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 Ettkin
(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*
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(name, department, date) signature approve neutral disapprove*

Dean/Director: Richard Casavant
(signature)     approve neutral disapprove*

University Registrar: Linda Orth
(printed name) signature comments: 

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

*Those who disapprove may attach an explanation

**ACTIONs on this proposal:**

<table>
<thead>
<tr>
<th>Curriculum Committee</th>
<th>Faculty Senate</th>
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<tbody>
<tr>
<td>Date the proposal was considered</td>
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<td>Approved with amendments (amendments indicated and transmitted to all signatories above, date):</td>
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Signature of Chair: 

Revised 2/16/2007
Full Proposal

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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Dept Head/Director: Larry Ettkin
(signature) approve neutral disapprove*

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

Spokespersons for Affected Departments:

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Dean/Director: [signature] approve neutral disapprove*

University Registrar: Linda Orth
(printed name) signature

Provost: Phil Oldham
(printed name) signature

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Revised 2/16/2007
Information Item

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)