

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	Business Administration	College/School	School of Management
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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:

DEGREE PROGRAM	BBA Marketing minor
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	BBA

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

This change is to simply substitute one course in the Marketing minor. We are replacing Stat F200 with Econ F227.

B. CURRENT REQUIREMENTS AS IT APPEARS IN THE 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

- Complete five courses from the following:
~~STAT F200X~~ --Elementary Probability and Statistics--3 credits
ECON F227 -- Introductory Statistics for Economics and Business
 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

D. ESTIMATED IMPACT

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

None. Econ 227 is already taught in the School of Management.

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)

Business Administration and Statistics. More students will take Econ 227 and fewer will take Stat 200X.

F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.)

This does not change the outcomes assessment process. Stat 200X is no longer a prerequisite to Econ 227.

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.

Econ 227 delivers the statistics content in a business context. This adds to the students' understanding of business while exposing them to statistics in a manner they may find use for in other business settings.

APPROVALS:

SEE ATTACHED SIGNATURES

	Date	
Signature, Chair, Program/Department of:		

	Date	
Signature, Chair, College/School Curriculum Council for:		

	Date	
Signature, Dean, College/School of:		

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

	Date	
Signature, Chair, UAF Faculty Senate Curriculum Review Committee		

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)

None except Business Administration. The course has been well enrolled when taught and there is student demand for the minor. This just gives them more material for their chosen minor.

F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.)

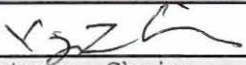
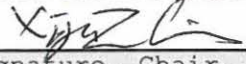
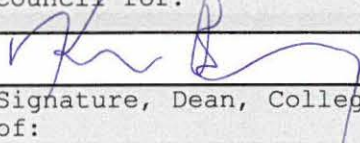
This does not change the outcomes assessment process.

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Marketing is a big part of management and can be very specific for the sports industry, so we feel that adding this course provides depth and breadth to the existing Sports Management minor. The minor is in demand; the course is well attended and makes sense to completing the minor.

APPROVALS:

	Date	1/23/2015
Signature, Chair, Program/Department of:	BA	
	Date	1/23/2015
Signature, Chair, College/School Curriculum Council for:	BA	
	Date	1/23/2015
Signature, Dean, College/School of:	Sam	

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

	Date	
Signature, Chair, UAF Faculty Senate Curriculum Review Committee		