



SACRAMENTO
STATE

Program Proposal Form B



Academic Group (College): College of Business Administration	Date of Submission to College Dean: March 29, 2007
Academic Organization (Department): Marketing Area	Requested Effective: Fall __, Spring <u>X</u> , 2008 __.
Department Chair: (Associate Dean) Russell K.H. Ching	Contact if not Department Chair:
Title of the Program: BSBA, Marketing Concentration	
Type of Program Proposal:	
<input checked="" type="checkbox"/> Modification in Existing Program: <input type="checkbox"/> Substantive Change <input checked="" type="checkbox"/> Non-Substantive Change <input type="checkbox"/> Deletion of Existing Program <input type="checkbox"/> New Programs <input type="checkbox"/> Initiation (Projection) of New Program on to Master Plan <input type="checkbox"/> New Degree Programs <input type="checkbox"/> Regular Process <input type="checkbox"/> Fast Track Process <input type="checkbox"/> Pilot Process <input type="checkbox"/> New Minor, Concentration, Option, Specialization, Emphasis <input type="checkbox"/> New Certificate Program	
PLEASE NOTE: Form B is to be used only as a Cover Form. Additional information is requested for each of the above as noted in the corresponding procedure in the Policies and Procedures for Initiation, Modification, Review and Approval of Courses and Academic Programs found at http://www.csus.edu/acad/univmanual/index.htm	
Briefly describe the program proposal (new or change) and provide a justification. Requested Change: <i>Delete GM 196 and replace with MKTG 196 as elective course in section "(3) Select one of the following:" Prior to the restructuring of the College of Business Administration, GM 196 carried a department prefix of MGMT 196. Here, MGMT 196 served as a "catch-all" course for experimental (new) courses for Finance, International Business, Strategic Management, Insurance, Operations Management and Marketing. Unlike MGMT 199 which had a suffix code (A-D) to identify each experimental course by concentration, MGMT 196 did not have such designations. Each time a new MGMT 196 was offered, the Marketing area faculty voted to approve or not approve the course as an "accepted" elective for the Marketing Concentration. Where applicable, undergraduate course prefixes are now based on CBA concentrations, e.g., MKTG for Marketing courses. As such a new concentration-specific 196 is being offered (see New Course Proposal for MKTG 196 attached) to replace GM 196 as an elective in the Marketing Concentration.</i>	
PROPOSED (Program Section) (3) Select one of the following (3) ENTR 187 Entrepreneurship (3) FIN 134 Financial Management (FIN 101) (3) MKTG 196 Experimental Offering Marketing	CURRENT (Program Section) (3) Select one of the following (3) ENTR 187 Entrepreneurship (3) FIN 134 Financial Management (FIN 101) (3) GM 196 Experimental Offering in Business Problems

Approvals:

Department Chair: _____

Date: _____

4-3-07

College Dean: _____

Date: _____

University Committee: _____

Date: _____

**Associate Vice President and Dean
for Academic Affairs:** _____

Date: _____