

Submit originals and one copy and electronic copy to Governance/Faculty Senate Office (email electronic copy to fysenat@uaf.edu)

**PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR/MINOR)**

**SUBMITTED BY:**

Department	<b>Business Administration</b>	College/School	<b>School of Management</b>
Prepared by	<b>Anita Hughes</b>	Phone	<b>Ext 4622</b>
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See <http://www.uaf.edu/uafgov/faculty/cd> for a complete description of the rules governing curriculum & course changes.

**PROGRAM IDENTIFICATION:**

<b>DEGREE PROGRAM</b>	<b>Marketing Minor</b>
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	<b>Minor</b>

**A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)**

This request is to change the minor to reflect the other program changes that replace Stat 200 with Econ 227.

**B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:**

From p 148, 13-14 catalog:

Marketing

- Complete five courses from the following:  
 STAT F200X--Elementary Probability and Statistics--3 credits  
 BA F151--Introduction to Business--3 credits  
 BA F241--Advertising, Sales and Promotion--3 credits  
 BA F343--Principles of Marketing--3 credits  
 BA F436--Consumer Behavior--3 credits  
 BA F490--Services Marketing--3 credits  
 BA F491--Current Topics in Marketing--3 credits
- Minimum credits required--15 credits

**C. PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES: (Underline new wording ~~strike through old wording~~ and use complete catalog format )**

Marketing

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 BA F241--Advertising, Sales and Promotion--3 credits  
 BA F343--Principles of Marketing--3 credits  
 BA F436--Consumer Behavior--3 credits  
 BA F490--Services Marketing--3 credits  
 BA F491--Current Topics in Marketing--3 credits  
ECON F227 – Intermediate Statistics for Economics and Business

2. Minimum credits required--15 credits

**D. ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

None. This should not raise enrollment in Econ 227 beyond what the department can handle.

**E. IMPACTS ON PROGRAMS/DEPTS:**

What programs/departments will be affected by this proposed action?  
Include information on the Programs/Departments contacted (e.g., email, memo)

There will be some fewer students taking Stat 200.

**F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:**

Description of the student learning outcomes assessment process.)

There will be no change in student learning outcomes as the material is substantially the same.

**JUSTIFICATION FOR ACTION REQUESTED**

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.

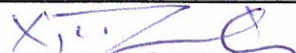
The Stat 200 course is substantially the same material as that in Econ 227. Econ 227 is more focused on business and economics applications. Within the Marketing minor these are options; students may earn the minor without taking the statistics option.

**APPROVALS:**

 Date

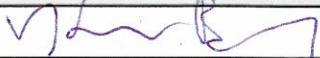
Signature, Chair,  
Program/Department of:

SOM

 Date

Signature, Chair, College/School Curriculum  
Council for:

SOM

 Date

Signature, Dean, College/School  
of:

SOM

**ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

Signature, Chair, UAF Faculty Senate Curriculum  
Review Committee Date