

Program Change Proposal

Date Submitted: 11/20/13 3:21 pm

BS in Business Administration, Marketing

Emphasis in Marketing

Marketing involves the activities needed to facilitate an exchange. This includes selling products, services, or ideas to both individual consumers and business buyers.

MKTG 3740	Marketing Analysis	3
MKTG 4700	Marketing Management	3
Select four additional upper division courses from the following:		12
MKTG 3710	Consumer Behavior	
MKTG 3720	Management Of Promotion	
MKTG 3721	Introduction to Digital Marketing Strategies	
MKTG 3740	Marketing Analysis	
MKTG 3750	Sales Management	
MKTG 3760	Business To Business Marketing	
MKTG 3770	Introduction To Transportation	
MKTG 3771	Traffic And Transportation Management	
MKTG/INTL BUS 3780	International Marketing	
MKTG 3785	Women in International Entrepreneurship	
MKTG/INTL BUS 3787	Marketing in the European Union	
MKTG 3790	Internship In Marketing	
MKTG 3798	Seminar in Marketing	
MKTG 3799	Independent Study In Marketing	
MEDIA ST 3338	Advertising Technique	
Total Hours		45 18

Sign-offs from other departments affected by this proposal

None

Rationale

Adding three hours will provide student a more varied educational experience in the field of marketing and allow for a track framework. The use of tracks will help students with career planning. In addition, the Marketing Analysis course (formerly Marketing Research) will enhance students' ability to acquire, manipulate, analysis and present secondary and primary data.