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|  FLORIDA ATLANTIC UNIVERSITY | NEW/CHANGE PROGRAM REQUEST Graduate Programs | | UGPC Approval _____ UFS Approval _____ Banner _____ Catalog _____ |
| | Department _____ College _____ | | |
| Program Name _____ | | New Program* Change Program* | Effective Date (TERM & YEAR) |
| Please explain the requested change(s) and offer rationale below or on an attachment. | | | |
| *All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes. | | | |
| Faculty Contact/Email/Phone _____ | | Consult and list departments that may be affected by the change(s) and attach documentation | |
| Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____ | | Date 3/10/25 3/13/25 3/13/25 _____ _____ _____ _____ _____ | |

Email this form and attachments to UGPC@fau.edu 10 days before the UGPC meeting.

Memo regarding Marketing courses:

In the past, students took MAR 7936 over two semesters (referred to as Seminar in Marketing 1 and 2). This was confusing to students and others as the same course number was used for both semesters. Further, while the numbering would suggest 1 should precede 2, that was not the case in practice. We are therefore proposing to have the material covered in two unique classes.

MAR7936 (existing course) – this course will cover the material that has been in Seminar in Marketing 2; we request to modify the title accordingly and change the prerequisite to be consistent with other doctoral level courses in the college.

MAR 7622 (new course) – we request to create a new course that will cover the material that has been covered in Seminar in Marketing 1.

This is a credit neutral and a budget neutral change.

Course Changes in Catalog

Methods in Marketing Research (MAR 7622) 3 credits

Prerequisite: Admission to Ph.D. program

Seminar covers topics including but not limited to research design and implementation, commercial and electronic data sources, qualitative research, survey methods, sampling techniques and multivariate analysis. Throughout, emphasis will be placed on types of analyses appropriate to particular kinds of marketing data; however, the course will not be statistically intensive.

Seminar in Marketing ~~1 and 2~~ (MAR 7936) 3 credits

Prerequisite: ~~Completion of Ph.D. core~~ Admission to Ph.D. program

Seminar covers topics including but not limited to research design and implementation, commercial and electronic data sources, qualitative research, survey methods, sampling techniques and multivariate analysis. Throughout, emphasis will be placed on types of analyses appropriate to particular kinds of marketing data; however, the course will not be statistically intensive.

~~A sequence of courses dealing with a range of significant topics and issues.~~

Program Change in Catalog

Doctoral program

Business Administration

Doctor of Philosophy (Ph.D.)

Executive Concentration in the Ph.D. Program in Business Administration

Foundation and Statistics Courses - 12 credits

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| Topics in Econometrics | ECO 6424 | 3 |
| Scientific Methods in Business | MAN 7640 | 3 |
| Research Methods 1 | QMB 7565 | 3 |
| Research Methods 2 | QMB 7566 | 3 |

Executive Core Courses - 36 credits

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| Survey of Accounting Behavioral Research | ACG 7837 | 3 or |
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| Seminar in Current Accounting Research Issues | ACG 7918 | 3 |
| Survey of Archival Accounting Research | ACG 7886 | 3 |
| Microeconomic Foundations of Strategic Decision Making | ECO 7178 | 3 |
| Contemporary Issues in Global Macroeconomics | ECO 7296 | 3 |
| Theory of Corporate Finance: Readings and Empirics | FIN 7808 | 3 |
| State-of-the-Art Managerial Finance | FIN 7895 | 3 |
| Business Transformation in Information Systems and Operations Management | ISM 7345 | 3 |
| Seminar in Information Systems | ISM 7935 | 3 |
| Strategic Management Seminar | MAN 7729 | 3 |
| Advanced Management Theory | MAN 7779 | 3 |
| Methods in Marketing Research | MAR 7622 | 3 |
| Seminar in Marketing | MAR 7936 | 3 |
| Seminar in Marketing 1 and 2 (Students take course twice, once as seminar 1 and then as seminar 2, 3 credits each.) | MAR 7936 | 6 |
| Dissertation - 32 credits (minimum) | | |
| <i>Choose 6 credits in area of interest (may be taken multiple times)</i> | | |
| Advanced Research in Accounting | ACG 7978 | 1-6 |
| Advanced Research in Economics | ECO 7978 | 1-6 |
| Advanced Research in Finance | FIN 7978 | 1-6 |
| Advanced Research in Information Technology | ISM 7978 | 1-6 |
| Advanced Research in Management | MAN 7978 | 1-6 |
| Advanced Research in Marketing | MAR 7978 | 1-6 |

Choose courses in area of interest - 26 credits
(may be taken multiple times)

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| Doctoral Dissertation in Accounting | ACG 7980 | 1-15 |
| Doctoral Dissertation in Economics | ECO 7980 | 1-15 |
| Doctoral Dissertation - Finance/Real Estate | FIN 7980 | 1-15 |
| Doctoral Dissertation Research | ISM 7980 | 1-15 |
| Doctoral Dissertation - Management | MAN 7980 | 1-15 |
| Doctoral Dissertation in Marketing | MAR 7980 | 1-15 |