

## Change Undergraduate Course

### Change a Course

**Subject:** MGT-Management  
**Number:** 3150  
**Effective Term:** Fall 2017  
**Title:** New Venture Creation  
 Honors Course:  
 Add Honors Course:  
**Last Term Course was taught:** 999999

**Brief Statement of Change Based on Assessment Results:**  
 ELE 3150 will no longer be offered as MGT 3150

### 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.)

ELE 3150 will no longer be offered as MGT 3150

### Change a Cross Reference

- Add cross reference with course(s):
- Delete cross reference with course(s): ELE 3150

### Learning Objectives

N/A

### Topical Outline

N/A

### Duplication (if applicable)

N/A

### Evaluation

Undergraduate

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

N/A

### Syllabus

Upload File: [ELE 3150 cross-20161213124837.docx](#)

### Form

**User ID:** chadn      **Name:** Chad Navis  
**Date:** 12/13/2016      **Number:** 28533

*Janis L Miller*  
Chair, Department Curriculum Committee

12/14/16

Date

*David L. ...*  
Department Chair

12-15-16

Date

*Mark A. Wolf*  
Chair, College Curriculum Committee

2/10/17

Date

*Jeff Strick*, ADU  
College Dean

2/15/17

Date

Director, Calhoun Honors College

Date

*John D. Stiff*  
Chair, Undergraduate Curriculum Committee

3/03/2017

Date

Chair, Graduate Curriculum Committee

Date

Provost


Date


President

Date

MEMORANDUM

TO: Department of Marketing  
College of Business

FROM: Bryan E. Denham, Chair   
Department of Communication

Lori M. Pindar, Director of Erwin Center Initiatives   
Department of Communication  
Erwin Center for Brand Communication

THRU: Roger Gomes, Curriculum Committee Chair  
Department of Marketing

DATE: February 9, 2017

RE: Cross-listing of Brand Communications Courses for  
the Erwin Center

Department of Communication

Clemson University  
401 Strode Tower  
Clemson, SC  
29634-0533

P 864-656-1567  
F 864-656-0599

As a part of the ongoing transition of the Erwin Center for Brand Communications from the Department of Communication to the College of Business, the courses related to the Erwin Center are approved for cross-listing in the Department of Marketing. The following courses related to the Erwin Center and approved for cross-listing are:

- COMM 3700: Survey of Brand Communications (3)
- COMM 3710: Brand Creation and Communication (3)
- COMM 3720: Digital Analytics in Brand Communications (3)
- COMM 3730: Media Management in Brand Communications (3)
- COMM 3740: Brand Communications and Media Strategy (3)
- COMM 3750: Presentation Skills in Advertising (1)
- COMM 3760: Brand Communications Capstone Seminar (3)

Please let us know if you have any questions or need additional information.  
Thank you.