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**Bulletin / Banner Change Transmittal Form**

**[ ] Undergraduate Curriculum Council**

**[x] 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](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Michelle Li | 8/23/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 8/24/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | John Mello | 9/5/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | C. William Roe | 9/21/2017 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

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

**2.Proposed Change**

Delete “Development” from the title of the course MKTG 6243 Services Marketing Strategy Development.

Delete “Planning” from the title of the course MKTG 6233 Promotional Strategy Planning.

**3.Effective Date**

1/1/2018

**4.Justification –** *Please provide details as to why this change is necessary.*

Simplify and shorten the names of these courses for ease of identification and discussion.

**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.* |

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**Marketing (MKTG) MKTG 6093. Directed Individual Study** Detailed individual research directed by graduate faculty, resulting in a paper and presentation. Consent of instructor and approval of prospectus by graduate business programs director required.   
**MKTG 6213. Healthcare Marketing Management** of the interface between healthcare providers and the external environment to promote and position healthcare organizations.   
**MKTG 6223. Strategic Marketing** Examines the concepts and processes for gaining competitive advantage in the marketplace. Students will investigate and develop strategies relating to the escalating importance of providing customer satisfaction, responses to diversity in the marketplace, development of new products, and recognition of the challenges from global competition.   
**MKTG 6233. Promotional Strategy ~~Planning~~** Planning and analysis of the promotion mix in the areas of advertising, public relations, personal selling, and sales promotion with particular emphasis upon the marketing implications and future direction of such issues. The focus is on current readings, case analyses, guest speakers, and development of promotional strategy plans.   
**MKTG 6243. Services Marketing Strategy ~~Development~~** Approaches for establishing distinctive marketing strategies in for-profit/not-for-profit firms relative to service demanded by customers are developed. Included will be analysis of various service providers competing successfully for customers in the global market.