### ACADEMIC PROGRAMS ROUTING FORM

**New Program**  
**Revised Program X**

*Program Announcement/Letter of Intent must be previously submitted*

Complete instructions for the use of this form are provided on the reverse side. If you have any questions, please contact the Office of Academic Affairs at extension 2232.

**PART I:** To be completed by Department. After completing Part I, forward form to the appropriate Dean. Note - if academic program is in the School of Education, form is sent to the Faculty Council Chair for endorsement before going to the Dean's office.

New programs must submit a writing plan, oral competency plan, critical thinking infusion and assessment plan, and a computer and information literacy infusion plan to the General Education Council for review and approval.

Revised programs need to indicate if the proposed revision will have an effect on one or more of the plans listed above:  
Yes____ No____ (Not applicable to minors) If so, submit the revised plans to the General Education Council for review and approval.

<table>
<thead>
<tr>
<th>New/Revised Program Name</th>
<th>Major/Minor Code (revised programs)</th>
<th>Date</th>
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<tbody>
<tr>
<td>Sarfraz Mian</td>
<td>143</td>
<td>April 9, 2019</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Department/Program Chair</th>
<th>Contact Person</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Victoria Chiu</td>
<td>Sarfraz Mian</td>
<td>April 9, 2019</td>
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<tr>
<th>Curriculum/Program Representative</th>
<th>Date</th>
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#### Required for School of Education/School of Business programs ONLY

Endorse concept:  
Yes____ No____  
*Faculty Council/ Curriculum Chair’s Signature*  
*Date*

**Part II:** To be completed by the appropriate Dean (see reverse). After completing, forward form to the Provost.

Endorse  
Yes____ No____  
*Dean’s Signature*  
*Date*

**Part III:** To be completed by Provost (see reverse). After completing, forward form along with all attachments back to the Department.

Endorse  
Yes____ No____  
*Provost’s Signature*  
*Date*

**Part IV:** See reverse for instructions. After completing Part IV, forward form to the Faculty Assembly Chair.

#### UNDERGRADUATE PROGRAMS

Endorse  
Yes____ No____  
*Academic Policies Council Chair’s Signature*  
*Date*

Endorse  
Yes____ No____  
*Priorities and Planning Council Chair’s Signature*  
*Date*

Endorse  
Yes____ No____  
*N/A*  
*Gen Ed Council Chair’s Signature*  
*Date*

#### GRADUATE PROGRAMS

Endorse  
Yes____ No____  
*Dean of Graduate Studies and Research’s Signature*  
*Date*

Endorse:  
Yes____ No____  
*Graduate Council Chair’s Signature*  
*Date*

Endorse:  
Yes____ No____  
*Priorities and Planning Council Chair’s Signature*  
*Date*

**Part V:** To be completed by Faculty Assembly Chair.

Approve:  
Yes____ No____  
*Faculty Assembly Chair’s Signature*  
*Date*
Marketing Major (60 cr)

A. Core Requirements (30 cr)

ACC 201 - Principles of Accounting I Credit: 3
ACC 202 - Principles of Accounting II Credit: 3
BLW 355 - Legal and Regulatory Environment of Business Credit: 3
FIN 325 - Corporate Finance Credit: 3
MGT 261 - Business Organization Credit: 3
MGT 495 - Management Policy and Simulation Credit: 3
MKT 250 - Marketing Principles Credit: 3
MKT 370 - Consumer Behavior Credit: 3
MKT 375 - Marketing Research Credit: 3
MKT 467 - Integrated Marketing Communications Credit: 3

B. Elective Requirements (6 cr)

Select two courses from the following:
At least one in Marketing

MKT Upper Division
ECO Upper Division

C. Cognate Requirements (24 cr)

COM 211 - Strategic Communication in Business Credit: 3
CSC 102 - Business Information Systems and Computing Tools Credit: 3
ECO 101 - Principles of Microeconomics Credit: 3
ECO 200 - Principles of Macroeconomics Credit: 3
MAT 158 - Introduction to Statistics A Credit: 3
MAT 208 - Mathematical Applications for Business and Management Credit: 3 *

MAT 258 - Introduction to Statistics B Credit: 3
ECO Upper Division (3 cr)

*Students transferring into the major who have completed MAT 210 with a C- or better fulfill the MAT 208 requirement.

Note: A grade below C must be repeated in all courses credited to the major; each of these courses which is a prerequisite for another course in the program must have a C- or better grade attained before taking the course for which it is a prerequisite.

Marketing Major (57-60 cr) - Proposed

A. Core Requirements (30 cr)

ACC 201 - Principles of Accounting I Credit: 3
ACC 202 - Principles of Accounting II Credit: 3
BLW 355 - Legal and Regulatory Environment of Business Credit: 3
FIN 325 - Corporate Finance Credit: 3
MGT 261 - Business Organization Credit: 3
MGT 495 - Management Policy and Simulation Credit: 3
MKT 250 - Marketing Principles Credit: 3
MKT 370 - Consumer Behavior Credit: 3
MKT 375 - Marketing Research Credit: 3
MKT 467 - Integrated Marketing Communications Credit: 3

B. Elective Requirements (6 cr)

Select two courses from the following:
At least one in Marketing

MKT 3@
MKT 4@
ECO 3@
ECO 4@

C. Cognate Requirements (21-24 cr)

COM 211 - Strategic Communication in Business Credit: 3
CSC 102 - Business Information Systems and Computing Tools Credit: 0-3
- OR- a passing score on CSC 102 waiver exam
ECO 101 - Principles of Microeconomics Credit: 3
ECO 200 - Principles of Macroeconomics Credit: 3

MAT 158 - Introduction to Statistics A Credit: 3
MAT 208 - Mathematical Applications for Business and Management Credit: 3 *

MAT 258 - Introduction to Statistics B Credit: 3
Select three credits from 300 or 400 level ECO courses.

*Students transferring into the major who have completed MAT 210 with a C- or better fulfill the MAT 208 requirement.

Note: A grade below C must be repeated in all courses credited to the major; each of these courses which is a prerequisite for another course in the program must have a C- or better grade attained before taking the course for which it is a prerequisite.