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| For Academic Affairs and Research Use Only |
| CIP Code:  |  |
| Degree Code: |  |

**Letter of Notifications**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

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| Sharon D. James | 3/20/2018 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Melodie Philhours | 3/21/2018 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| C:\Users\mdhill\Desktop\matt hill sig.png | 3/27/2018 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Jim Washam | 3/27/2018 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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**Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** **curriculum@astate.edu** **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

**1.Contact Person** (Name, Email Address, Phone Number)

**Dr. Melodie Philhours,** **mphil@astate.edu****, 870-680-8148**

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font). - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)*You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.**Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

Paste bulletin pages here...

**LETTER OF NOTIFICATION – 1**

**NAME CHANGE OF EXISTING CERTIFICATE, DEGREE, MAJOR, OPTION**

**OR ORGANIZATIONAL UNIT**

(No change in program curriculum, option/emphasis/concentration or organizational structure**)**

* 1. Institution submitting request: **Arkansas State University**
	2. Contact person/title: **Dr. Melodie Philhours, Chair, Department of Management and Marketing**
	3. Phone number/e-mail address: **870-680-8148 mphil@astate.edu**
	4. Proposed effective date: **Fall 2018**
	5. Current title of degree/certificate program: **B.S. Marketing, Emphasis in Marketing Management**
	6. Current title of major or option/emphasis/concentration: **Marketing Management**
	7. Current title of organizational unit:
	8. Proposed name of certificate/degree: **B.S. Marketing**
	9. Proposed name of major or option/emphasis/concentration:
	10. Proposed name of organizational unit:
	11. Program CIP Code:
	12. Degree/Department Code:
	13. Reason for proposed action: **This degree is a general marketing degree incorporating the marketing core courses with a selection of various marketing courses. Rather than have an emphasis in marketing management, simply Marketing is a clearer and more descriptive title for the degree. This is consistent with other universities’ marketing programs.**
	14. Semester credit hours for proposed major or option/emphasis/concentration: **120**
	15. Provide the curriculum/credit hours for the certificate/degree/major/option/emphasis/concentration listed above.



* 1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: