CURRICULUM CHANGE PROPOSAL

APPROVAL PAGE

Proposal Title: MKT 3330 and MKT 4304 Course Title Changes

College: Business Administration
Department: Marketing and Management

DEPARTMENT CHAIR

I have read the enclosed proposal and approve this proposal on behalf of the department.
John Hadjimarcou

Digitally signed by John Hadjimarcou
Date: 2021.11.03 20:52:51 -06'00'

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.


Signature

Date

11/05/2021

COLLEGE DEAN

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.


Signature

Date

11/18/21
UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: October 29, 2021
From: Dr. John Hadjimarcou, Chair, Department of Marketing and Management
Through: Dr. John Hadjimarcou, Chair, Department of Marketing and Management
Through: Dr. James E. Payne, Dean, College of Business Administration
To: Dr. Andrew Fleck, Chair, Undergraduate Curriculum Committee

Proposal Title: MKT 3330 and MKT 4304 Course Title Changes

The Department of Marketing and Management proposes the following course title/name changes. These changes more accurately reflect the content of each course:

- MKT 3330
  - From Introduction to Social Media Marketing and Marketing Analytics to Introduction to Marketing Analytics
- MKT 4304
  - From Electronic Marketing to Social Media Marketing
COURSE CHANGE FORM

COPY OF CATALOG PAGE NOT REQUIRED

All fields below are required

College : College of Business Administration
Department : Marketing and Management
Effective Term : Fall 2022

Rationale for changing the course:
The title change better reflects the content of the course.

All fields below are required

Subject Prefix and number MKT 3330
Course Title Intro to Social Media Marktg and Marktg Analytics
Keywords

<table>
<thead>
<tr>
<th>Change</th>
<th>From</th>
<th>To</th>
</tr>
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<tbody>
<tr>
<td>Title</td>
<td>Intro to Social Media Marktg and Marktg Analytics</td>
<td>Introduction to Marketing Analytics</td>
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These changes will be reflected in Banner, Goldmine, and the catalog

Updated 10.27.21
COURSE CHANGE FORM

COPY OF CATALOG PAGE NOT REQUIRED

All fields below are required

College: College of Business Administration  Department: Marketing and Management  Effective Term: Fall 2022

Rationale for changing the course:
The title change better reflects the content of the course.

All fields below are required

Subject Prefix and number MKT 4304

Course Title Electronic Marketing

Keywords

<table>
<thead>
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<th>Change</th>
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These changes will be reflected in Banner, Goldmine, and the catalog

Updated 10.27.21