Code # 2016U\_BU12

**Bulletin / Banner Change Transmittal 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.

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

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**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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**Department Chair:**  |

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

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**Undergraduate Curriculum Council Chair** |
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**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**Vice Chancellor for Academic Affairs** |

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

Katie Hill khill@astate.edu/ PO Box 59 State University AR 72467 870-680-8073

**2.Proposed Change**

Delete two courses from the Marketing Sales Emphasis: International Marketing(MKTG 4113) and Creative Improvisation (THEA 2213)

**3.Effective Date**

1/1/2017

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

As the program currently stands, students only have room to take 7 elective hours. This is a challenge as many students have far more than that by the time they start the program, so we are needing to make room in the program to allow for more elective hours. By deleting creative improvisation and international marketing, we can increase the elective hours to 13, which is much more feasible for students. In addition, Creative Improvisation (THEA 2213) cannot take students from the college of business as do not have the capacity to accept non-theatre students into the class. Instead we will be conducting an annual improvisational workshop in April for all of the sales students. It will not be for credit hours, but it will give them the necessary experience with improvisation. Finally, International Marketing (MKTG 4113) is being deleted from this program because the international sales and culture, which is the international business component necessary for this program, is being covered in three of the sales classes (Professional Selling, Sales Planning and Management, and Advanced Sales) within the program.

**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.* |

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Major in Marketing

Bachelor of Science

Emphasis in Sales

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

University Requirements:

See University General Requirements for Baccalaureate degrees (p. 42)

(For College of Business requirements, see p. 132)

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. 84)

Students with this major must take the following:

MATH 2143, Business Calculus with a “C” or better.

ANTH 2233, Introduction to Cultural Anthropology

OR

SOC 2213, Introduction to Sociology

ECON 2313, Principles of Macroeconomics

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

35

College of Business Core Courses:

Sem. Hrs.

(See Beginning of Business Section)

39

Major Requirements:

Sem. Hrs.

MKTG 3023, Applied Research

3

MKTG 3163, Supply Chain Management

3

MKTG 4043, Consumer Behavior

3

MKTG 4083, Marketing Research Design and Analysis

3

MKTG 4223, Marketing Management

3

Sub-total

15

Emphasis Area (Sales):

Sem. Hrs.

MKTG 3093, Professional Selling

3

MKTG 3193, Sales Planning and Management

3

~~MKTG 4113, International Marketing~~

~~3~~

MKTG 4123, Organizational Purchasing

3

MKTG 4263, Sales Internship

3

MKTG 4323, Advanced Sales Interaction

3

~~THEA 2213, Creative Improvisation~~

~~3~~

Sub-total

~~21~~ 15

Electives:

Sem. Hrs.

Electives (must include at least 3 upper-level hours)

~~7~~ 13

Total Required Hours:

120