Code # BU18

**Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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| **Bulletin Change** Please attach a copy of all catalogue pages requiring editorial changes. |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

Dr. Melodie Philhours, [mphilhours@astate.edu](mailto:mphilhours@astate.edu), 870-680-8148

**2.Proposed Change**

Identify the prerequisites to MKTG 3013 Marketing in the Marketing minor.

**3.Effective Date**

Fall 2014

**4.Justification**

Provide clarification of prerequisites needed for MKTG 3013 in the Marketing minor.

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
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6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

Minor in Marketing

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| Required Courses:  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. The Economics and Accounting courses listed below are prerequisites for MKTG 3013. | **Sem. Hrs.** |
| ACCT 2023, Fundamental Accounting Concepts, **OR**  ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2323, Principles of Microeconomics **OR**  ECON 2333, Economic Issues and Concepts | 3 |
| MKTG 3013, Marketing | 3 |
| **Select three upper-level Marketing courses:**  *Students may substitute PR 4113, Integrated Marketing Communications for one of the three upper-level Marketing courses.* | 9 |
| Total Required Hours: | 18 |