

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond in Writing

~~Course Number or Degree Plan(s):~~ **BBA in Marketing (all 3 tracks: MKTG (general), -MKAN, -MKDG)**

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

Revise the BBA in Marketing degree plans (all 3 tracks listed above) to reflect changes in the classes that can count toward the various university requirements. This also affects total credit hours required for Business Foundations, Electives, and Total Major Hours. These are small changes that better align the degree plans with the new General Education curriculum.

Indicate the requested change.

	Change to a Course	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	President
1.	Title (description unchanged)	A	A	A	I	–	I	I	I
2.	Description (not affecting content)	A	A	A	I	–	I	I	I
3.	Course term(s)	A	I	A	I	–	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	–	I	A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A	–	A	A	I
6.	Course number within the hundred	A	A	I	I	–	I	I	I
7.	Course number beyond the hundred	A	A	A	A	–	A	A	I
8.	Prerequisites	A	A	A	I	–	I	I	I
9.	Course fee(s)	A	–	A	–	–	–	A	I
10.	From U to G or G to U	A	A	A	A	–	A	A	I
11.	Cross-list course	A	A	A	A	–	A	A	I
12.	Department of record	A	A	A	A	–	A	A	I
13.	Close a course	A	A	A	A	–	A	A	I
14.	New course (includes combining or splitting courses)	A	A	A	A	–	A	A	I

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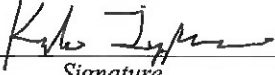
	Change to the University Requirements (All Campuses)	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	Faculty	President	Trustees
1.	University Requirements — Change course outcomes of an included course ²	A	A	A	—	A	—	A	—	A	—
2.	University Requirements — Add or drop a required course from the University Requirements ²	A	A	A	—	A	—	A	A	A	—
3.	University Requirements — Add or drop a course from a menu within the University Requirements ²	A	—	—	—	A	—	A	—	A	—
4.	University Requirements — Change hours within a menu in the University Requirements ²	A	A	A	—	A	—	A	A	A	—
	Change to Catalog Information (for Campus)										
1.	General Requirements for Bachelor's Degrees and Associate's Degrees	—	—	—	—	—	A	A	A	A	—
2.	Policies governing academic probation and suspension	—	—	—	—	—	A	A	A	A	—
3.	Requirements for graduating with honors	—	—	—	—	—	A	A	A	A	—
	Change to a Degree Plan Proposed by Faculty or College										
5.	Educational Program — Revise ³	A	A	A	A	—	A	A	—	A	—
6.	Educational Program — Adopt/change admission requirements	A	A	A	A	—	A	A	—	A	—
7.	Educational Program — Add ³	A	A	A	A	—	A	A	A	A	I
8.	Educational Program — Discontinue	A	A	A	A	—	A	A	A	A	I
9.	GPA — Revise program-required GPAs	A	A	A	A	—	A	A	—	A	—
10.	Minor — Revise	A	A	A	I	—	I	I	—	I	—
11.	Minor — Add	A	A	A	A	—	A	A	—	A	—
12.	Minor — Discontinue	A	A	A	A	—	A	A	—	A	—
13.	Degree — Add	A	A	A	A	—	A	A	A	A	I
14.	Degree — Discontinue	A	A	A	A	—	A	A	A	A	I
	Change to a Degree Plan Proposed By Provost										
15.	Educational Program — Discontinue	R	—	R	A	—	A	A	A	A	I
16.	Minor — Discontinue	R	—	R	A	—	A	A	—	A	—
17.	Degree — Discontinue	R	—	R	A	—	A	A	A	A	I

¹ 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.

² Courses that satisfy ACU's University Requirements 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.

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible.

Department/School Chair(s)	
Mark Phillips	4/6/23
Signature	Approval date
Signature	Approval date

College Academic Council(s)	
	4/4/23
Signature	Approval date
Signature	Approval date

Dean(s)	
Signature	Approval date
Signature	Approval date

Teacher Education Council	
	April 6, 2023
Chair's signature	Approval date

University General Education Council	
Chair's signature	Approval date

Abilene 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

Marketing, Analytics, BBA (MKTG-MK

University Requirements

Please see the [University Requirements](#) section of this catalog.

Business Foundations

Business Courses

- [ACCT 210 - Financial Accounting](#) Credit Hours: 3
- [BLAW 363 - Introduction to Business Law and Ethics](#) Credit Hours: 3
- [BUSA 120 - Introduction to Business](#) Credit Hours: 2
- [ENTR 120 - Foundations of Entrepreneurship](#) Credit Hours: 1
-
- [ECON 260 - Principles of Macroeconomics](#) Credit Hours: 3 *
- *or*
- [ECON 261 - Principles of Microeconomics](#) Credit Hours: 3 *
-
- [FIN 310 - Financial Management](#) Credit Hours: 3
- [IS 222 - Analytics 1: Statistics](#) Credit Hours: 3
- [IT 263 - Analytics 2: Data Management and Visualization](#) Credit Hours: 3
- [MGMT 330 - Management and Organizational Behavior](#) Credit Hours: 3
- [MKTG 320 - Principles of Marketing](#) Credit Hours: 3

International Courses

Choose one:

- [BUSA 419 - International Business](#) Credit Hours: 3 *
- [ENTR 419 - Global Entrepreneur](#) Credit Hours: 3 *
- [MKTG 419 - International Marketing](#) Credit Hours: 3 *

Math Courses

Choose one:

- [MATH 130 - Finite Math for Applications](#) Credit Hours: 3 *
- [MATH 131 - Calculus for Application](#) Credit Hours: 3 *
- [MATH 185 - Calculus I](#) Credit Hours: 3 *
- [MATH 186 - Calculus II](#) Credit Hours: 3 *
-

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

Total: 24-30 Credit Hours

Marketing Core

- [MKTG 341 - Marketing Research](#) Credit Hours: 3
- [MKTG 342 - Consumer Behavior](#) Credit Hours: 3
- [MKTG 495 - Marketing Strategy](#) Credit Hours: 3
- [MGMT 439 - Strategic Management](#) Credit Hours: 3 (capstone and writing-intensive course)

Choose 3 hours from the following:

- [ACCT 211 - Managerial Accounting](#) Credit Hours: 3
- [ACCT 302 - Cost Accounting I](#) Credit Hours: 3
- Any ECON course numbered 260-269 that has not already been taken Credit Hours: 3
- [MGMT 331 - Operations Management](#) Credit Hours: 3

Internship

Choose one of the following:

- [ACCT 499 - Accounting Internship](#) Credit Hours: 3
- [FIN 499 - Finance Internship](#) Credit Hours: 3
- [IS 499 - Information Systems Internship](#) Credit Hours: 3
- [MGMT 499 - Management Internship](#) Credit Hours: 3
- [MKTG 499 - Marketing Internship](#) Credit Hours: 3

Total: 18 Credit Hours

Analytics Track (MKAN)

- [CS 115 - Introduction to Programming Using Scripting](#) Credit Hours: 3
- [CS 116 - Scripting for Analytics](#) Credit Hours: 3
- [IS 432 - Analytics 3: Data Mining](#) Credit Hours: 3
- [IS 442 - Analytics 4: Business Analytics Projects](#) Credit Hours: 3
- MKTG 300-499 Credit Hours: 3
- Choose 6 hours from any business or SITC course (ACCT, BLAW, BUSA, CS, DET, ECON, E
IS, IT, ITC, MGMT, MKTG)

Total: 21 Credit Hours

Electives

Minimum - ~~9~~**5-11** Credit Hours

Total Major Hours: 7274

Other Graduation Requirements

Minimum grade in each business course: C

Minimum GPA for graduation: 2.50

Minimum advanced hours: 33

Minimum total hours: 128

*Courses numbered 0** do not count in minimum hours required for degree.*

Marketing, Digital Marketing, BBA (MKTG-MKDG)

University Requirements

Please see the [University Requirements](#) section of this catalog.

Business Foundations

Business Courses

- [ACCT 210 - Financial Accounting](#) Credit Hours: 3
- [BLAW 363 - Introduction to Business Law and Ethics](#) Credit Hours: 3
- [BUSA 120 - Introduction to Business](#) Credit Hours: 2
- [ENTR 120 - Foundations of Entrepreneurship](#) Credit Hours: 1
-
- [ECON 260 - Principles of Macroeconomics](#) Credit Hours: 3 *
- or
- [ECON 261 - Principles of Microeconomics](#) Credit Hours: 3 *
-
- [FIN 310 - Financial Management](#) Credit Hours: 3
- [IS 222 - Analytics 1: Statistics](#) Credit Hours: 3
- [IT 263 - Analytics 2: Data Management and Visualization](#) Credit Hours: 3
- [MGMT 330 - Management and Organizational Behavior](#) Credit Hours: 3
- [MKTG 320 - Principles of Marketing](#) Credit Hours: 3

International Courses

Choose one:

- [BUSA 419 - International Business](#) Credit Hours: 3 *
- [ENTR 419 - Global Entrepreneur](#) Credit Hours: 3 *

- [MKTG 419 - International Marketing](#) Credit Hours: 3 *

Math Courses

Choose one:

- [MATH 130 - Finite Math for Applications](#) Credit Hours: 3 *
- [MATH 131 - Calculus for Application](#) Credit Hours: 3 *
- [MATH 185 - Calculus I](#) Credit Hours: 3 *
- [MATH 186 - Calculus II](#) Credit Hours: 3 *
-

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

Total: 24-30 Credit Hours

Marketing Core

- [MKTG 341 - Marketing Research](#) Credit Hours: 3
- [MKTG 342 - Consumer Behavior](#) Credit Hours: 3
- [MKTG 495 - Marketing Strategy](#) Credit Hours: 3
- [MGMT 439 - Strategic Management](#) Credit Hours: 3 (capstone and writing-intensive course)

Choose 3 hours from the following:

- [ACCT 211 - Managerial Accounting](#) Credit Hours: 3
- [ACCT 302 - Cost Accounting I](#) Credit Hours: 3
- Any ECON course numbered 260-269 that has not already been taken Credit Hours: 3
- [MGMT 331 - Operations Management](#) Credit Hours: 3

Internship

Choose one of the following:

- [ACCT 499 - Accounting Internship](#) Credit Hours: 3
- [FIN 499 - Finance Internship](#) Credit Hours: 3
- [IS 499 - Information Systems Internship](#) Credit Hours: 3

- [MGMT 499 - Management Internship](#) Credit Hours: 3
- [MKTG 499 - Marketing Internship](#) Credit Hours: 3

Total: 18 Credit Hours

Digital Marketing Track

- [CS 115 - Introduction to Programming Using Scripting](#) Credit Hours: 3
- [CS 330 - Human-Computer Interaction](#) Credit Hours: 3
- [JMC 367 - Social Media](#) Credit Hours: 3
- [MKTG 432 - Analytics 3: Data Mining](#) Credit Hours: 3
- [IS 442 - Analytics 4: Business Analytics Projects](#) Credit Hours: 3

Choose 6 hours from the following:

- Any business courses (ACCT, FIN, BLAW, BUSA, ECON, ENTR, IS, MGMT, MKTG)
- [CS 116 - Scripting for Analytics](#) Credit Hours: 3
- [JMC 348 - Principles of Advertising](#) Credit Hours: 3
- [JMC 390 - Advertising Creativity and Copy Writing](#) Credit Hours: 3
- [JMC 492 - Ad/PR Campaigns](#) Credit Hours: 3
- [ART 105 - Two-Dimensional Design](#) Credit Hours: 3
- [ART 351 - Typography I](#) Credit Hours: 3
- [ART 352 - Typography II](#) Credit Hours: 3
- [ART 353 - Identity and Brand Design I](#) Credit Hours: 3
- [ART 358 - Interactive Design I](#) Credit Hours: 3

Total: 21 Credit Hours

Electives

Minimum - ~~9~~5-11 Credit Hours

Total Major Hours: 7274

Other Graduation Requirements

Minimum grade in each business course: C

Minimum GPA for graduation: 2.50

Minimum advanced hours: 33

Minimum total hours: 128

*Courses numbered 0** do not count in minimum hours required for degree.*

Marketing, BBA (MKTG)

University Requirements

Please see the [University Requirements](#) section of this catalog.

Business Foundations

Business Courses

- [ACCT 210 - Financial Accounting](#) Credit Hours: 3
- [BLAW 363 - Introduction to Business Law and Ethics](#) Credit Hours: 3
- [BUSA 120 - Introduction to Business](#) Credit Hours: 2
- [ENTR 120 - Foundations of Entrepreneurship](#) Credit Hours: 1
-
- [ECON 260 - Principles of Macroeconomics](#) Credit Hours: 3 *
- *or*
- [ECON 261 - Principles of Microeconomics](#) Credit Hours: 3 *
-
- [FIN 310 - Financial Management](#) Credit Hours: 3
- [IS 222 - Analytics 1: Statistics](#) Credit Hours: 3
- [IT 263 - Analytics 2: Data Management and Visualization](#) Credit Hours: 3
- [MGMT 330 - Management and Organizational Behavior](#) Credit Hours: 3
- [MKTG 320 - Principles of Marketing](#) Credit Hours: 3

International Courses

Choose one:

- [BUSA 419 - International Business](#) Credit Hours: 3 *
- [ENTR 419 - Global Entrepreneur](#) Credit Hours: 3 *
- [MKTG 419 - International Marketing](#) Credit Hours: 3 *

Math Courses

Choose one:

- [MATH 130 - Finite Math for Applications](#) Credit Hours: 3 *
- [MATH 131 - Calculus for Application](#) Credit Hours: 3 *
- [MATH 185 - Calculus I](#) Credit Hours: 3 *
- [MATH 186 - Calculus II](#) Credit Hours: 3 *
-

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

Total: 24-30 Credit Hours

Marketing Core

- [MKTG 341 - Marketing Research](#) Credit Hours: 3
- [MKTG 342 - Consumer Behavior](#) Credit Hours: 3
- [MKTG 495 - Marketing Strategy](#) Credit Hours: 3
- [MGMT 439 - Strategic Management](#) Credit Hours: 3 (capstone and writing-intensive course)

Choose 3 hours from the following:

- [ACCT 211 - Managerial Accounting](#) Credit Hours: 3
- [ACCT 302 - Cost Accounting I](#) Credit Hours: 3
- Any ECON course numbered 260-269 that has not already been taken Credit Hours: 3
- [MGMT 331 - Operations Management](#) Credit Hours: 3

Internship

Choose one of the following:

- [ACCT 499 - Accounting Internship](#) Credit Hours: 3
- [FIN 499 - Finance Internship](#) Credit Hours: 3
- [IS 499 - Information Systems Internship](#) Credit Hours: 3
- [MGMT 499 - Management Internship](#) Credit Hours: 3
- [MKTG 499 - Marketing Internship](#) Credit Hours: 3

Total: 18 Credit Hours

General Track

- Choose 9 hours from upper-level (300-499) MKTG courses

Information Systems Selection

- [IS 324 - Management Information Systems](#) Credit Hours: 3
- *or*
- IS 300-499 selection Credit Hours: 3

Choose 9 hours from the following:

- Any business courses (ACCT, FIN, BLAW, BUSA, ECON, ENTR, IS, MGMT, MKTG)
- [CS 115 - Introduction to Programming Using Scripting](#) Credit Hours: 3
- [CS 116 - Scripting for Analytics](#) Credit Hours: 3
- [CS 330 - Human-Computer Interaction](#) Credit Hours: 3
- [JMC 348 - Principles of Advertising](#) Credit Hours: 3
- [JMC 390 - Advertising Creativity and Copy Writing](#) Credit Hours: 3
- [JMC 492 - Ad/PR Campaigns](#) Credit Hours: 3
- [ART 105 - Two-Dimensional Design](#) Credit Hours: 3
- [ART 351 - Typography I](#) Credit Hours: 3
- [ART 352 - Typography II](#) Credit Hours: 3
- [ART 353 - Identity and Brand Design I](#) Credit Hours: 3
- [ART 358 - Interactive Design I](#) Credit Hours: 3

Total: 21 Credit Hours

Electives

Minimum - ~~9~~5-11 Credit Hours

Total Major Hours: ~~72~~74

Other Graduation Requirements

Minimum grade in each business course: C

Minimum GPA for graduation: 2.50

Minimum advanced hours: 33

Minimum total hours: 128

*Courses numbered 0** do not count in minimum hours required for degree.*