

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

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

Hadjimarcou

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR

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



11/05/2021

Signature

Date

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.



11/8/21

Signature

Date

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

John Hadjimarcou
Digitally signed by
John Hadjimarcou
Date: 2021.11.03
20:53:11 -06'00'

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
Management Effective Term : Fall 2022

Department : Marketing and

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

Change	From	To
Title	Intro to Social Media Marktg and Marktg Analytics	Introduction to Marketing Analytics

These changes will be reflected in Banner, Goldmine, and the catalog

COURSE CHANGE FORM

COPY OF CATALOG PAGE NOT REQUIRED

All fields below are required

College : College of Business Administration
Management Effective Term : Fall 2022

Department : Marketing and

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

Change	From	To
Title	Electronic Marketing	Social Media Marketing

These changes will be reflected in Banner, Goldmine, and the catalog