Revision Of Undergraduate And Graduate Programs

Format For Review By University Curriculum Committee (UCC) and Graduate Council.

1. Proposing College / School: Business
   Department: Marketing

2. Title of Affected Program: Marketing Major

3. CIP Code of Affected Program: (If applicable)
   4. Proposed Implementation Date: Fall 2012

5. Justification:
   (Include a concise, yet adequate rationale for the revision of the program, citing accreditation, assessments (faculty, graduate, and/or external) where applicable.)

   Removing MKTG 3410 (Consumer Behavior) as a required course will make our core curriculum similar to other peer and aspirant marketing departments who removed this course years ago as a required course, and will offer more flexibility for students to design more specialized elective sets for specific careers as indicated/desired by recruiters.

6. Current Degree Requirements (Including All Formal Options):
   (Provide the current curriculum model for the program, as well as for each formal option.)

   College of Business core (includes MKTG 3310--Principles of Marketing) plus COMM 1000 (Public Speaking), MKTG 4310 (Consumer Behavior), MKTG 4360 (Marketing Research), MKTG 4980 (Marketing Strategy) plus 12 hours of Marketing electives.

7. Proposed Degree Requirements (Including All Formal Options):
   (Provide the proposed curriculum model for the program, as well as for each formal option.)

   College of Business core (includes MKTG 3310--Principles of Marketing) plus COMM 1000 (Public Speaking), MKTG 4360 (Marketing Research), MKTG 4980 (Marketing Strategy) plus 15 hours of Marketing electives.

8. New Courses Required:
   (Indicate which courses -- if any -- are part of the curriculum that are not currently offered.)

   None

9. Relationship of Proposed Program to Other Auburn University Programs:
   (If the proposed program revision affects any other unit and/or covers material offered by another college/school, attach correspondence with relevant unit.)

   Will the program revision affect other program(s) and/or units at Auburn University? ○ Yes ○ No

   Will the program revision replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University? ○ Yes ○ No
10. New or Additional Resources / Resource Shifting Required:
(If “yes” for any item, please provide explanation in the space provided below.)

- Will additional faculty lines be required? □ Yes □ No
- Will new or additional space (e.g., laboratory or classroom) be required? □ Yes □ No
- Will additional library resources be required? □ Yes □ No
- Will additional GTA support be required? □ Yes □ No

Explanation of or provision for new or additional resources / explanation of program’s support or replacement of other programs:

N/A

11. Distance Education:
(If Distance Education will be incorporated in the delivery of the proposed program, provide details of implementation, scope, etc.)

N/A