<table>
<thead>
<tr>
<th>Part I</th>
<th>Department Name</th>
<th>Management, Marketing and Administrative Communication</th>
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<tbody>
<tr>
<td>College</td>
<td>Business &amp; Technology</td>
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<tr>
<td>*Course Prefix &amp; Number</td>
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<td>*Program Title</td>
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<tr>
<td>Program Title</td>
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<td>Marketing BBA/PGM Option</td>
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<td>(Major ____, Option ____; Minor ____; or Certificate ____)</td>
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<td>Proposal Approved by:</td>
<td>Date</td>
<td>Date</td>
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<tr>
<td>Departmental Committee</td>
<td>September 4, 2009</td>
<td>Graduate Council*</td>
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<tr>
<td>College Curriculum Committee</td>
<td>October 14, 2009</td>
<td>Approved</td>
</tr>
<tr>
<td>General Education Committee*</td>
<td>N/A</td>
<td>Faculty Senate**</td>
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<tr>
<td>Teacher Education Committee*</td>
<td>N/A</td>
<td>Board of Regents**</td>
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<td></td>
<td></td>
<td>Council on Postsecondary Edu.***</td>
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*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

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide the current program requirements using **strike-through** 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 *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, G BU 480.

**Major Requirements**
- 27-52 hours  
  Marketing Option  
  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  
  128-137 130 hours