

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 and Administrative Communication
<input type="checkbox"/> New Course (Parts II, IV)	College	Business & Technology
<input type="checkbox"/> Course Revision (Parts II, IV)	*Course Prefix & Number	_____
<input type="checkbox"/> Hybrid Course ("S," "W")	*Course Title (30 characters)	_____
<input type="checkbox"/> Course Dropped (Part II)	*Program Title	Marketing BBA
<input type="checkbox"/> New Program (Part III)		(Major <u> X </u> , Option <u> </u> ; Minor <u> </u> ; or Certificate <u> </u>)
<input checked="" type="checkbox"/> Program Revision (Part III)		
<input type="checkbox"/> Program Suspended (Part III)	*Provide only the information relevant to the proposal.	

Proposal Approved by:	<u>Date</u>		<u>Date</u>
Departmental Committee	4/21/2009	Graduate Council*	N/A
Is this a SACS Substantive Change? Yes*** <input type="checkbox"/> No <input checked="" type="checkbox"/>		Council on Academic Affairs	_____
College Curriculum Committee	4/20/2009	Approved x Disapproved	5/21/09
General Education Committee*	N/A	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.)
 Add PSY 200 or 200W or SOC 131 for BBA Supporting Courses and change CCT 300 to CCT 300W in the Business Core of the BBA in Marketing.

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:
 PSY 200 and SOC 131 are both compliant to Social Behavioral Sciences Area and PSY 200W is another opportunity for students to complete their Writing Intensive Requirement; CCT 300W meets the criteria as a writing intensive course and has been approved by the Thinking and Communicating Across the Curriculum (TCAC) Committee.

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.

Marketing (B.B.A.)

CIP Code: 52.1401

University Requirement	1 hour
BTO 100.	
General Education Requirements	33-36 hours
Standard General Education program, excluding general education blocks II, VB, 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	15-18 hours
MAT 107 or 211; <u>PSY 200 or 200W</u> or SOC 131; ECO 230, 231; CIS 212 or CSC 104; 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 300W, 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, 405; 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