

## UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

**Title of Proposal – Must begin with Department Abbreviation:**

BMKT (Marketing)      Adding a course prerequisite

Check One:  Full Proposal      or       Information Item

Effective Date for Curricular Offering: Fall 2009

FROM: Nikki Ownby, College of Business, Fletcher 408, 425-5301, Nikki-Ownby@utc.edu

(proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? NO

Please attach explanation if yes.

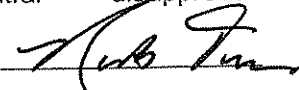
Faculty of the originating department approved this proposal on 10-15-08 (date),  
by a vote of 7 aye votes; 0 nay votes; 0 abstentions: 1 eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Larry Etkin  
(printed name)

  
signature      approve      neutral      disapprove\*

College Curriculum Committee Date: 10-30-08 Vote: 8-0-0

Signature of Chair: 

Spokespersons for Affected Departments:

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

Stan Davis  
(name, department, date)       signature      approve      neutral      disapprove\*

Dean/Director: Richard Casavant       signature      approve      neutral      disapprove\*

University Registrar: Linda Orth       signature      Comments: \_\_\_\_\_  
(printed name)

Provost: Phil Oldham      signature      approve      neutral      disapprove\*  
(printed name)

\*Those who disapprove may attach an explanation

| ACTIONS on this proposal:   | Curriculum Committee | Faculty Senate |
|---|----------------------|----------------|
| Date the proposal was considered  | _____                | _____          |
| Vote of the body:   | _____                | _____          |
| Accepted as information item (indicate date)  | _____                | _____          |
| Approved as submitted (indicate date)   | _____                | _____          |
| Approved with amendments (amendments indicated and transmitted to all signatories above, date): | _____                | _____          |
| Signature of Chair:   | _____                | _____          |

## Full Proposal

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**a. A description of the change**

Adding a course prerequisites for BMKT 461, Marketing Problems (3)

**b. A rationale for the change**

BMKT 461 covers many financial concepts that are taught in BFIN 302, Essentials of Managerial Finance (3). Note that BFIN 302 is already a required course for all business majors.

**c. An analysis of the economic and pedagogical consequences**

No economic consequences. Pedagogical consequences – students will need to make sure they take BFIN 302 during their junior year.

**d. An analysis of how the proposal relates to requirements and resources in other departments or programs**

No anticipated impact.

**e. The original text to be modified**

*Prerequisites: Marketing 313 with a grade of C or better, 6 additional hours in marketing courses, junior standing.*

**f. The proposed text revision**

*Prerequisites: Finance 302; Marketing 313 with a grade of C or better; 6 additional hours in marketing courses; junior standing.*

## UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

**Title of Proposal – Must begin with Department Abbreviation:**

BMKT (Marketing)      Renaming a course

**Check One:**     Full Proposal      or     Information Item

**Effective Date for Curricular Offering:** Fall 2009

**FROM:** Nikki Ownby, College of Business, Fletcher 408, 425-5301, Nikki-Ownby@utc.edu

(proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

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Please attach explanation if yes.

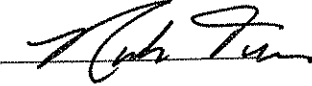
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**The following have examined this proposal:**

**Dept Head/Director:** Larry Etkin  
(printed name)

  
signature      approve      neutral      disapprove\*

**College Curriculum Committee**    Date: 10-30-08    Vote: 8-0-0    Signature of Chair: 

**Spokespersons for Affected Departments:**

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

\_\_\_\_\_  
(name, department, date)      signature      approve      neutral      disapprove\*

**Dean/Director:** R. Casavant        
(printed name)      signature      approve      neutral      disapprove\*

**University Registrar:** Linda Orth        
(printed name)      signature      approve      neutral      disapprove\*

**Provost:** Phil Oldham      \_\_\_\_\_  
(printed name)      signature      approve      neutral      disapprove\*

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| Signature of Chair:   | _____                | _____          |

Information Item

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**a. A description of the change**

Change the course title of BMKT 313, Basic Marketing (3)

**b. A rationale for the change**

The new course title should indicate to students that the course is more than an introductory course.

**c. The original text to be modified**

Current title: Basic Marketing (3)

**d. The proposed text revision**

Revised title: Principles of Marketing (3)