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TO: Marsha Daly, Office of the Provost

FROM: Elizabeth Fletcher, Associate Dean, Bauer College of Business

SUBJECT: Proposal for Changes to the Marketing Major

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Proposal for Changes to the Marketing Major

The following is a proposal to change the requirements for the Marketing major:

Current Requirements:

Business majors must meet the business, nonbusiness, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree:

Marketing (24 semester hours)

1. Complete MARK 3337. (Students with a Marketing major or minor who take MARK 3337 to meet the Business and Professional Communication requirement for the B.B.A. must take an additional three-hour Marketing course.)
2. Select 15 semester hours of senior-level marketing electives approved by the chair of the department.
3. Select six semester hours of approved advanced electives in business.

Proposed Requirements:

Business majors must meet the business, non-business, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree:

Marketing (24 semester hours)

1. Complete MARK 3337. (Students with a Marketing major or minor who take MARK 3337 to meet the Business and Professional Communication requirement for the B.B.A. must take an additional three-hour Marketing course.)
2. Complete MARK 3339 (formerly 4389).
3. Select 12 semester hours of advanced marketing electives.
4. Select 6 semester hours of approved advanced (3000-4000 level) electives in business (these are in addition to 6 hours of advanced business electives required of all majors).

Rationale: MARK 3339 (formerly 4389) is being added to the requirements to: (a) help students develop their communication skills and emphasize the importance of those skills; (b) encourage students to think about career options and how they will position themselves in the job market; and (c) ensure that every marketing major has had the experience of preparing a marketing plan and linking strategy and tactics.