

**PROGRAM CHANGES**  
**WEBER STATE UNIVERSITY**

**Submission Date:** February 17, 2012

**College:** The John B. Goddard School of Business and Economics

**Department:** Business Administration

**Program Title:** Marketing Major

**PROGRAM DESCRIPTION:**

## Marketing Major

The John B. Goddard School of Business & Economics offers the only marketing major at Weber State University. Students who major in marketing specialize in course work that deals with business activities involved in getting the right goods and services to the right customers at the right time, the right place, and in the right way.

Courses provide students with vital marketing concepts and experience in applying them. These courses prepare students to assume responsible positions in industry. Those desiring careers in marketing research or higher levels of corporate management are well prepared to enter graduate programs of their choice.

Check all that apply:

☐ New course(s) required for major, minor, emphasis, or concentration.

☐ Modified course(s) required for major, minor, emphasis, or concentration.

☐ Credit hour change(s) required for major, minor, emphasis, or concentration.

☐ Credit hour change(s) for a course which is required for the major, minor, emphasis, or concentration.

☐ Attribute change(s) for any course.

X   Program name change.

       Deletion of required course(s).

       Other changes (specify) \_\_\_\_\_

If multiple changes are being proposed, please provide a summary. Use ~~strikeout~~ (~~strikeout~~) when deleting items in the program and ~~highlight~~ (~~highlight~~) when adding items.

**Submit the original to the Faculty Senate Office, MC 1033, and an electronic copy to kbrown4 @weber.edu**

**JUSTIFICATION:**

This change reflects actual load requirements for the students and makes their area of study a major rather than an emphasis within business administration. This change will more accurately reflect the degree students receive and it will be more in line with their education than the “emphasis” as presently designated.

**INFORMATION PAGE**

Attach a copy of the present program from the current catalog and a revised version (exactly as you wish it to appear in the catalog).

## **Business Administration: Marketing Emphasis**

This is the only business marketing program on WSU's campus. Students concentrating in marketing specialize in course work that deals with business activities involved in getting the right goods and services to the right customers at the right time, the right place, and in the right way.

Courses provide students with vital marketing concepts and experience in applying them. These courses prepare students to assume responsible positions in industry. Those desiring careers in marketing research or higher levels of corporate management are well prepared to enter graduate programs of their choice.

**Please see program description above for proposed wording to go in the new catalog.**

Did this program change receive unanimous approval within the Department? \_\_Yes\_\_ If not, what are the major concerns raised by the opponents?

Explain any effects this program change will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, **you should include letters from the departments in question stating their support or opposition to the proposed program.**

NONE

Indicate the number of credit hours for course work within the program. (Do not include credit hours for General Education, SI, Diversity, or other courses unless those courses fulfill requirements within the proposed program.)

No change from present emphasis requirements.

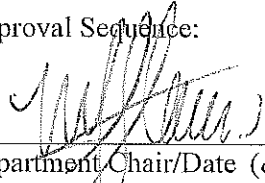
Indicate the number of credit hours for course work within the current program. (Do not include credit hours for General Education, SI, Diversity, or other courses unless those courses fulfill requirements within the current program.) \_\_\_\_\_

APPROVAL PAGE

for:


(Program Title)

Approval Sequence:

 2/27/12  
Department Chair/Date (& BIS Director if applicable)

 2/28/12  
College Curriculum Committee/Date

Program Director or ATE Director (if applicable)/Date

 2/27/12  
Dean of College/Date

Courses required in programs leading to secondary undergraduate teacher certification must be approved by the University Council on Teacher Education before being submitted to the Curriculum Committee.

\_\_\_\_\_  
University Council on Teacher Education/Date

Master's program changes must be reviewed by the University Graduate Council before being submitted to the Curriculum Committee.

I have read the proposal and discussed it with the program director.

\_\_\_\_\_  
University Graduate Council Representative/Date

\_\_\_\_\_  
University Curriculum Committee/Date

Passed by Faculty Senate \_\_\_\_\_ Date

Effective Date (As per PPM 4-2a) \_\_\_\_\_