Submitted by: Lance Gentry                              Date Prepared: October 28, 2014

Department/Discipline(s) and Course Number(s): MKTG 301 (from BUAD 310)

Course Title: Principles of Marketing

Type of change (check all applicable):
Number* __X___ Title_____ Credits_____ Description___ Prerequisites ______ Deletion_____ Cross list**____

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

**To cross list courses between departments/colleges, there should be two cover sheets submitted with the proposal – one by the chair of each department with signatures from the relevant College Curriculum Committee Chair.

Effective Date: FALL Semester, Year: Fall 2015

Current Catalog Entry
Prerequisites: ECON 201 or ECON 202; and Junior Status. The place of marketing in the global economy and the policies and practices of marketing institutions are explored. Major topics included are marketing functions, organization, research, merchandising, channels of distribution and transportation. Also, problems concerning ethics and social responsibility in the marketing arena are discussed.

Proposed Catalog Entry
Prerequisites: ECON 201 or ECON 202; and Junior Status. The place of marketing in the global economy and the policies and practices of marketing institutions are explored. Major topics included are marketing functions, organization, research, merchandising, channels of distribution and transportation. Also, problems concerning ethics and social responsibility in the marketing arena are discussed.

JUSTIFICATION (including impact on majors, minors, concentrations, and general education courses within the University curriculum; attach additional pages if required)

The College of Business is renaming all of the discipline-specific classes to clearly communicate which classes belong to which business disciplines. It should make it much easier for students to find and schedule classes of interest to them.

TRANSITION PLAN (describe how will students who are in Catalogs where the course is required for a major be accommodated; attach additional pages if required)

We have discussed this with both the registrar and our advisor and there should be zero adverse impact. Since the same classes will be offered under a more precise name, students under the old catalog can simply substitute the new class for the old (for example, if a student needs BUAD 310, he or she will substitute MKTG 301).

Approvals

Department Chair       Ken Machande       Date: January 28, 2015

College Curriculum Chair  Nichole Phillips  Date: January 30, 2015

Expedited course changes are posted for a 10-class day comment period. If no comments are raised during that time, the proposal becomes final. All expedited proposals approved in this way will be noted on the UCC web site.

If comments are raised, the proposal may be reviewed by the UCC and then approved or it may be returned to the CCC for additional deliberation (as required).

Expedited Course Change Cover Sheet (July 2014)