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

<table>
<thead>
<tr>
<th>Part I</th>
<th>Department Name</th>
<th>Management, Marketing and Administrative Communication</th>
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<tr>
<td></td>
<td>College</td>
<td>Business &amp; Technology</td>
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**New Course (Parts II, IV)**  
*Course Prefix & Number*  
*Course Title (30 characters)*  
*Program Title*  
Marketing BBA  
(Major ____, Option ____; Minor ____; or Certificate ____)

**Course Revision (Parts II, IV)**

**Hybrid Course ("S," "W")**

**Course Dropped (Part II)**

**New Program (Part III)**

**Program Revision (Part III)**

**Program Suspended (Part III)**

*Provide only the information relevant to the proposal.

Proposal Approved by:  
Departmental Committee  4/21/2009  
Graduate Council*  
Council on Academic Affairs  N/A

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. **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. **Effective date:** (Example: Fall 2001)

Fall 2009

A. **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

CAA  75
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 underline for additions.
3. For a suspended program, provide the current program requirements as shown in the 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 Catalog 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; PSY 200 or 200W 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, GBU 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  

Approved Business Electives (Music and Marketing Majors only)..............................3 hours  
Total Curriculum Requirements.............................................................................................128-137 hours