

LSC Use Only No: LSC Action-Date: UWUCC USE Only No. UWUCC Action-Date: Senate Action Date:  
 02-92 App - 3/18/03 App 4/1/03

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

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Proposing Department/Unit Marketing	Phone 3170

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

- 1. Course Proposals (check all that apply)**  
 New Course       Course Prefix Change       Course Deletion  
 Course Revision       Course Number and/or Title Change       Catalog Description Change

Current Course prefix, number and full title      Proposed course prefix, number and full title, if changing

- 2. Additional Course Designations: check if appropriate**  
 This course is also proposed as a Liberal Studies Course.       Other: (e.g., Women's Studies, Pan-African)  
 This course is also proposed as an Honors College Course.

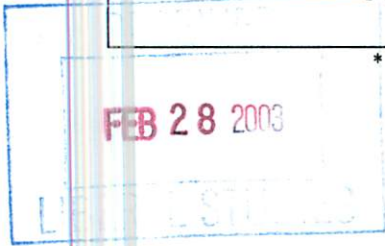
- 3. Program Proposals**  
 New Degree Program       Program Title Change       Program Revision  
 New Minor Program       New Track       Other

BS - Marketing  
Current program name      Proposed program name, if changing

4. Approvals	Date
Department Curriculum Committee Chair(s) <i>R. K. Long</i>	Feb. 18, 2003
Department Chair(s) <i>C. C. ...</i>	18 Feb 03
College Curriculum Committee Chair <i>...</i>	21 Feb 03
College Dean <i>R. Camp</i>	2/26/03
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs <i>Garth Schust</i>	3/18/03

\* where applicable

FEB 28 2003



## **BS –Marketing**

### **Current Program:**

**Liberal Studies:** 55-58 sh  
Mathematics: MATH 115  
Social Sciences: ECON 121, PSYC 101  
Humanities: HIST 195, ENGL 121  
Liberal Studies Elect: MATH 214,  
ECON 122, COSC/BTED/IFMG 101,  
no courses with MKTG prefix

**Business Core:** 33 sh

**Major Required Courses:** 27 sh

**Free Electives:** 6-9 sh

**Total Credits:** 124 sh

### **Proposed Program:**

**Liberal Studies:** 55 cr  
Mathematics: MATH 115  
Social Sciences: ECON 121, PSYC 101  
Humanities: HIST 195, ENGL 121  
Liberal Studies Elect: MATH 214,  
ECON 122, COSC/BTED/IFMG 101,  
no courses with MKTG prefix

**Business Core:** 33 cr

**Major Required Courses:** 27 cr

**Free Electives:** 5 cr

**Total Credits:** 120 cr

**\*If the student graduates with no more than a maximum of 120 credit hours then no more than 50 percent or 60 credit hours can be business-related courses. (QBUS 215, COSC/BTED/IFMG 101 and all Economic courses (except ECON 334) are considered non-business.)**