

Program Change Request

Date Submitted: 10/23/18 10:03 am

Viewing: **BBA-MKTG-ADS : Marketing - BBA, Advertising Strategy Track**

Last approved: 03/29/18 10:39 am

Last edit: 11/08/18 7:23 pm

Changes proposed by: hannahmcole

[Marketing - BBA, Advertising Strategy Track](#)

Catalog Pages Using
this Program

In Workflow

1. MKTG Department Head
2. Curricular Services Review
3. BA Committee Preparer UG
4. BA Committee Chair UG
5. BA College Dean UG
6. UCC Preparer
7. UCC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services

Approval Path

1. 10/23/18 10:37 am
Janet Parish (jparish):
Approved for MKTG
Department Head
2. 10/24/18 2:55 pm
Angel Mario Carrizales
(carri214): Approved
for Curricular Services
Review
3. 11/01/18 2:39 pm
Jon Jasperson
(jon.jasperson):
Approved for BA
Committee Preparer UG
4. 11/09/18 2:54 pm
Jon Jasperson
(jon.jasperson):
Approved for BA
Committee Chair UG
5. 11/12/18 8:46 am
Annie McGowan (al-
mcgowan): Approved
for BA College Dean UG
6. 11/12/18 1:48 pm
Sandra Williams
(sandra-williams):
Approved for UCC
Preparer
7. 12/10/18 11:00 am
Terra Bissett (t.bissett):
Approved for UCC Chair

History

1. Mar 9, 2017 by Angela Allensworth (arankin)
2. Mar 9, 2017 by Angela Allensworth (arankin)

Contact(s)

Name	E-mail	Phone
Hannah Cole	hcole@mays.tamu.edu	9798452309

Academic level	Undergraduate
Effective Term	2019-2020
Department	Marketing
College	Mays Business School
Program type	Degree w/Concentration
Degree designation	BBA - Bachelor of Business Admin.
With a major in	Marketing (MKTG)
Associated Program	Not Applicable
With a concentration in	Advertising Strategy (ADS)

Catalog Program Title
Marketing - BBA, Advertising Strategy Track

CIP and Fund code 52140100

Rationale for Proposal

Updating ICD to 3hr and adding Cultural Diversity for 3hr.

Program hours 120

Is this program eligible
for financial aid?

Will program hours
change
(increase/decrease)
due to the proposed
curriculum changes?

Program delivery mode
On-campus

Catalog Program Requirements

Upper-Level Marketing Program

Plan of Study Grid

Third Year

Fall Semester Credit Hours

FINC 341 Business Finance	3
MGMT 363 Managing People in Organizations	3
MKTG 321 Marketing 1	3
MKTG 404 Advanced Excel for Marketing Managers	1
SCMT 303 Statistical Methods	3
General elective 2	2
Semester Credit Hours	15

Spring

MKTG 322 Consumer Behavior	3
MKTG 323 Marketing Research	3
SCMT 364 Operations Management	3
Directed elective 3	3
International elective 4	3
Semester Credit Hours	15

Fourth Year

Fall

Marketing elective 5	3
Directed elective 3	3
Directed elective 3	3
General elective 2	3
International elective 4	3
Semester Credit Hours	15

Spring

MGMT 466 Strategic Management	3
MKTG 448 Marketing Strategy 1	3
Marketing elective 5	3
Directed elective 3	3
General elective 2	3
Semester Credit Hours	15
Total Semester Credit Hours	60

1This course is an approved writing-designated (W) or oral communication (C) business course. See your academic advisor for additional information.

2Elective courses are open to any course offered for University credit, except [ACCT 209](#), [ACCT 210](#), [FINC 409](#), [IBUS 301](#), [ISTM 209](#), [KINE 198](#), [MGMT 209](#), [MGMT 309](#), [MKTG 409](#), [SCMT 309](#). Additional restrictions may apply: see academic advisor for information. May be taken on a satisfactory/unsatisfactory basis.

3Twelve hours required. Select from [MKTG 345](#), [MKTG 347](#), [MKTG 445](#), [MKTG 447](#) and [MKTG 438](#).

4Six hours required. A complete list of approved courses is available in the Undergraduate Advising Office, 238 Wehner Building. The six hours of approved international elective courses simultaneously fulfill the University's International and Cultural Diversity Graduation requirement.

5Six hours required. Any MKTG course (except required MKTG courses and [MKTG 409](#)) and [IBUS 401-IBUS 403](#). A maximum of 6 hours of [MKTG 402/IBUS 402](#), [MKTG 403/IBUS 403](#), [MKTG 484](#), [MKTG 485](#), [BUSN 392](#) may be used.

Additional information ~~10/12/17~~—Change Directed elective from MKTG 442 to 438 and change MKTG electives to a range.

Required Proposal [ADS—DegEval.pdf](#)

Forms [FS-February.pdf](#)

[BBA MKTG ADS.pdf](#)

Reviewer Comments Terra Bissett (t.bissett) (12/10/18 11:00 am): UCC approved December 2018.

Key: 598


[Print](#)

Detail Requirements

Hannah M. Cole
Oct 23, 2018 09:51 am

Viewing: [Degree Evaluation](#) (DEGEVAL, , [Email](#))
[Change Student](#)

Information for Degree Evaluation

 This is NOT an official evaluation.

Print Instructions

Program Evaluation

Limitation Correspondence: No more than 12 hours of correspondence earned through an accredited institution may be used for an undergraduate degree.

Limitation Combination: Maximum combination of 18 hours of 481, 482, 485 and/or 491 courses may be used for an undergraduate degree.

Limitation No more than 50% of courses required for the degree plan can be taken as Distance Education Courses for non-distance degree programs.

Limitation Only one of the following will satisfy the requirements for a degree: GENE 301, GENE 302, GENE 315, and GENE 320.

Limitation Only one of the following will satisfy the requirements for a degree: MATH 131, MATH 142, MATH 147, MATH 151, and MATH 171.

Limitation Only one of the following will satisfy the requirements for a degree: MATH 140, MATH 141, and MATH 166.

Limitation Only one of the following will satisfy the requirements for a degree: MATH 148, MATH 152, and MATH 172.

Limitation Only one of the following will satisfy the requirements for a degree: MATH 221, MATH 251, and MATH 253.

Limitation Only one of the following will satisfy the requirements for a degree: MATH 304, MATH 309, MATH 311, and MATH 323.

Limitation Only one of the following will satisfy the requirements for a degree: STAT 301, STAT 302, and STAT 303.

Program :	BBA MKTG-Advertising Strategy	Catalog Term :	Fall 2018 - College Station
Campus :	College Station	Evaluation Term :	Fall 2018 - College Station
College :	Mays Business School	Expected Graduation Date :	
Degree :	Bachelor of Business Admin.	Request Number :	5
Level :	Undergraduate	Results as of :	Oct 23, 2018
Majors :	Marketing	Minors :	
Departments :	Marketing	Concentrations :	

	Met	Credits	Courses		
		Required	Used	Required	Used
Total Required :	No	120.000	0.000		0
Program GPA :	Yes	.00	.00		
Overall GPA :	No	2.00	.00		
Other Course Information					
Transfer :			0.000		0

This is NOT an official evaluation.

Area Major Coursework (28.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	MKTG	322												
No	AND	B.	MKTG	323												
No	AND	C.	MKTG	448												
No	AND	D.	MKTG	404												
No	AND	E.	Directed Electives 12hrs													
			Select four from MKTG 345, 347, 438, 445, 447.													
No	AND	F.	MKTG Electives 6hrs													
			Select from MKTG 100-499 (except MKTG 409) ; IBUS 401-403. A maximum of 6 hours of MKTG 402, 403, 484, 485; IBUS 402, 403 may be used.													

Total Credits and GPA 0.000 .00

unofficial evaluation

Area Supporting Coursework (6.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		International Electives 6hrs													
Select from ACCT 445; AFST 345-346; AGECE 452-453; ANTH 205, 300, 314; ARCH 458; ARAB 475 COMM 335, 365, 367; ECON 320, 324, 330, 452; EURO 323, 443-444, 447; FILM 345; FINC 445; FREN 301, 322, 336, 418, 425; GEOG 202, 311, 320, 323, 325, 327, 420; GERM 322, 435; HISP 352, 362-363; HIST 210, 336, 339, 342, 345-346, 348, 352, 355-356, 402, 407, 412, 439-441, 449, 464, 477; IBUS 401-403, 445-446, 450, 452, 453, 455-456;458-460; INTS 251, 301, 321; MGMT 450, 452, 453; MKTG 401-403; MUSC 324; POLS 229, 231, 322-324, 326, 328, 338, 365, 424, 432; SOCI 206, 325, 329, 423; SPAN 312, 320, 410-412, 421, 450; SPMT 220, 337; WGST 463, 477.																
														Total Credits and <u>GPA</u>	0.000	.00

unofficial evaluation

Area : Core Business Knowledge (36.000 credits) - Not Met

Description **CBK GPA Rqmt:** A minimum GPA of 2.00. Transfer grades are not calculated in GPA requirement for CBK.

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	ACCT	229												
No	AND	B.	ACCT	230												
No	AND	C.	ECON	202												
No	AND	D.	ECON	203												
No	AND	E.	ISTM	210												
No	AND	F.	MGMT	211												
No	AND	G.	FINC	341												
No	AND	H.	MGMT	363												
No	AND	I.	MKTG	321												
No	AND	J.	SCMT	303												
No	AND	K.	SCMT	364												
No	AND	L.	MGMT	466												
														Total Credits and <u>GPA</u>	0.000	.00

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Area Communication (6.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		Communication Rqmt 6hrs													
Select from ENGL 104; COMM 203, 205, 243.																
														Total Credits and <u>GPA</u>	0.000	.00

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Area Mathematics (6.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	MATH	140	3hrs											
No	AND	B.	MATH	142	3hrs											
														Total Credits and <u>GPA</u>	0.000	.00

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Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		General Electives	8hrs												
<p>Select any 100-499 course not used elsewhere (exclude ACCT 209-210; FINC 409; IBUS 301; ISYS 209; KINE 198; MGMT 209, 309; MKTG 409; SABR 300-399; SCMT 309.)</p>													Total Credits and GPA	0.000	.00	

unofficial evaluation

Area : Work Not Applied - Met

Description See advisor for acceptable substitutions.

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		Courses not applied													
													Total Credits and GPA	0.000	.00	

unofficial evaluation

Area University Writing Requirement - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		Writing Requirement													
<p>Two courses required. Only sections of MKTG 323 with the Oral Communication attribute [UCRT] and MKTG 448 with the Writing attribute [UWRT] may be used to satisfy this requirement.</p>													Total Credits and GPA	0.000	.00	

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Area Int'l & Cult Diversity - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		Int'l & Cultural Diversity	6hr			3hr									
<p>Select from courses with the International and Cultural Diversity attribute [UICD] (except sections of BUSN 289 with the UWRT attribute).</p>													Total Credits and GPA	0.000	.00	
<p>B. Cultural Diversity 3hr Select from courses with the Cultural Diversity attribute.</p>																

unofficial evaluation

Area Foreign Language - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		Foreign Language Rqmt													
<p>Complete one of the following: 1. Two years of the same foreign language in High School. 2. A two semester sequence of the same foreign language for University credit.</p>													Total Credits and GPA	0.000	.00	

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Area : Residence Requirement - Not Met

Description A minimum of 36 hours of 300-400 level coursework must be completed at Texas A&M University. 12 hours must be in the major field.

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
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- No A. Residence - Major 12hrs
Select 12hrs from MKTG 300-499. 499. (Exclude MKTG 409).
 Courses must be completed at Texas A&M University.
- No AND B. Residence Rqmt 300-499 24hrs
Select 24hrs from any 300-400 level course at Texas A&M
 University. (except IBUS 301; SABR 300-399).

Total Credits and GPA 0.000 .00

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Area GPA-Major - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.	Major GPA 28+hrs														

Includes MKTG 300-499 (except MKTG 309, 321, 409).

Total Credits and GPA 0.000 .00

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