

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>1/29/24</u> UFS Approval _____ Banner _____ Catalog _____
	Department <u>Marketing</u> College <u>Business</u>		
Program Name Undergraduate Marketing Major	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2024	
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>See attachment for details on the changes to the marketing major.</p>			
<p><small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small></p>			
Faculty Contact/Email/Phone Amir Javadina sjavadina@fau.edu 7-3036		Consult and list departments that may be affected by the change(s) and attach documentation N/A (all changes are within the department)	
Approved by Department Chair <u>M A Rhorer</u> College Curriculum Chair <u>Julian Nieves</u> College Dean <u>[Signature]</u> UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Macroff</u> UFS President _____ Provost _____		Date Oct. 31, 2023 <u>11-30-23</u> <u>11/30/23</u> <u>1/29/24</u> <u>1/29/24</u>	

Email this form and attachments to mjenning@fau.edu seven business days before the UUPC meeting.

Marketing Major Changes

Marketing Department Major Programs

~~Students who major in Marketing are required to take Marketing Strategy (MAR 4803) and four other marketing electives (15 total credits) beyond Marketing Management (MAR 3023). An Advertising concentration is available.~~ The Marketing program, including the Advertising concentration, consists of 18 credits of Marketing coursework (excluding MAR 3023), in addition to the college pre-business and core coursework. The General Marketing major requires three specific courses (Consumer Behavior, Marketing Research and Information Systems, and Marketing Strategy) plus three (9 credit hours) upper-division marketing electives. Students ~~choosing in the~~ Advertising concentration are required to take Principles of Advertising (MAR 3326), and Marketing Strategy (MAR 4803), ~~choose~~ any three of the **four** courses listed below for the Advertising concentration **and a Marketing elective (to meet the minimum 18 credits of Marketing coursework)**. A grade of "C" or better is required in all major courses.

General Marketing Major

Consumer Behavior	MAR 4503
Marketing Research and Information Systems	MAR 4613
Marketing Strategy	MAR 4803

Plus the following ~~three~~ four:

Marketing elective (upper-division)	MAR
Marketing elective (upper-division)	MAR
Marketing elective* (upper-division)	MAR
Marketing elective	

Advertising Concentration

Principles of Advertising	MAR 3326
Marketing Strategy	MAR 4803

Plus three of the following:

Advertising Internship	MAR 4940
Promotional Management	MAR 4323

Creative Advertising Strategy: Concepts and Design	MAR 4334
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Digital Marketing	MAR 4721
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Plus the following:

Marketing elective (upper-division)	MAR
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*One of the following Hospitality courses may be substituted for 3 credits of MAR elective:

HFT 3741: Meetings and Events Management

HFT 4240: Excellence in Guest Service Management

HFT 4503: Hospitality Marketing and Revenue Management