

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

Part I

(Check one)	Department Name	Management, Marketing, & Administrative Communication	
<input type="checkbox"/> New Course (Parts II, IV)	College	Business and Technology	
<input type="checkbox"/> Course Revision (Parts II, IV)	*Course Prefix & Number		
<input type="checkbox"/> Course Dropped (Part II)	*Course Title (30 characters)		
<input type="checkbox"/> New Program (Part III)	*Program Title	Marketing (B.B.A.)	
<input checked="" type="checkbox"/> Program Revision (Part III)		(Major ____, Option <input checked="" type="checkbox"/> ____, Minor ____, or Certificate __)	
<input type="checkbox"/> Program Suspended (Part III)	*Provide only the information relevant to the proposal.		
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
General Education Committee*	N/A	Approved <input checked="" type="checkbox"/> Disapproved _____	10-21-04
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 ECU 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.

Current Program Requirements as Shown in Catalog

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 Requirements12-15 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 Core12 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 Electives3 hours

Total Curriculum Requirements 128 hours

New or Revised* Program

(*Use ~~strikeout~~ for deletions and underlines for additions.)

MARKETING (B.B.A.)

CIP Code: 52.1401

University Requirement	1 hour
BTO 100.	
General Education Requirements	40-43 hours
Standard General Education program, excluding general education course categories 09, 12, and 21. <u>For Music Marketing Option, exclude Category 7.</u> Refer to Section Four of this <i>Catalog</i> for details on the General Education and University requirements.	
Supporting Course Requirements	12-18 hours
MAT 211 or the combined courses of MAT 107 and QMB 240; SOC 131; ECO 230, 231, <u>MUS 272 (For Marketing Option Music)</u>	
Free Electives	6-12 hours
Upper Division electives may be required to meet the University 43 hour upper division requirement. (<u>Music Marketing Option: recommend BEM 240, and other business courses as electives, up to 50% of program.</u>)	
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	
<u>Marketing Option</u>	24 hours
<u>MKT 350, 400, 455 and 15 hours of approved marketing electives above the core.</u>	
<u>Music Marketing Option</u>	27 hours
<u>MUS 190(2), 191(2), 290(2), 390(3), 391(3), and 15 hours from the following courses:</u> <u>MKT 304,306, 310, 349, 400, 401, or MGT 330.</u>	
Approved Business Electives	3 hours
Total Curriculum Requirements	128 hours