

MAR 4 2015

1. General Information

College:	<u>Business & Economics</u>	Department:	<u>Marketing & Supply Chain</u>	OFFICE OF THE SENATE COUNCIL
Current Major Name:	<u>Marketing</u>	Proposed Major Name:	_____	
Current Degree Title:	<u>BBA</u>	Proposed Degree Title:	_____	
Formal Option(s):	<u>N/A</u>	Proposed Formal Option(s):	_____	
Specialty Field w/in Formal Option:	<u>N/A</u>	Proposed Specialty Field w/in Formal Options:	_____	
Date of Contact with Associate Provost for Academic Administration ¹ :				<u>February 2015</u>
Bulletin (yr & pgs):	<u>2014-15, p. 194</u>	CIP Code ¹ :	<u>52.1401</u>	Today's Date:
Accrediting Agency (if applicable):		<u>AACSB</u>		
Requested Effective Date:	<input checked="" type="checkbox"/> Semester following approval.	OR	<input type="checkbox"/> Specific Date ² :	_____
Dept. Contact Person:	<u>Scott Kelley</u>	Phone:	<u>7-3425</u>	Email:
<u>skelley@uky.edu</u>				

2. General Education Curriculum for this Program:

The new General Education curriculum is comprised of the equivalent of 30 credit hours of course work. There are, however, some courses that exceed 3 credits & this would result in more than 30 credits in some majors.

- There is no foreign language requirement for the new Gen Ed curriculum.
- There is no General Education Electives requirement.

Please list the courses/credit hours currently used to fulfill the University Studies/General Education curriculum:

Please identify below the suggested courses/credit hours to fulfill the General Education curriculum.

General Education Area	Course	Credit Hrs
I. Intellectual Inquiry (one course in each area)		
Arts and Creativity	_____	_____
Humanities	_____	_____
Social Sciences	_____	_____
Natural/Physical/Mathematical	_____	_____
II. Composition and Communication		
Composition and Communication I	CIS or WRD 110	3
Composition and Communication II	CIS or WRD 111	3
III. Quantitative Reasoning (one course in each area)		

¹ Prior to filling out this form, you MUST contact the Associate Provost for Academic Administration (APAA). If you do not know the CIP code, the (APAA) can provide you with that during the contact.

² Program changes are typically made effective for the semester following approval. No program will be made effective until all approvals are received.

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Quantitative Foundations ³	_____	_____
Statistical Inferential Reasoning	<u>STA 210</u>	<u>STA 296</u>
IV. Citizenship (one course in each area)		
Community, Culture and Citizenship in the USA	_____	_____
Global Dynamics	_____	_____
Total General Education Hours		_____

3. Explain whether the proposed changes to the program (as described in sections 4 to 12) involve courses offered by another department/program. Routing Signature Log must include approval by faculty of additional department(s).

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4. Explain how satisfaction of the University Graduation Writing Requirement will be changed.

Current <input type="checkbox"/> Standard University course offering. List: _____	Proposed <input type="checkbox"/> <i>Standard University course offering.</i> List: _____
<input type="checkbox"/> Specific course – list: _____	<input type="checkbox"/> <i>Specific course) – list: _____</i>

5. List any changes to college-level requirements that must be satisfied.

Current <input type="checkbox"/> Standard college requirement. List: _____	Proposed <input type="checkbox"/> <i>Standard college requirement.</i> List: _____
<input type="checkbox"/> Specific required course – list: _____	<input type="checkbox"/> <i>Specific course – list: _____</i>

6. List pre-major or pre-professional course requirements that will change, including credit hours.

Current <u>STA 291</u>	Proposed <i>Course removed from pre-major with no replacement course within the pre-major.</i>
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7. List the major's course requirements that will change, including credit hours.

Current	Proposed

8. Does the pgm require a minor AND does the proposed change affect the required minor? N/A Yes No
 If "Yes," indicate current courses and proposed changes below.

Current	Proposed

9. Does the proposed change affect any option(s)? N/A Yes No
 If "Yes," indicate current courses and proposed changes below, including credit hours, and also specialties and subspecialties, if any.

Current	Proposed
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³ Note that MA 109 is NOT approved as a Quantitative Foundations course. Students in a major requiring calculus will use a calculus course (MA 113, 123, 137 or 138) while students not requiring calculus should take MA 111, PHI 120 or another approved course.

CHANGE UNDERGRADUATE PROGRAM FORM

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10. Does the change affect pgm requirements for number of credit hrs outside the major subject in a related field? Yes No
 If so, indicate current courses and proposed changes below.

Current	Proposed

11. Does the change affect pgm requirements for technical or professional support electives? Yes No
 If so, indicate current courses and proposed changes below.

Current	Proposed

12. Does the change affect a minimum number of free credit hours or support electives? Yes No
 If "Yes," indicate current courses and proposed changes below.

Current	Proposed

13. Summary of changes in required credit hours:

	Current	Proposed
a. Credit Hours of Premajor or Preprofessional Courses:	<u>27-29</u>	<u>24-26</u>
b. Credit Hours of Major's Requirements:	N/C	
c. Credit Hours for Required Minor:	N/C	
d. Credit Hours Needed for a Specific Option:	N/C	
e. Credit Hours Outside of Major Subject in Related Field:	N/C	
f. Credit Hours in Technical or Professional Support Electives:	N/C	
g. Minimum Credit Hours of Free/Supportive Electives:	<u>30</u>	<u>33</u>
h. Total Credit Hours Required by Level:	100:	
	200:	
	300:	
	400-500:	
i. Total Credit Hours Required for Graduation:	<u>120</u>	<u>120</u>

14. Rationale for Change(s) – if rationale involves accreditation requirements, please include specific references to that.

STA 291 will no longer be offered beginning Fall 2015. STA 296 is the replacement course and is also an approved UK Core course.

15. List below the typical semester by semester program for the major. If multiple options are available, attach a separate sheet for each option.

YEAR 1 – FALL: (e.g. "BIO 103; 3 credits")	YEAR 1 – SPRING:
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YEAR 2 - FALL :	_____	YEAR 2 – SPRING:	_____
YEAR 3 - FALL:	_____	YEAR 3 - SPRING:	_____
YEAR 4 - FALL:	_____	YEAR 4 - SPRING:	_____

CHANGE UNDERGRADUATE PROGRAM FORM

Signature Routing Log

General Information:

Current Degree Title and Major Name: BBA Marketing

Proposal Contact Person Name: Scott Kelley

Phone: 7-3425

Email: skelley@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
Gatton College Undergraduate Studies Committee	12/18/14	Scott Kelley / 7-3425 / skelley@uky.edu	
Gatton College Faculty	2/2/15	Scott Kelley / 7-3425 / skelley@uky.edu	
		/ /	
		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁴
Undergraduate Council	3/3/15	Joanie Ett-Mims	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

⁴ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

Bachelor of Business Administration: Marketing

Year 1 – Fall

UK Core: C&C 1
MA 109
UK Core
UK Core
UK Core

Year 1 – Spring

UK Core: C&C 2
UK Core: MA 123
UK Core
UK Core
UK Core

Year 2 – Fall

ECO 201
ACC 201
MA 162
MKT 300
Elective

Year 2 – Spring

ECO 202
ACC 202
MGT 301
UK Core: STA 296
Elective
B&E 105

Year 3 – Fall

MKT 310
FIN 300
ECO 391
CIS 300 – GCCR
Elective

Year 3 – Spring

MKT 340
MKT 3++
AN 300
Elective
Elective

Year 4 – Fall

MKT 3++
MGT 340
Elective
Elective
Elective

Year 4 – Spring

MKT 450
MKT 3++
Elective
Elective
Elective

Notes

UK Core must include one of each of the following course categories:

- Inquiry: Arts and Creativity
- Inquiry: Social Sciences
- Inquiry: Natural, Physical, and Mathematical Sciences
- Inquiry: Humanities
- Global Dynamics
- Community, Culture, Citizenship in the US

MA 123 and 162 can be replaced with MA 113 (you must take the supplemental workshop 193 as well).

Cumulative and Pre-major GPA of 2.8 is required for admission to Upper-Division. You must be in progress to complete your final pre-major courses to file the application. Go to mygatton.uky.edu to apply.

KHP, MUP, MUC, and Military courses worth 1 credit hour will not count toward elective hours for graduation.

MKT 3++ can be any MKT course at or above the 300 level.