

**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/PGM Option
<input type="checkbox"/> New Program (Part III)		(Major ____, Option <u>X</u> __; Minor ____; or Certificate __)
<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	September 4, 2009	Graduate Council*	N/A
<i>Is this a SACS Substantive Change?</i> <b>Yes****</b> <input type="checkbox"/> <b>No</b> <input checked="" type="checkbox"/>		Council on Academic Affairs	
College Curriculum Committee	October 14, 2009	Approved <input checked="" type="checkbox"/> Disapproved <input type="checkbox"/>	<del>FF</del> <del>J</del> <del>BEJ</del>
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.)  
 To remove MGT 320, 330 and OHO 362G as requirements of Marketing BBA/PGM Option.

**A. 2. Effective date:** (Example: Fall 2001)  
 Spring 2010

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

**B. The justification for this action:**  
 To remove MGT 320, 330 and OHO 362G as requirements for the Marketing BBA/PGM Option to decrease the total number of hours required to complete the option from 137 to 130.

**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**

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| <ol style="list-style-type: none"> <li>1. For a new program, provide the catalog description as being proposed.</li> <li>2. For a revised program, provide the current program requirements using <del>strikethrough</del> for deletions and <i>underlines</i> for additions.</li> <li>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.</li> </ol> |
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**Marketing (B.B.A.)**  
*CIP Code: 52.1401*

<b>University Requirement</b> .....	<b>1 hour</b>
BTO 100.	
<b>General Education Requirements</b> .....	<b>33-36 hours</b>
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.	
<b>College Requirement: Professional Skills Seminar</b>	
BTS 300 (CR) and BTS 400 (CR).	
<b>Supporting Course Requirements</b> .....	<b>15-18 hours</b>
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).	
<b>Free Electives</b> .....	<b>0-13 hours</b>
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).	
<b>Business Requirements</b>	
<b>Pre-Business Core</b> .....	<b>12 hours</b>
A CC 201, 202; GBU 204; QMB 200.	
<b>Business Core</b> .....	<b>21 hours</b>
CCT 300W, CIS 300, FIN 300, MGT 300, 370, MKT 300, G BU 480.	
<b>Major Requirements</b> .....	<b>27- <del>52</del> 45 hours</b>
<b>Marketing Option</b> .....	<b>27 hours</b>
MKT 350, 400, 455, MGT 340 and 15 hours of approved marketing electives above the core.	
<b>Music Marketing Option</b> .....	<b>30 hours</b>
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.	
<b>Professional Golf Management Option</b> .....	<b>52 <u>45</u> hours</b>
MKT 310, 350, 405; MGT 201, 202, 203, 204, 205, 206, 207, <del>320, 330</del> , MGT 340; PGM 349A-E (1); additional requirements: OHO 351 (4), <del>OHO 362G (1)</del> , NFA 445.	
<b>Approved Business Electives (Music and Marketing Majors only)</b> .....	<b>3 hours</b>
<b>Total Curriculum Requirements</b> .....	<b>128- <del>137</del> <u>130</u> hours</b>