

Curriculum Change Form

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

Part I

| | | |
|---|---|---|
| (Check one) <input type="checkbox"/> New Course (Parts II, IV) <input type="checkbox"/> Course Revision (Parts II, IV) <input type="checkbox"/> Hybrid Course ("S," "W") <input type="checkbox"/> Course Dropped (Part II) <input type="checkbox"/> New Program (Part III) <input checked="" type="checkbox"/> Program Revision (Part III) <input type="checkbox"/> Program Suspended (Part III) | Department Name College *Course Prefix & Number *Course Title (30 characters) *Program Title *Provide only the information relevant to the proposal. | Management, Marketing & Administrative Communication Business & Technology Marketing (B.B.A.); Professional Golf Management (Major <u> X </u> , Option <u> X </u> ; Minor <u> </u> ; or Certificate <u> </u>) |
|---|---|---|

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|---|---|---|-------------|
| Proposal Approved by: | <u>Date</u> | | <u>Date</u> |
| Departmental Committee | 11/14/2008 | Graduate Council* | N/A |
| <i>Is this a SACS Substantive Change?</i> | Yes**** <input type="checkbox"/> No <input checked="" type="checkbox"/> | Council on Academic Affairs | 2/18/09 |
| College Curriculum Committee | 11/25/2008 | Approved <input checked="" type="checkbox"/> Disapproved <input type="checkbox"/> | |
| General Education Committee* | 1/26/2009 | Faculty Senate** | |
| Teacher Education Committee* | N/A | Board of Regents** | |
| | | Council on Postsecondary Edu.*** | |

*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
 ****If "yes", SACS must be notified before implementation. Please contact EKU's Office of Institutional Effectiveness.

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.)
 Request exclusion for General Education Requirements: Block VII (QS) to take CIS 212 or CSC 104.
 Add new course, MKT 405—Retail Management for PGM, to replace MKT 404 Retailing management in the Marketing Major – Professional Golf Management Option.

A. 2. Effective date: (Example: Fall 2001)
 Fall 2009

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

B. The justification for this action:

Basic skills in spreadsheets, databases, and word processors are necessary for all business majors. Most sophomore and higher level business textbooks are assuming that students already have these skills.

Adding new course MKT 405 to Professional Golf Management Option is necessary for students to gain the necessary knowledge and details to pass their Level 3 Checkpoint.

C. The projected cost (or savings) of this proposal is as follows:

Personnel Impact:
 None

Operating Expenses Impact:
 None

Equipment/Physical Facility Needs:
 None

Library Resources:
 None

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 the current program requirements using ~~strikethrough~~ for deletions and underlines for additions.
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.

New or Revised* Program Text
 (*Use ~~strikethrough~~ for deletions and underlines for additions.)

Marketing (B.B.A.)

CIP Code: 52.1401

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|--|-------------------------------------|
| University Requirement | 1 hour |
| BTO 100. | |
| General Education Requirements | 36-39 33-36 hours |
| Standard General Education program, excluding general education blocks II, VB, and VC, and VII(QS). For Music Marketing Option, block IIIA is also excluded. Refer to Section Four of this <i>Catalog</i> for details on the General Education and University requirements. | |
| College Requirement: Professional Skills Seminar | |
| BTS 300 (CR) and BTS 400 (CR). | |
| Supporting Course Requirements | 12-15 15-18 hours |
| MAT 107 or 211; SOC 131; ECO 230, 231; <u>CIS 212 or CSC 104</u> ; MUS 272 (For Music Marketing Option). | |
| Free Electives | 0-13 hours |
| May include 3 hours approved business 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). | |
| Business Requirements | |
| Pre-Business Core | 12 hours |
| A CC 201, 202; GBU 204; QMB 200. | |
| Business Core | 21 hours |
| CCT 300, CIS 300, FIN 300, MGT 300, 370, MKT 300, G BU 480. | |
| Major Requirements | 27-52 hours |
| Marketing Option | 27 hours |
| MKT 350, 400, 455, MGT 340 and 15 hours of approved marketing electives above the core. | |
| Music Marketing Option | 30 hours |
| MUS 190 (2), 191 (2), 290 (2), 390 (3), 391 (3), MGT 340, and 15 hours from the following courses: MKT 304, 306, 310, 349, 400, 401, or MGT 330. | |
| Professional Golf Management Option | 52 hours |
| MKT 310, 350, 404 <u>405</u> ; MGT 201, 202, 203, 204, 205, 206, 207, 320, 330, MGT 340; PGM 349A-E (1); additional requirements: OHO 351 (4), OHO 362G (1), NFA 445. | |
| Approved Business Electives (Music and Marketing Majors only) | 3 hours |
| Total Curriculum Requirements | 128-137 hours |