

MEMO

FROM: Patty Dale, Senior Associate Registrar

DATE: April 28, 2016

SUBJECT: Changes to BSBA in Marketing and Addition of New Minors

The Walker College of Business received approval at the January 13, 2016 Undergraduate AP&P meeting for changes to the Bachelor of Science in Business Administration in Marketing to delete the major option without a concentration (352A/52.1401) and to add two concentrations to the Bachelor of Science in Business Administration in Marketing (352*/52.1401) for the Department of Marketing.

In addition, two new undergraduate minors in Marketing: Sales (354/52.1401) and Marketing: Professional Selling (353/52.1401) were approved at the January 13, 2016 Undergraduate AP&P meeting for the Department of Marketing.

DISCONTINUED PROGRAM

	API CODE	TITLE	COLL	DEPT	CIP CODE	EFFECTIVE TERM
BSB	352A	Marketing	CB	MKT	521401	201640

NEW PROGRAM/CONCENTRATIONS

	API CODE	TITLE	COLL	DEPT	CIP CODE	EFFECTIVE TERM
BSB	352*	Marketing	CB	MKT	521401	201640
Conc	352B	General Marketing	CB	MKT	521401	201640
Conc	352C	Sales	CB	MKT	521401	201640

NEW MINORS

	API CODE	TITLE	COLL	DEPT	CIP CODE	EFFECTIVE TERM
Undergraduate Minor	354	Marketing: Sales	CB	MKT	521401	201640
Undergraduate Minor	353	Marketing: Professional Selling	CB	MKT	521401	201640