



The University of Georgia

University Council
Athens, Georgia 30602

October 2, 2015

UNIVERSITY CURRICULUM COMMITTEE – 2015-2016

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Undergraduate Student Representative – Ms. Taylor K. Lamb

Graduate Student Representative – Ms. A. June Brawner

Dear Colleagues:

The attached proposal to revise the high-demand selection criteria for the major in Marketing (B.B.A.) will be an agenda item for the October 9, 2015, Full University Curriculum Committee meeting.

Sincerely,

William K. Vencill, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

FORM FOR ESTABLISHING OR CHANGING THE ENTRANCE STATUS
AND REQUIREMENTS OF AN UNDERGRADUATE MAJOR

I. BASIC INFORMATION

1. School/College: Terry College of Business
2. Department/Division: Marketing Department
3. Program: Undergraduate
 - a. Degree: BBA
 - b. Major: Marketing

II. ENTRANCE REQUIREMENT:

Please provide the following information on an attached sheet:

1. Justification: what is the academic justification for instituting the requirement? (see part four of the policy statement)
2. Requirement: what specific entrance requirements are proposed? (see part four of the policy statement)
3. Results: How will the proposed requirement solve the academic problems outlined in one?
4. Consequences of the requirement:
 - a. How will this requirement affect the major involved?
 - b. What effects are anticipated on other majors within the University?
 - c. Are there any other anticipated effects on enrollment patterns within the University?

III. SIGNATURES:

<u>Charlita Mason</u>	<u>Marketing</u>	<u>9/14/15</u>
Department Head	Department	Date
<u>D. D. H. Evers</u>	<u>Terry</u>	<u>9/14/15</u>
School/College Curriculum Committee Chair	School/College	Date
<u>B. C. J.</u>	<u>Terry College of Business</u>	<u>9/14/15</u>
Dean	School/College	Date
_____	_____	_____
University Curriculum Committee Chair		Date
_____	_____	_____
Vice President for Academic Affairs		Date



The University of Georgia

Henry J. Munneke
Associate Dean for Undergraduate Programs
and C. Herman & Mary Virginia Terry
Distinguished Chair of Business

Terry College of Business

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Athens, Georgia 30602
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Date: Sept 14, 2015

To: Office of the Senior Vice President for Academic Affairs and Provost

From: Henry J. Munneke 
Associate Dean for Undergraduate Programs

Subj: Request of Change to Selection Criteria for Marketing Major in Terry College of Business

The Marketing Department in the Terry College of Business has requested that the two principles of accounting courses (ACCT 2101, ACCT 2102, and their Honors equivalents) be added to their list of evaluation (selection) criteria for admission to the Marketing Major, one of the University's high-demand majors. Specifically, the request is to be able to consider an applicant's grade in ACCT2101 or ACCT2101H, or equivalent, and ACCT 2102 or ACCT 2102H, or equivalent, if completed. This is consistent with the current selection criteria of six other majors in the Terry College. Accounting represents a core and fundamental skill set necessary for the study of business.

Please note that these accounting courses are already required to be completed by all B.B.A. students as part of the BBA general education core curriculum requirements (specially, Area VI). In addition, the Terry College currently requires all intended B.B.A. students to already have completed ACCT 2101 (or equivalent) and have a posted grade prior to applying to the College, as well as having ACCT 2102 in progress.

We do not believe this change will adversely impact students and is internally viewed as a manner to obtain a more uniform set of selection criteria. We also do not believe the addition of the criteria will have any impact on the number of students admitted into the Terry College, nor should this change impact any of the University's other Colleges or Schools outside of the Terry College of Business in any way.

The proposed change to the entrance requirement for the Marketing Major was approved by the Department's faculty, the College's Curriculum Committee (by a vote of 7-0), and is supported by the Dean of the College.