Curriculum Change Form
(Present only one proposed curriculum change per form)
(Complete only the section(s) applicable.)

Part I

(Check one)  
New Course (Parts II, IV)  
Course Revision (Parts II, IV)  
Course Dropped (Part II)  
New Program (Part III)  
Program Revision (Part III)  
Program Suspended (Part III)  

Department Name  
Management, Marketing, & Administrative Communication  
Business and Technology  

*Provide only the information relevant to the proposal.

Program Title  
Marketing (B.B.A.)  
(Major ___ Option X ___ Minor ___; or Certificate ___)

Proposal Approved by:  
Date  
Departmental Committee  
MMAC Dept 8/24  
Graduate Council*  
N/A  

College Curriculum Committee  
September 24, 2004  
Council on Academic Affairs  
As Amended  
10-21-04

General Education Committee*  
N/A  
Approved X Disapproved ___  

Teacher Education Committee*  
N/A  
Faculty Senate**  

Board of Regents**  
Council on Postsecondary Edu.***  
NA

*If Applicable (Type NA if not applicable.)
**Approval needed for new, revised, or suspended programs
***Approval/Posting needed for new degree program or certificate program

Completion of A, B, and C is required: (Please be specific, but concise.)

A. 1. Specific action requested: (Example: To increase the number of credit hours for ABC 100 from 1 to 2.)

To add a Music Marketing option to the Marketing Major and adding a Marketing Option.

A. 2. Effective date: (Example: Fall 2001)

Fall 2005

A. 3. Effective date of suspended programs for currently enrolled students: (if applicable)

B. The justification for this action: There are no competing undergraduate Music Marketing programs in Kentucky or neighboring states with an emphasis in marketing or business. Currently UK offers an Arts Administration degree through their Music School for non-profit arts, and the University of Cincinnati offers a Master's in Arts Administration also focusing on non-profits. Middle Tennessee State Univ. offers an undergraduate degree in Music Business but the emphasis is on recording. Kentucky State Univ. is examining the feasibility of a Music Business program and may be offering such a program in the near future, but their business school is not accredited by AACSB International and our programs are (i.e., providing a competitive advantage). The EKU Music Department supports the creation of this program and is confident that it will be a popular option, "projecting an enrollment of 12 students the first year with more later" (April Brumfield, Music).
C. The projected cost (or savings) of this proposal is as follows:

Personnel Impact: No additional MMAC faculty resources are required. Expected demand is 12 students per year. Every course is offered at least once per year and there is adequate space in these classes to absorb the increase in demand.

Operating Expenses Impact: $500 for start-up including design, printing, promotional materials and postage.

Equipment/Physical Facility Needs: No additional Equipment needed

Library Resources: No additional library resources required.
### Part III. Recording Data for New, Revised, or Suspended Program

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide (a) the current program requirements and (b) the revised program, reflecting the exact changes being proposed.
3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program’s suspension.

<table>
<thead>
<tr>
<th>Current Program Requirements as Shown in Catalog</th>
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</thead>
</table>

**MARKETING (B.B.A.)**

*CIP Code: 52.1401*

**University Requirement**
- 1 hour
  - BTO 100.

**General Education Requirements**
- 43 hours
  - Standard General Education program, excluding general education course categories 09, 12 and 21. Refer to Section Four of this Catalog for details on the General Education and University requirements.

**Supporting Course Requirements**
- 12-15 hours
  - MAT 211 or the combined courses of MAT 107 and QMB 240; SOC 131, ECO 230, 231.

**Free Electives (non business)**
- 9-12 hours

**Business Requirements**

**Pre-Business Core**
- 12 hours
  - ACC 201, 202, GBU 204, QMB 200.

**Business Core**
- 21 hours
  - CCT 300, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480.

**Major Requirements**
- 24 hours
  - MKT 350, 400, 455 and 15 hours of approved marketing electives above the core.

**Approved Business Electives**
- 3 hours

**Total Curriculum Requirements**
- 128 hours
New or Revised Program
(*Use strikeout for deletions and underline for additions.)

**MARKETING (B.B.A.)**

*CIP Code: 52.1401*

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours</th>
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<tbody>
<tr>
<td>University Requirement</td>
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<tr>
<td>General Education Requirements</td>
<td>40-43</td>
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<tr>
<td>Supporting Course Requirements</td>
<td>12-18</td>
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<td>Free Electives</td>
<td>6-12</td>
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<td>Business Requirements</td>
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<td>Approved Business Electives</td>
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<tr>
<td>Total Curriculum Requirements</td>
<td>128</td>
</tr>
</tbody>
</table>

**General Education**

Course categories 09, 12, and 21. For Music Marketing Option, exclude Category 7. Refer to Section Four of this Catalog for details on the General Education and University requirements.

**Supporting Course Requirements**

MAT 211 or the combined courses of MAT 107 and QMB 240; SOC 131; ECO 230, 231; MUS 272 (For Marketing Option)

**Free Electives**

Upper Division electives may be required to meet the University 43 hour upper division requirement. (Music Marketing Option: recommend BEM 240, and other business courses as electives, up to 50% of program.)