

Program Change Request

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

Viewing: **BBA-MKTG-ANC : Marketing - BBA, Analytics and Consulting Track**

Last approved: 03/29/18 10:40 am

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

Changes proposed by: hannahmcole

Catalog Pages Using [Marketing - BBA, Analytics and Consulting Track](#)
this Program

Contact(s)

Name	E-mail	Phone
Hannah Cole	hcole@mays.tamu.edu	3616497864

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 Analytics & Consulting (ANC)

Catalog Program Title
Marketing - BBA, Analytics and Consulting 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? No

Program delivery mode
On-campus

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 2:40 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 8:47 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 29, 2018 by Hannah Cole

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
MKTG 430 Marketing Consulting 3	3
SCMT 364 Operations Management	3
International elective 4	3
Semester Credit Hours	15

Fourth Year

Fall

MKTG 431 Marketing Analytics 3	3
Marketing elective 5	3
Marketing elective 5	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
MKTG 432 Corporate Social Responsibility 3	3
Marketing elective 5	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.

2General electives are any courses 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.

3Directed elective. Required courses [MKTG 430](#), [MKTG 431](#), and [MKTG 432](#).

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.

5Nine 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 ~~10/13/17—Change MKTG electives to a range.~~

Required Proposal [ANC—DegEval.pdf](#)
Forms [FS-February.pdf](#)
[BBA MKTG ANC.pdf](#)

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

Key: 599


[Print](#)

Detail Requirements

Hannah M. Cole
Oct 23, 2018 09:54 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-Analytics & Consulting	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 :	6
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.	MKTG	430												
No	AND	F.	MKTG	431												
No	AND	G.	MKTG	432												
No	AND	H.	MKTG	Electives 9hrs												

Select from MKTG 100-499 (except MKTG 409); IBUS 401-403. A maximum of 6hrs 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; 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		

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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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Area Life and Physical Sciences (9.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	Life/Physical Sciences	9hrs												
													Total Credits and GPA	0.000	.00	

Select 9 hours from any courses with the Life and Physical Sciences attribute [KLPS].

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Area Language, Philosophy & Culture (3.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	Lang, Phil, Culture Rqmt	3hrs												
													Total Credits and GPA	0.000	.00	

Select any course with the Language, Philosophy and Culture attribute [KLPC].

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Area Creative Arts (3.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	Creative Arts Requirement	3hrs												
													Total Credits and GPA	0.000	.00	

Select three hours from any course with the Creative Arts attribute [KCRA].

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Area Social and Behavioral Sciences (3.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	Social Science Rqmt	3hrs												
													Total Credits and GPA	0.000	.00	

Select from courses with the Social and Behavioral Science attribute [KSOC].

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Area : Citizenship (12.000 credits) - Not Met

Description Completion of 4 semesters of Upper-Level ROTC may be substituted for 3 hours of American History and 3 hours of Political Science.

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No		A.	American History Rqmt	6hrs												
No	AND	B.	Political Science Rqmt	6hrs												
													Total Credits and GPA	0.000	.00	

Select from any course with the [KHIS] attribute.

Take POLS 206 and POLS 207.

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Area General Electives (8.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course	Title	Attribute	Credits	Grade	Source
No	A.		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 <u>GPA</u>	0.000	.00	

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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 <u>GPA</u>	0.000	.00	

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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 <u>GPA</u>	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 <u>GPA</u>	0.000	.00	
<p>B. Cultural Diversity 3hr Select from courses with the Cultural Diversity attribute.</p>																

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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 <u>GPA</u>	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
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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