College of Business and Economics Proposed Catalog Changes Effective Summer 2020

1. Change the following course:

EMBA 512 The External Context of Business

32 credits

This course examines the economic, social, technological, legal, and competitive environments in which organizations operate, with emphasis on the interfaces between business, society, and the natural environment. Frameworks and tools for analyzing this complex organizational context will be introduced, with special attention given to how this context creates opportunities and risks for today's organizations.

2. Make the following curricular changes:

Marketing (B.S.Bus)

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

requirements, and:		
Code	Title	Hours
College of Business & Economics Requirements Major Requirements		54-57
		21-43
Total Hours		75-
		100
Course List		
Major Requirement	S	
Code	Title	Hours
MKTG 324	Consumer Behavior	3
MKTG 421	Marketing Research & Analysis	3
MKTG 428	Marketing Management	3
Emphases/Options		
Select one of the fol	lowing emphases/options:	12-34
General Marketing E	Emphasis	
Sales Management	Option	
Entrepreneurship Er	mphasis	
PGA Golf Manageme	ent Option	
Marketing Analytics	Option	
Total Hours		21-43
Course List		
A. General Marketin	<u></u>	
Select one 300-400	level CBE course ¹	3
Tier 1 Marketing Ele	ectives	
Product Elective		<u>3</u>
MKTG 427		

Drieina Deguiremen		2
Pricing Requiremer MKTG 424		<u>3</u>
or ECON 352	Pricing Strategy and Tactics ² Intermediate Microeconomic Analysis	5
	internediate wiicroeconomic Analysis	2
Place Elective	Datail Distribution Mampt	3 3
MKTG 425 or MKTG 426	Retail Distribution Mgmnt Marketing Channels Management	5
MKTG 427	Services Marketing	3
or MKTG 495	Product Development and Brand Management	3
Promotions Elective	,	<u>3</u>
Select one of the fo		<u>3</u>
AGEC 333	Introduction to Sales	
MKTG 420	Integrated Marketing Communication	
or MKTG 422	Sales Management	
Business Elective	Jaies ivianagement	<u>3</u>
One 300-400 level (CRF course	<u>3</u>
Total Hours	<u> </u>	15
Course List		13
upper-divis	Intermediate Microeconomic Analysis cannot be used to also sat sion economics requirement.	isfy the
upper-divis B. Sales Manageme AGEC 333	nt Option Introduction to Sales	3
B. Sales Manageme AGEC 333 MKTG 422	Introduction to Sales Sales Management	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa	nt Option Introduction to Sales Sales Management les Internship/Vandal Solutions	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits fror	Introduction to Sales Sales Management les Internship/Vandal Solutions m the following:	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from	nt Option Introduction to Sales Sales Management les Internship/Vandal Solutions m the following: Advanced Sales	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429	nt Option Introduction to Sales Sales Management les Internship/Vandal Solutions m the following: Advanced Sales Vandal Solutions	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398	nt Option Introduction to Sales Sales Management les Internship/Vandal Solutions m the following: Advanced Sales	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives	Introduction to Sales Sales Management les Internship/Vandal Solutions Internship Advanced Sales Vandal Solutions Internship	3 3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from	Introduction to Sales Sales Management les Internship/Vandal Solutions Internship: Advanced Sales Vandal Solutions Internship Internship Internship Internship Internship	3 3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417	Introduction to Sales Sales Management les Internship/Vandal Solutions Internship Advanced Sales Vandal Solutions Internship m the following: Deploying and Developing Human Capital	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424	Introduction to Sales Sales Management les Internship/Vandal Solutions Internship Sales Advanced Sales Vandal Solutions Internship Internship Internship Internship The following: Deploying and Developing Human Capital Pricing Strategy and Tactics	isfy the
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424 MKTG 425	Introduction to Sales Sales Management Ies Internship/Vandal Solutions Internship: Advanced Sales Vandal Solutions Internship Internship	3 3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424 MKTG 425 MKTG 426	Introduction to Sales Sales Management Ies Internship/Vandal Solutions Internship Advanced Sales Vandal Solutions Internship Internship Internship Internship The following: Deploying and Developing Human Capital Pricing Strategy and Tactics Retail Distribution Mgmnt Marketing Channels Management	3 3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424 MKTG 425 MKTG 426 OM 470	Introduction to Sales Sales Management Ies Internship/Vandal Solutions Internship: Advanced Sales Vandal Solutions Internship Internship	3 3 3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424 MKTG 425 MKTG 426 OM 470 Total Hours	Introduction to Sales Sales Management Ies Internship/Vandal Solutions Internship Advanced Sales Vandal Solutions Internship Internship Internship Internship The following: Deploying and Developing Human Capital Pricing Strategy and Tactics Retail Distribution Mgmnt Marketing Channels Management	3 3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424 MKTG 425 MKTG 426 OM 470 Total Hours Course List	Introduction to Sales Sales Management Ies Internship/Vandal Solutions Internship: Advanced Sales Vandal Solutions Internship	3
B. Sales Manageme AGEC 333 MKTG 422 Sales Practicum/Sa Select 3 credits from AGEC 433 BUS 429 MKTG 398 Sales Electives Select 6 credits from MHR 417 MKTG 424 MKTG 425 MKTG 426 OM 470 Total Hours Course List Courses to total 120	Introduction to Sales Sales Management Ies Internship/Vandal Solutions Internship: Advanced Sales Vandal Solutions Internship Internshi	3
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ENTR 414	Entrepreneurship	3
ENTR 415	New Venture Creation	3
Marketing Electives		
Select one course from	the following:	3
MKTG 420	Integrated Marketing Communication	
MKTG 422	Sales Management	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Mgmnt	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
BUS 429	Vandal Solutions (Max 6 credits)	
MKTG 482	International Marketing	
MKTG/RMAT 495	Product Development and Brand Management	
Entrepreneurship Prac	ticum/Internship/Vandal Solutions	
Select 3 credits from th	ne following:	3
BUS 429	Vandal Solutions (Max 6 credits)	
MKTG 398	Internship	
Business Elective	·	
		_
One 300-400 level CBE	course	3
One 300-400 level CBE Total Hours	course	
Total Hours Course List ¹ A CBE, Statisti excluding FIN	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370.	
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree	
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option	18
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management	18
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 150	redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I	2 3
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 251	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II	2 3 3
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 150 PGA 251 PGA 298	redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits)	2 3 3 1-
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Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 398	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits)	2 3 3 1- 3
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 398 RSTM 105	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I	2 3 3 1- 3 1- 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 251 PGA 298 PGA 385 PGA 398 RSTM 105 RSTM 205	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf II	2 3 3 1- 3 1- 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 305	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf III	2 3 3 1- 3 1- 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 305 Tier 1 Marketing Electi	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf III	2 3 3 1- 3 1- 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Manageme PGA 103 PGA 251 PGA 298 PGA 385 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 305 Tier 1 Marketing Elections	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management II PGA Golf Management III Internship (Max 6 credits) PGA Golf Management IIII Internship (Max 6 credits) Teaching Golf II Teaching Golf III Teaching Golf III ives	2 3 3 1- 2 2 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 305 Tier 1 Marketing Election Pricing Requirement MKTG 424	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf II Teaching Golf III ives Pricing Strategy and Tactics ²	2 3 3 1- 3 1- 2 2
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Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 305 Tier 1 Marketing Election Pricing Requirement MKTG 424	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf II Teaching Golf III ives Pricing Strategy and Tactics ²	2 3 3 1- 2 2 2 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 388 RSTM 105 RSTM 205 RSTM 305 Tier 1 Marketing Election Pricing Requirement MKTG 424 or ECON 352 Place Elective MKTG 425	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf II Teaching Golf III ives Pricing Strategy and Tactics ² Intermediate Microeconomic Analysis Retail Distribution Mgmnt	2 3 3 1- 2 2 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 205 RSTM 305 Tier 1 Marketing Election Pricing Requirement MKTG 424 OF ECON 352 Place Elective	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management II PGA Golf Management III Internship (Max 6 credits) PGA Golf Management IIII Internship (Max 6 credits) Teaching Golf II Teaching Golf III Teaching Golf III ives Pricing Strategy and Tactics ² Intermediate Microeconomic Analysis	2 3 3 1- 2 2 2 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 388 RSTM 105 RSTM 205 RSTM 305 Tier 1 Marketing Election Pricing Requirement MKTG 424 or ECON 352 Place Elective MKTG 425	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf II Teaching Golf III ives Pricing Strategy and Tactics ² Intermediate Microeconomic Analysis Retail Distribution Mgmnt	2 3 3 1- 2 2 2 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 388 RSTM 105 RSTM 205 RSTM 205 RSTM 305 Tier 1 Marketing Elective Pricing Requirement MKTG 424 or ECON 352 Place Elective MKTG 425 or MKTG 426	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf II Teaching Golf III ives Pricing Strategy and Tactics ² Intermediate Microeconomic Analysis Retail Distribution Mgmnt	2 3 3 1- 2 2 2 2
Total Hours Course List A CBE, Statisti excluding FIN Courses to total 120 cr D. PGA Golf Managemer PGA 103 PGA 150 PGA 251 PGA 298 PGA 385 PGA 385 PGA 398 RSTM 105 RSTM 205 RSTM 205 RSTM 305 Tier 1 Marketing Elective MKTG 424 Or ECON 352 Place Elective MKTG 425 Or MKTG 426 Product Elective	ics, or Mathematics course, 301, MHR 311, MKTG 321, MIS 350, OM 370. redits for this degree ent Option Introduction to PGA Golf Management PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf II Teaching Golf II Teaching Golf III ives Pricing Strategy and Tactics 2 Intermediate Microeconomic Analysis Retail Distribution Mgmnt Marketing Channels Management	2 3 3 1- 2 2 2 2 3 3

Promotions Elect	Promotions ElectiveSelect one course from the following:	
AGEC 333	Introduction to Sales	
MKTG 420	Integrated Marketing Communication	
or MKTG 422	Sales Management	
Total Hours		31-35
Course List		

⁴ ECON 352 cannot be used to also satisfy the upper-division economics requirement.

Courses to total 129 credits for this degree

Students must pass the PGA Player Ability Test

Students must have a 12.0 handicap or better to enter this program.

Students must also be a U.S. citizen to be eligible for PGA membership.

E. IV	1ark	eting	Ana	lytics	Option
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MKTG 431	Marketing Analytics	3
STAT 422	Sample Survey Methods	3
STAT 431	Statistical Analysis	3
Select one of the following:		4
MATH 160	Survey of Calculus	
MATH 170	Calculus I	
MATH 175	Calculus II	
Select one of the following:		3
ANTH 416	Qualitative Social Science Methods	
MATH 330	Linear Algebra	
MIS 455	Data Management for Big Data	
PSYC 430	Tests and Measurements	
STAT 507	Experimental Design	
STAT 514	Nonparametric Statistics	
STAT 516	Applied Regression Modeling	
Tier 1 Marketing Electives		
Select one course from the f	following:	3
AGEC 333	Introduction to Sales	
ECON 352	Intermediate Microeconomic Analysis	
MKTG 420	Integrated Marketing Communication	
MKTG 422	Sales Management	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Mgmnt	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
MKTG/RMAT 495	Product Development and Brand Management	
Total Hours		19

Courses to total 120 credits for this degree

Rationale:

GENERAL MARKETING - This change is in line with the change in the prerequisite for Mktg 428 initiated in Fall 2018 to clarify the use of Tier 1 Marketing language in the prerequisites for the course as well remove all references to Tier 1 in the catalog.

The term Tier 1 Marketing Elective in the requirements is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students take a marketing elective to provide depth in knowledge within the domain of marketing and also provide the students the necessary marketing background they would need to be successful in Mktg 428, the marketing capstone course. By removing AgEc 333 and Econ 352, we will be making the list of courses consistent with the intent of a Tier 1 marketing course. The removal of these two courses also eliminates the possibility a student could take one, and then not meet the requirements of Mktg 428 and become stuck while not having satisfactorily met the prerequisites for the marketing capstone.

This change proposes to clean up the marketing electives and keep them in consistent with the prerequisites for the Mktg 428 (marketing capstone course). The change should also help make it clearer for students during advising and scheduling courses. We are also asking to re-order the electives in the catalog to represent the traditional description of the marketing electives in order by product (Mktg 427and Mktg/RMat 495), price (Mktg 424), place (Mktg 425 and Mktg 426), and promotions (Mktg 420 and Mktg 422). We have inserted language to provide headers for each of the product, price, place, and promotions requirements. Additionally, we are asking to move the business elective (Select one 300-400 level CBE course) to the end of the list and to provide a clear label for the elective requirement.

ENTREPRENEURSHIP - This change is in line with the change in the prerequisite for Mktg 428 initiated in Fall 2018 to clarify the use of Tier 1 Marketing language in the prerequisites for the course as well remove all references to Tier 1 in the catalog. The term Tier 1 Marketing Elective in the marketing language is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students take a marketing elective to provide depth in knowledge within the domain of marketing and also provide the students the necessary marketing background they would need to be successful in Mktg 428, the marketing capstone course. By removing Bus 429, we will be making the list of courses consistent with the intent of a Tier 1 marketing course. The removal of this course also eliminates the possibility a student could take this course, and then not meet the requirements of Mktg 428 and become stuck while not having satisfactorily met the prerequisites for the marketing capstone.

This change proposes to clean up the marketing electives and keep them in consistent with the prerequisites for the Mktg 428 (marketing capstone course). The change should also help make it clearer for students during advising and scheduling courses. Additionally, we are asking to move the business elective (Select one 300-400 level CBE course) to the end of the list and to provide a clear label for the elective requirement.

PGA GOLF MANAGEMENT - The change to the Marketing-PGA Golf Management Option e is in line with the change in the prerequisite for Mktg 428 initiated in Fall 2018 to clarify the use of Tier 1 Marketing language in the prerequisites for the course as well remove all references to Tier 1 in the catalog.

The term Tier 1 Marketing Elective in the requirements is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students take a marketing elective to provide depth in knowledge within the domain of marketing and also provide the students the necessary marketing background they would need to be successful in Mktg 428, the marketing capstone course. By removing AgEc 333 and Econ 352, we will be making the list of courses consistent with the intent of a Tier 1 marketing course. The removal of these two courses also eliminates the possibility a student could take one, and then not meet the requirements of Mktg 428 and become stuck while not having satisfactorily met the prerequisites for the marketing capstone.

This change proposes to clean up the marketing electives and keep them in consistent with the prerequisites for the Mktg 428 (marketing capstone course). The change should also help make it clearer for students during advising and scheduling courses. We are also asking to re-order the electives in the catalog to represent the traditional description of the marketing electives in order by product (Mktg 427and Mktg/RMat 495), price (Mktg 424), place (Mktg 425 and Mktg 426), and promotions (Mktg 420 and Mktg 422).