



# The University of Georgia®

University Council  
Athens, Georgia 30602

August 15, 2012

## UNIVERSITY CURRICULUM COMMITTEE – 2012-2013

Mr. David E. Shipley, Chair

Agricultural and Environmental Sciences - Dr. T. Dean Pringle

Arts and Sciences - Dr. Roxanne Eberle (Arts)

Dr. Rodney Mauricio (Sciences)

Business - Dr. William D. Lastrapes

Ecology - Dr. James W. Porter

Education - Dr. William G. Wraga

Environment and Design - Mr. David Spooner

Family and Consumer Sciences - Dr. Leslie Gordon Simons

Forestry and Natural Resources - Dr. Sarah F. Covert

Journalism and Mass Communication - Dr. Alison F. Alexander

Law – No representative

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Robert Grafstein

Public Health – Dr. Marsha C. Black

Social Work - Dr. Stacey R. Kolomer

Veterinary Medicine - Dr. K. Paige Carmichael

Graduate School - Dr. Tracie E. Costantino

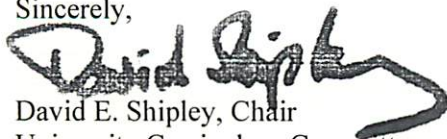
Undergraduate Student Representative

Graduate Student Representative

Dear Colleagues:

The attached proposal to rename the Department of Marketing and Distribution to Department of Marketing will be an agenda item for the August 22, 2012, Full University Curriculum Committee meeting.

Sincerely,



David E. Shipley, Chair  
University Curriculum Committee

cc: Provost Jere W. Morehead  
Dr. Laura D. Jolly



# The University of Georgia

Terry College of Business

Robert T. Sumichrast, *Dean*  
Simon S. Selig, Jr. *Chair for*  
*Economic Growth*

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## MEMORANDUM

TO: Jere W. Morehead, Provost

FROM: Robert T. Sumichrast, Dean

ROBERT

DATE: June 11, 2012

RE: Proposed Renaming of the Terry College Marketing and Distribution Department

The Terry College of Business requests that its Department of Marketing and Distribution be renamed the Department of Marketing. The topic was discussed in a departmental faculty meeting this spring and no one expressed any dissent. Therefore, as Dean of the Terry College, I support this request, based on the reasons as outlined in the University Evaluation Criteria:

- a) The name more accurately describes the teaching and research mission of the department. The department no longer teaches any 'Distribution' classes – all classes are Marketing classes. Distribution, or Place, is considered one of the four "P's" of marketing along with Product, Price and Promotion. Thus, channels of distribution and distribution strategy are included as one part of marketing strategy, so there is no reason to state it separately.
- b) Most similar departments at other Universities, including our peer and aspirant schools, are Departments of Marketing.
- c) Individuals looking for courses or expertise in 'distribution' are most likely looking for what is now commonly referred to as 'logistics' - which is typically associated with faculty or departments in Operations Management rather than Marketing.
- d) The Marketing name is entirely consistent with the MARK prefix already in use.

I appreciate your support of this request.

/abg

APPROVED:

Jere W. Morehead, Senior Vice President for Academic Affairs & Provost

**NAME CHANGE JUSTIFICATION FORM**

School/College Name: \_\_\_\_\_

Proposed Name: \_\_\_\_\_

**Department Name Changes:**

Current Department Name:

Marketing & Distribution

Proposed Department Name:

Marketing

**Major Name Changes: no changes**

Current Major Name: \_\_\_\_\_ Degree \_\_\_\_\_

Proposed Major Name: \_\_\_\_\_ Degree \_\_\_\_\_

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\_\_\_\_\_  
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**Minor Name Change: not applicable**

Current Minor Name: \_\_\_\_\_ Degree \_\_\_\_\_

Proposed Mino Name: \_\_\_\_\_ Degree \_\_\_\_\_

**Prefix Changes: no change**

A prefix change package should be submitted after the name change has been approved.

Current  
Prefix

Department

Proposed  
Prefix

Department

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
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\_\_\_\_\_

**JUSTIFICATION:**

Attach a page justifying changes.

**SIGNATURES:**

School/College: Mark C. Perkins

Department: Marketing