

Change

000183

Add Major

~~New~~ undergraduate majors require a separate Gen Ed Checklist form to accompany this form.

Major Name: FINM  
Degree: Bachelor of Science  
Effective Catalog Year: 2018-2019  
Curriculum Map:  
Description: No changes to curriculum map  
Additional Information:  
Description: Change name of Financial Services emphasis area

Summary/Explanation

Change name of "Financial Services" emphasis area to "Banking and Investments". Some students do not seem to be knowledgeable about what is encompassed by Financial Services. The name change seeks to make this clearer.

Rationale for Add New Major

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)  
Clarify content of emphasis area.

Form

User ID: jackw Name: Jack Wolf  
Date: 10/10/2017 Number: 34065

000121 10/12/17

*Jack G. Ward*

Chair, Department Curriculum Committee

Date

*Angela Morgan*

10/12/17

Department Chair

Date

*Jack G. Ward*

10/20/17

Chair, College Curriculum Committee

Date

*D. Wines*

10/22/17

College Dean

Date

Director, Calhoun Honors College

Date

*John D. Stiff*

11/3/2017

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

*Robert J. Gomez*

1/12/18

Provost

Date

President

Date

000185

### Change Undergraduate Course

**Change a Course**

Subject: MKT-Marketing  
Number: 4310  
Effective Term: Fall 2018  
Title: Marketing Research  
Honors Course:  
 Add Honors Course:  
Last Term Course was taught: 201701

**Brief Statement of Change Based on Assessment Results:**  
Prerequisite Change - Remove "Preq. or concurrent enrollment MKT 3310" and replace it with "Preq. MKT 3310," Change requested by instructors and advisor due to concurrent students at a significant knowledge disadvantage.

**Rationale for Changing a Course**

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Change In Student Learning Objectives

No Change

**Learning Objectives**

No Change

**Topical Outline**

No Change

**Evaluation**

Undergraduate

A	90	-	100
B	80	-	89
C	70	-	79
D	60	-	69
F	<		60

No Change

**Syllabus**

Upload File: [Not a syllabus-20171011135605.docx](#)

Description: MKT 4310

**Form**

User ID: rgomes Name: Roger Gomes  
Date: 10/11/2017 Number: 34161

000186

*Roger Stone*  
Chair, Department Curriculum Committee

10/10/17  
Date

*[Signature]*  
Department Chair

10/20/17  
Date

*Jack G. Wertz*  
Chair, College Curriculum Committee

10/20/17  
Date

*[Signature]*  
College Dean

10/22/17  
Date

Director, Calhoun Honors College

Date

*John D. Stiff*  
Chair, Undergraduate Curriculum Committee

11/3/2017  
Date

Chair, Graduate Curriculum Committee

Date

*Robert W. Jones*  
Provost

1/12/18  
Date

President

Date