

**DEGREE/PROGRAM CHANGE  
FORM C  
Form Number: C1693**

Fields marked with \* are required

**Name of Initiator:** Roberta Murray    **Email:** [bmurray@unm.edu](mailto:bmurray@unm.edu)    **Phone Number:** 505 277-8438    **Date:** 10-07-2015

Associated Forms exist?     Initiator's Title   
Faculty Contact     Administrative Contact   
Department     Admin Email   
Branch     Admin Phone

**Proposed effective term**

Semester  Year

**Course Information**

Select Appropriate Program   
Name of New or Existing Program   
Select Category  Degree Type   
Select Action

Exact Title and Requirements as they should appear in the catalog. If there is a change, upload current and proposed requirements.

See current catalog for format within the respective college (upload a doc/pdf file)

[Form C Revision.pdf](#)

**Does this change affect other departmental program/branch campuses? If yes, indicate below.**

Reason(s) for Request (enter text below or upload a doc/pdf file)

Upload a document that includes justification for the program, impact on long-range planning, detailed budget analysis and faculty workload implications. (upload a doc/pdf file)

**Are you proposing a new undergraduate degree or new undergraduate certificate? If yes, upload the following documents.**

Upload a two-page Executive Summary authorized by Associate Provost. (upload a doc/pdf file)

Upload memo from Associate Provost authorizing go-ahead to full proposal. (upload a doc/pdf file)

CURRENT:

The Marketing Management concentration requires MGMT 481 and 435 plus three additional electives from MGMT 433, 480, 483, 484, 485, 486, 487, 488, and \*489. Other courses may be substituted with prior consent of the Marketing concentration faculty advisor.

PROPOSED:

The Marketing Management concentration requires MGMT 481 and 435 plus three additional electives from MGMT 433, 480, 482, 483, 484, 485, 486, 487, 488, and \*489. Other courses may be substituted with prior consent of the Marketing concentration faculty advisor.

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