

Abilene Approval Chart for Curriculum Changes

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

Course Number: **or Degree Plan(s): Marketing, BBA (MKTG)**

This proposal includes several updates to the Marketing, BBA program across all tracks. These changes move the capstone to MKTG 495 to better align with the discipline, shift ENTR 120 into the marketing core, and increase elective flexibility while keeping total hours the same. The analytics track is being refined to strengthen technical skill development, and the digital marketing track is being updated to better reflect current industry needs. Overall, these changes improve alignment, clarity, and relevance across the program.

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost
	Campus-Level Academic Review¹						
	Change to a Course Include signatures from all chairs/program directors for cross-listed courses. ¹						
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 (change of course outcomes)	A	A	A	I	I	A
5.	Number of credit hours	A	A	A	A	A	A
6.	Course number within the hundred	A	A	I	I	I	I
7.	Course number beyond the hundred	A	A	A	A	A	A
8.	Prerequisites	A	A	A	I	I	I
9.	Course restriction (e.g., majors only, junior standing)	A	A	A	A	A	A
10.	Level change (U to G or G to U)	A	A	A	A	A	A
11.	Cross list course	A	A	A	A	A	A
12.	Department of record	A	A	A	A	A	A
13.	Open or close a course	A	A	A	A	A	A
	Change to a Degree Plan						
14.	Educational Program — Revise	A	A	A	A	A	A
15.	Educational Program — Adopt/revise admission requirements	A	A	A	A	A	A
16.	GPA — Revise program-required GPA	A	A	A	A	A	A
17.	Minor — Revise	A	A	A	A	A	A

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost	Campus Faculty	Senior VPAA	President
	Full Review									
	Change to Catalog Information (for Campus)									
18.	General requirements for Bachelor's and Associate Degrees	-	-	-	-	A	A	A	A	I
19.	Policies governing academic probation and suspension	-	-	-	-	A	A	A	A	I
20.	Requirements for graduating with honors	-	-	-	-	A	A	A	A	I
	Change to a Degree Plan									
21.	Educational Program — Add or Discontinue ³	A	A	A	A	A	A	A	A	I
22.	Educational Program — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I
23.	Minor — Add or Discontinue	A	A	A	A	A	A	-	A	I
24.	Minor — Discontinue (Provost-proposed)	R	-	R	A	A	A	-	A	I
25.	Degree — Add or Discontinue	A	A	A	A	A	A	A	A	I
26.	Degree — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I

		Dept./School	College	Dean	AUAC	Provost	UGEC	University Faculty	Senior VPAA	President
	Change to General Education Requirements for Undergraduates (System)									
27.	Change course outcomes of an included course	A	A	A	A	A	A	-	A	I
28.	Add or drop a required course from the General Education Requirements	A	-	A	-	A	A	A	A	I
29.	Add or drop a course from a menu within the General Education Requirements	A	-	A	-	A	A	-	A	I
30.	Comprehensive revision of General Education Requirements	-	-	-	-	A	A	A	A	I

Notes

² Any change to a cross-listed course requires the signature of both department chairs or program directors overseeing the course to ensure that the courses stay in sync. This includes courses taught at other campuses (e.g. BIBL 101 and BIBO 101).

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. Master's programs

must include a minimum of 30 hours, and doctoral programs must include a minimum of 30 hours beyond the master's.

⁴ When a department/school or dean proposes closing a program, approval routing follows the typical process beginning with the department/school. An administrative proposal by the provost or senior vice president for academic affairs would follow the "provost-proposed" routing on the chart.

Updated 8/1/2023

Department/School(s)


[Phil Vardiman \(Apr 8, 2026 12:16:31 CDT\)](#)

04/08/2026

Chair Signature

Date

Chair/Program Director Signature

Date

College Academic Council(s)


[Arisoa Randrianasolo \(Apr 10, 2026 13:25:46 CDT\)](#)

04/10/2026

Chair Signature

Date

Chair Signature

Date

Dean(s)



04/10/2026

Signature

Date

Signature

Date

Teacher Education Council

Signature

Date

**Campus Academic Council:
Abilene Undergraduate or Abilene Graduate**

Signature

Date

Provost

Signature

Date

University General Education Council

Signature

Date

University Faculty

Abilene Faculty Senate Chair signature

Date

Dallas Faculty Council Chair signature

Date

Senior Vice President for Academic Affairs

Signature

Date

President

Signature

Date

The following proposal includes several curriculum changes across the Marketing, BBA (MKTG) program and its associated tracks.

The following changes are proposed for all of the Marketing, BBA (MKTG) tracks.

- **Change 1:** The COBA faculty voted to remove ENTR 120 - Foundations of Entrepreneurship (1 credit hour), from the Business Foundations menu. It is now included in the Marketing core.
- **Change 2:** MKTG 495 will become the marketing capstone class, replacing MGMT 439. (This change was approved by faculty in 2021. In that vote the department decided that with the three hours freed up from removing MGMT 439 as the capstone, marketing students will now pick six hours instead of three hours from a menu, as seen below.)

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 3 hours:

- BUSA 311 - Global Business Foundations Credit Hours: 1.5 *
- BUSA 312 - Global Business in Action Credit Hours: 1.5 *
- BUSA 319 - International Business Credit Hours: 3 *
- BUSA 423 - Social Enterprise Consulting Credit Hours: 3 *
- ENTR 419 - Global Entrepreneur Credit Hours: 3 *
- ~~MKTG 319 - 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 general education requirements and are not included in total major hours.

Total: ~~24-30~~ 23-29 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 (capstone and writing intensive course)
- ~~MGMT 439 - Strategic Management~~ Credit Hours: 3 (capstone and writing-intensive course)
- **ENTR 120 - Foundations of Entrepreneurship** Credit Hours: 1

Choose 3-6 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: ~~48~~ 19 Credit Hours

General Track (no changes)

- 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

Analytics Track:

The following change is proposed for the Marketing, Analytics, BBA (MKTG-MKAN) track

- **Change 3:** Revise the elective structure within the analytics track to better align with the technical and analytical skillset required for students pursuing careers in marketing analytics.

Specifically:

- Replace the existing requirement:
 - Choose 6 hours from any business or SITC course (ACCT, BLAW, BUSA, CS, DET, ECON, ENTR, FIN, IS, IT, ITC, MGMT, MKTG)
- With a more focused requirement:
 - Choose 6 hours from business or SITC courses at the 300 level and above from FIN, CS, IS, ITC, ECON

This change improves the coherence and rigor of the Marketing Analytics track by ensuring that students build depth in analytically relevant disciplines.

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, ENTR, FIN, IS, IT, ITC, MGMT, MKTG)~~
- Choose 6 hours from business or SITC course 300 level and above from FIN, CS, IS, ITC, ECON

Total: 21 Credit Hours

Digital Marketing Track:

The following changes are proposed for the Marketing, Digital Marketing, BBA (MKTG-MKDG) track

- **Change 4:** Remove IS 442 – Analytics 4: Business Analytics Projects as a required course and move it to the elective menu.
- **Change 5:** Add MKTG 388 – Digital Marketing as a required course within the track.
- **Change 6:** Revise the elective menu by:
 - Removing the broad “any business course” option (ACCT, FIN, BLAW, BUSA, ECON, ENTR, IS, MGMT, MKTG)
 - Retaining and emphasizing courses aligned with digital marketing, analytics, design, and content strategy
 - Maintaining IS 442 as an advanced elective option rather than a requirement

These changes improve the focus, structure, and relevance of the Digital Marketing track by aligning required and elective coursework with the skills needed in modern digital marketing roles.

Digital Marketing Track

- CS 115 - Introduction to Programming Using Scripting Credit Hours: 3
- CS 330 - Human-Computer Interaction Credit Hours: 3
- MKTG 388 - Digital Marketing 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)~~
- IS 442 - Analytics 4: Business Analytics Projects Credit Hours: 3
- 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
- Or, any business or SITC course 300 level and above from FIN, CS, IS, ITC, ECON

Total: 21 Credit Hours