBA 1503 - Microcomputer Applications](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ISBA 3013 - Management Information Systems](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ISBA 3553 - Foundation of Business Analytics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [LAW 2023 - Legal Environment of Business](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [MGMT 3123 - Principles of Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [MGMT 4813 - Strategic Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [MKTG 3013 - Marketing](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [~~STAT 3233 - Applied Statistics I~~](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478)**~~Sem. Hrs:~~****~~3~~**

***ECON 2113 – Business Statistics I Sem. Hrs: 3 or STAT 2003 – Introduction to Statistics Sem. Hrs: 3***

**Major Requirements:**

* [MKTG 3033 - Strategic Marketing Communications](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4043 - Consumer Behavior](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4083 - Marketing Research](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4223 - Marketing Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**

**Sub-total: 12**

**Additional Requirements:**

* [MKTG 3023 - Business Research Tools](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* Select two additional upper-level Marketing Electives **Sem. Hrs: 6**

**Select three of the following:**

* [MKTG 3093 - Professional Selling](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4023 - Services Marketing](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4113 - International Marketing](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4213 - Marketing Analytics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 428V - Marketing Internship](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **Variable**

**Sub-total: 18**

**Electives:**

* Electives **Sem. Hrs: 13**

**Total Required Hours: 120**

## AFTER THE CHANGE; NEW COURSES IN ITALICS

## <https://catalog.astate.edu/preview_program.php?catoid=3&poid=503&returnto=77>

## University Requirements:

See [University General Requirements for Baccalaureate degrees](https://catalog.astate.edu/content.php?catoid=3&navoid=67#university-general-requirements-for-all-baccalaureate-degrees) (For Neil Griffin College of Business requirements, see [*here*](https://catalog.astate.edu/preview_entity.php?catoid=3&ent_oid=98))

## First Year Making Connections Course:

* [BUSN 1003 - First Year Experience Business](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3**

## General Education Requirements:

* See [General Education Curriculum for Baccalaureate Degrees](https://catalog.astate.edu/preview_program.php?catoid=3&poid=447) **Sem. Hrs: 35**

### Students with this major must take the following:

* [ECON 2313 - Principles of Macroeconomics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3**
* [ECON 2323 - Principles of Microeconomics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3**
* [COMS 1203 - Oral Communication](https://catalog.astate.edu/preview_program.php?catoid=3&poid=487&returnto=77) **Sem. Hrs:** **3** (Required Departmental Gen. Ed. Option)

#### A “C” or better in

***MATH 1023 – College Algebra Sem. Hrs. 3***

## Neil Griffin College of Business Core Courses:

(See [Business Core](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478))

Grade of “C” or better or 2.25 overall core GPA required

* [ACCT 2033 - Introduction to Financial Accounting](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ACCT 2133 - Introduction to Managerial Accounting](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [BCOM 2563 - Business Communication](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [FIN 3713 - Business Finance](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [GSCM 3163 - Supply Chain Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ISBA 1503 - Microcomputer Applications](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ISBA 3013 - Management Information Systems](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [ISBA 3553 - Foundation of Business Analytics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [LAW 2023 - Legal Environment of Business](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [MGMT 3123 - Principles of Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [MGMT 4813 - Strategic Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* [MKTG 3013 - Marketing](https://catalog.astate.edu/preview_program.php?catoid=3&poid=478) **Sem. Hrs:** **3**
* ***ECON 2113 – Business Statistics I Sem. Hrs: 3 or STAT 2003 – Introduction to Statistics Sem. Hrs:3***

## Major Requirements:

* [MKTG 3033 - Strategic Marketing Communications](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4043 - Consumer Behavior](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4083 - Marketing Research](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4223 - Marketing Management](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**

### Sub-total: 12

## Additional Requirements:

* [MKTG 3023 - Business Research Tools](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* Select two additional upper level Marketing Electives **Sem. Hrs: 6**

### Select three of the following:

* [MKTG 3093 - Professional Selling](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4023 - Services Marketing](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4113 - International Marketing](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 4213 - Marketing Analytics](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **3**
* [MKTG 428V - Marketing Internship](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77) **Sem. Hrs:** **Variable**

### Sub-total: 18

## Electives:

* Electives **Sem. Hrs: 13**

## Total Required Hours: 120

**Appendix A, 8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University-Jonesboro**  **Degree: BACHELOR OF SCIENCE**  **Major: Marketing**  **Year: 2023-2024** | | | | | | | | |
| 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** |
| BUSN 1003 | First Year Experience Business | 3 | X |  | ART Credit | Fine Arts Visual, Music, or Theater | 3 | X |
| ISBA 1503 | Microcomputer Applications | 3 |  |  | ENG 1013 | Composition II | 3 | X |
| ECON 2323 | Principles of Microeconomics | 3 | X |  | *ECON 2113 or STAT 2003* | *Business Statistics I or Introduction to Statistics* | 3 |  |
| ENG 1003 | Composition I | 3 | X |  | Biology | Biology Lecture and Lab | 4 | X |
| *MATH 1023* | *College Algebra* | 3 | X |  | US Requirement | HIST 2763 or 2773 or POSC 2103 | 3 | X |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| ACCT 2033 | Intro. to Financial Accounting | 3 |  |  | ACCT 2133 | Intro to Managerial Accounting | 3 |  |
| COMS 1203 | Oral Communications | 3 | X |  | BCOM 2563 | Business Communications | 3 |  |
| ECON 2313 | Principles of Macroeconomics | 3 | X |  | Physical Science | Physical Science and Lab | 4 | X |
| Humanities Credit | ENG 2003 or 2013 or PHIL 1103 | 3 | X |  | LAW 2023 | Legal Environment of Business | 3 |  |
| Elective | Any Elective | 3 |  |  | Elective | Any Elective | 3 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 16 |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| ISBA 3013 | Management Information Systems | 3 |  |  | MKTG 3033 | Strategic Marketing Comm | 3 |  |
| FIN 3713 | Business Finance | 3 |  |  | MKTG 4043 | Consumer Behavior | 3 |  |
| GSCM 3163 | Supply Chain Management | 3 |  |  | ISBA 3553 | Foundations of Business Analytics | 3 |  |
| MGMT 3123 | Principles of Management | 3 |  |  | MKTG 4223 | Marketing Management | 3 |  |
| MKTG 3013 | Marketing | 3 |  |  | Elective | Any Elective | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| MKTG 4083 | Marketing Research | 3 |  |  | MGMT 4183 | Strategic Management | 3 |  |
| MKTG 3023 | Business Research Tools | 3 |  |  | Marketing Elective | Any 3000 or 4000 Marketing Course | 3 |  |
| Elective | Any Elective | 3 |  |  | MKTG 3093, 4023, 4113, 4213, or 428V | Choose one of those Courses | 3 |  |
| Marketing Elective | Any 3000 or 4000 Marketing Courses | 3 |  |  | Elective | Any Elective | 1 |  |
| MKTG 3093, 4023, 4113, 4213, or 428V | Choose one of those Courses | 3 |  |  | MKTG 3093, 4023, 4113, 4213, or 428V | Compensation and Benefits | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 13 |  |
| **Total Jr/Sr Hours 51 Total Degree Hours 120** | | | | | | | | |
| **Graduation Requirements:** | | | | | | | | |