

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

Course Number _____ or Degree Plan(s) **BBA in Marketing**

State the requested change and reason. A memo may be attached if more space is necessary.

See attached memo.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

Change to a Course		Dept./School	College Academic	Deans	COUNCIL ³					Provost	President
					TEC	UGEC	UUAC	GRAD			
1.	Title (description unchanged)	A	A	A	I				I	I	
2.	Description (not affecting content)	A	A	A	I				I	I	
3.	Course term(s)	A	I	A	I				I	I	
4.	Content (substantive change)	A	A	A	I				A	I	
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	I	
6.	Course number within the hundred	A	A	I	I				I	I	
7.	Course number beyond the hundred	A	A	A	A				A	I	
8.	Prerequisites	A	A	A	I				I	I	
9.	Course fee(s)	A	--	A	--				A	I	
10.	From U to G <i>or</i> G to U	A	A	A	A				A	I	
11.	Cross list with another department: U or G level	A	A	A	A				A	I	
12.	Department of record	A	A	A	A				A	I	
13.	Open or close a course	A	A	A	A				A	I	
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	I	

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³							President	Faculty	Provost	GRAD	UTAC	UGEC	TEC	Deans	College Academic	Dept./School	Change to a Degree Plan
1.	University Requirements — Change in approved course content ⁶	A	A	A	A			A	--	A	--	A	--	A	--	A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A			A	A	A	--	A	--	A	--	A	--	A	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	--	--	A			A	--	A	--	A	--	A	--	A	--	A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A			A	A	A	--	A	--	A	--	A	--	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A			A	--	A	--	A	--	A	--	A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A			A	--	A	--	A	--	A	--	A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A			A	A	A	A	A	A	A	A	A	A	A	I
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A			A	A	A	A	A	A	A	A	A	A	A	I
9.	Major – Discontinue (proposed by the Provost)	See below.																	
10.	GPA — Revise major or cumulative requirement	A	A	A	A			A	A	A	--	A	--	A	--	A	--	A	--
11.	Minor — Revise course selection	A	A	A	I			I	--	I	--	I	--	I	--	I	--	I	--
12.	Minor — Add	A	A	A	A			A	--	A	--	A	--	A	--	A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A			A	--	A	--	A	--	A	--	A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.																	
15.	Degree — Add	A	A	A	A			A	A	A	A	A	A	A	A	A	A	A	I
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A			A	A	A	A	A	A	A	A	A	A	A	I
17.	Degree – Discontinue (proposed by the Provost)	See below.																	
18.	Any change to a graduate degree program	A	A	A	A			A	--	A	--	A	--	A	--	A	--	A	--

COUNCIL ³										
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I
2.	Minor – Discontinue (proposed by the Provost)	A	R	R	A			--	A	--
3.	Degree – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I

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COUNCIL ³										
	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--	A			A	A	A
2.	Admission requirements	--	--	--	A			A	A	A
3.	Policies governing academic probation and suspension	--	--	--	A			A	A	A
4.	Requirements for graduating with honors	--	--	--	A			A	A	A

¹ Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

² The Dean and Department should respond to the Provost's recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

⁶ Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 8-26-19

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	4/19/22 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	4/18/22 Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	4/20/22 Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

Summary of Planned Changes to MKTG degree beyond Business Foundations changes

The BBA in Marketing is being updated to create new tracks based on marketing skills necessary for success in the jobs after graduation as well as adding in flexibility, skills, and creativity for its majors. This update is necessary since our major has mostly been the same for a few decades. We want to make sure our degrees are staying current and providing students the tools they need to be successful in the pursuit of a career or further education. Toward that end, every student will be required to pursue professional development in the form of an internship that the college will be heavily involved in helping them pursue and acquire.

Though there are new requirements, there are also new paths of study including a new analytics and interdisciplinary track. Each track is 21 hours of coursework, which must include an information systems course to meet the management core requirements. The marketing core is 18 hours and there are also 9 hours of required electives in the degree. These added to the 24 hours of business foundations equal 72 hours of total academic work necessary to complete a BBA in Marketing.

MKTG Degree Summary:

56 hours in university Gen Ed (as of 2022)
24 hours in proposed BBA core
18 hours in proposed MKTG core
21 hours in specified proposed MKTG track
9 hours of electives

Total Hours = 128

These changes are addressed below:

BBA in MARKETING

Convention used:

STRIKE-THROUGH RED = REMOVE

PLAIN BLACK TEXT = NO CHANGE

GREEN TEXT = ADD OR CHANGE

BLUE TEXT = EXPLANATION OR COMMENT NOT INCLUDED IN CATALOG

Business Foundations Common to all BBA Degrees: Showing Revisions

Business

ACCT 210 - Financial Accounting (3)

~~BLAW 363 - Legal Environment of Business (3)~~

BLAW 363 - Introduction to Business Law and Ethics (3) [Comment: renamed course]

BUSA 120 - Introduction to Business (2)

ENTR 120 - Introduction to Entrepreneurship (1)

~~ECON 260 - Principles of Macroeconomics (3)~~

~~ECON 261 - Principles of Microeconomics (3)~~

Choose one of the following: [Comment: only one ECON course required in BBA Core]

ECON 260 - Principles of Macroeconomics (3)*, or

ECON 261 - Principles of Microeconomics (3)*

FIN 310 - Financial Management (3)

~~IS 322 - Business Statistics (3)~~

IS 222 - Analytics 1: Statistics (3) [Comment: renamed and numbered]

IT 263 - Analytics 2: Data Management and Visualization (3) [Comment: new course]

MGMT 330 - Management and Organizational Behavior (3)

~~MGMT 331 - Operations Management (3)~~

MKTG 320 - Principles of Marketing (3)

Choose one of the following international courses:

BUSA 419 - International Business (3)*

~~FIN 419 - International Finance (3)~~

ENTR 419 - Global Entrepreneur (3)*

MKTG 419 - International Marketing (3)*

Choose one of the following math courses:

MATH 130 - Finite Math for Applications (3)*

MATH 131 - Calculus for Application (3)*

MATH 185 - Calculus I (3)*

MATH 186 - Calculus II (3)*

*Note: hours may also fulfill university requirements and are not included in total major hours.

TOTAL: ~~27~~ 24 credit hours

BBA in MARKETING Core (18 Hours): Showing Revisions

~~ACCT 211 – Managerial Accounting~~

~~or~~

~~ACCT 302 – Cost Accounting – I~~

~~IS 324 – Management Information Systems~~

~~MGMT 439 – Strategic Management (capstone and writing intensive course)~~

MKTG 495 - Marketing Strategy (3)

Choose one: ACCT 499, FIN 499, IS 499, MGMT 499, or MKTG 499 – Internship (3)

MKTG 341 - Marketing Research (3)

MKTG 342 - Consumer Behavior (3)

MGMT 439 - Strategic Management (3) (capstone and writing intensive)

Choose one course from the following:

ACCT 211 – Managerial Accounting (3)

ACCT 302 – Cost Accounting (3),

Any ECON course numbered 260-269 that has not already been taken for credit (3), or

MGMT 331 – Operations Management (3)

Marketing Selections

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~~Choose 3 advanced marketing courses from the options below:~~

~~MKTG 300-499~~

~~JMC 390 – Advertising Creativity and Copy Writing~~

~~JMC 391 – Ad/PR Media Planning~~

~~Advanced Selections~~

~~Choose 3 Advanced business or business concentration or support field~~

General Track (21 Hours): Showing Revisions

Choose any 9 hours from upper-level MKTG courses

Choose one:

IS 324 – Management Information Systems (3), or

Upper-level IS selection (3) (excluding IS 322)

Choose any 9 hours from the following business courses: ACCT, FIN, BLAW, BUSA, ECON, ENTR, IS, MGMT, MKTG; or any of the following non-business courses:

CS 115 - Scripting 1 (3)

CS 116 - Scripting for Analytics (3)

CS 330 - Human-Computer Interaction (3)

JMC 348 - Principles of Advertising (3)

JMC 390 - Ad Creativity/Copyrighting (3)

JMC 492 - Ad/PR Campaigns (3)

ART 105 - Two-dimensional Design (3)

ART 351 - Typography I (3)

ART 352 - Typography II (3)

ART 353 - Identity & Brand (3)

ART 358 - Interactive Design (3)

Analytics Track (21 Hours): Showing Revisions

CS 115 - Scripting 1 (3)

CS 116 - Scripting for Analytics (3)

IS 432 - Analytics 3: Data Mining (3)

IS 442 - Business Analytics Projects (3)

Choose 3 hours from one additional upper-level MKTG course

Choose 6 hours from any Business or SITC course (ACCT, BLAW, BUSA, CS, DET, ECON, ENTR, FIN, IS, IT, ITC, MGMT, MKTG)

Digital Marketing Track (21 Hours): Showing Revisions

CS 330 - Human-Computer Interaction (3)

JMC 367 - Social Media (3)

MKTG 432 - Analytics 3: Data Mining (3)

IS 442 -- Analytics 4: Business Analytics Projects (3)

Choose 9 hours from any of the following business courses: ACCT, FIN, BLAW, BUSA, ECON, ENTR, IS, MGMT, MKTG), or from the following non-business courses:

CS 115 - Scripting 1 (3)

CS 116 - Scripting for Analytics (3)

CS 330 - Human-Computer Interaction (3)

JMC 348 - Principles of Advertising (3)

JMC 390 - Ad Creativity/Copyrighting (3)

JMC 492 - Ad/PR Campaigns (3)

ART 105 - Two-dimensional Design (3)

ART 351 - Typography I (3)

ART 352 - Typography II (3)

ART 353 - Identity & Brand (3)

ART 358 - Interactive Design (3)



Andy Little <agl95t@acu.edu>

Digital Marketing Track Letter of Acknowledgement

Jennifer Golden <jennifer.golden@acu.edu>
To: Andy Little <agl95t@acu.edu>, Mark Phillips <mhp04a@acu.edu>

Wed, Apr 20, 2022 at 4:26 PM

Met with Mike and got his approval this afternoon!

Thanks -
Jennifer

----- Forwarded message -----

From: **Mike Wiggins** <mmw03b@acu.edu>
Date: Wed, Apr 20, 2022 at 4:16 PM
Subject: Re: Digital Marketing Track Letter of Acknowledgement
To: Jennifer Golden <jennifer.golden@acu.edu>
Cc: Kenneth Pybus <krp03c@acu.edu>

Jennifer,
It was great to talk with you today!

Yes, I do understand you are adding the following classes to the digital marketing track.

- Two-Dimensional Design (ART 105)
- Typography I (ART 351)
- Typography II (ART 352)
- Identity & Brand (ART 353)
- Interactive Design (ART 358) - would need special permission to get into this one.

I think this has the potential to be a great collaboration in the future. Currently, I don't see any problems with seat availability in those courses for the kinds of numbers we discussed.

Thanks for thinking of us!
Mike

On Mon, Apr 18, 2022 at 5:34 PM Jennifer Golden <jennifer.golden@acu.edu> wrote:
[Quoted text hidden]

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Mike Wiggins
Chair of the Department of Art and Design

Abilene Christian University
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Art & Design Student Blog: acuartanddesign.com

[Quoted text hidden]



Andy Little <agl95t@acu.edu>

feedback from the provost's office on the BBA changes

Kenneth Pybus <kenneth.pybus@acu.edu>

Mon, Apr 18, 2022 at 3:32 PM

To: Mark Phillips <mhp04a@acu.edu>

Cc: Jennifer Golden <jennifer.golden@acu.edu>, Andy Little <agl95t@acu.edu>

Friends,

I support COBA's inclusion of Social Media in their track and I am aware of the addition of other courses and am prepared to participate in considering how to make that work.

Kenneth

Kenneth R. Pybus, J.D., Ph.D.

Associate Professor and Chair, Department of Journalism and Mass Communication

Abilene Christian University

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Abilene, Texas 79699

325-674-2553

[Quoted text hidden]