



SACRAMENTO STATE

Attachment U
Senate Committee Meeting - April 26, 2012

Program Proposal
Form B



Academic Group (College): College of Business Administration
Date of Submission to College Dean: January 25, 2012
Academic Organization (Department):
Requested Effective: Fall X, Spring, 2012
Department Chair: None
Contact if not Department Chair: Monica Lam, Associate Dean for Graduate and External Programs, College of Business Administration

Title of the Program (Please be specific; indicate minor, undergraduate or graduate degree, etc.):
Marketing Concentration in the Master of Business Administration Program (MBA/MKTG)

Type of Program Proposal:

- X Modification in Existing Program:
Substantive Change
Non-Substantive Change
X Deletion of Existing Program (MBA/MKTG concentration)
New Programs
Initiation (Projection) of New Program on to Master Plan
New Degree Programs
Regular Process
Fast Track Process
Pilot Process
New Minor, Concentration, Option, Specialization, Emphasis
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/umannual/acad.htm

Briefly describe the program proposal (new or change) and provide a justification.

Delete the MBA/MKTG concentration because of declining enrollments and insufficient resources to sustain it.

Approvals:

Department Chair: [Signature] Date: 2-1-2012
College Dean: [Signature] Date: 2-6-2012
University Committee: [Signature] Date: 3/26/12
Associate Vice President and Dean for Academic Affairs: [Signature] Date: 4/3/12