

**DEGREE/PROGRAM CHANGE
FORM C
Form Number: C1436**

Fields marked with * are required

Name of Initiator: Deirdre F Markham **Email:** dmarkham@unm.edu **Phone Number:** 277-4161 **Date:** 09-15-2014

Associated Forms exist? Yes Initiator's Title Program Specialist
Faculty Contact Robert DelCampo Administrative Contact Deirdre Markham
Department Anderson School of Management Admin Email dmarkham@unm.edu
Branch Admin Phone 277-4161

Proposed effective term

Semester Fall Year 2015

Course Information

Select Appropriate Program Graduate Degree Program
Name of New or Existing Program MBA Marketing Management Concentration
Select Category Concentration Degree Type M.B.A.
Select Action Revision

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 - M.B.A. Marketing Concentration.docx](#)

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)

This request adjusts the Marketing Management concentration catalog description to align with the new credit hour program requirements which have been submitted in Form C1380.

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)

[Form C - M.B.A. Marketing Concentration.docx](#)

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)

FORM C Degree/Program Change

Name of Initiator: Deirdre Markham Email: dmarkham@unm.edu Date: 9/15/14

Phone: 277-4161

Initiator's Rank/Title: Program Specialist

Associated Forms Exist: **Yes** No

Faculty Contact: Robert DelCampo Administrative Contact: Deirdre Markham

Department: Associate Dean's Office

Admin Email: dmarkham@unm.edu

Admin Phone: 277-4161

Branch:

Proposed effective term

Semester: Fall

Year: 2015

Course Information

Circle Program: UG

GR

Name of new or existing program: International Management Concentration

Select Category:

Degree

Major

Minor

Concentration

Certificate

Emphasis

Department

Subject code

UG Core Course

Degree type: M.B.A.

Select Action:

New

Revision

Deletion

Name Change

Exact Title and Requirements as they should appear in the catalog:

The [Marketing Management concentration](#) -

<http://masters.mgt.unm.edu/curriculum/marketing.asp>

serves students interested in careers in product management, marketing research, advertising, logistics, supply chain management, sales, and customer relations.

Required courses: MGMT 581 and 582

To satisfy requirements for this concentration, students must take at least 12 hours (4 courses) of approved marketing graduate coursework. In addition to MGMT 581 and 582, the remaining

two (2) courses must be selected from the following: *489, 523, 580, 583, 584, 586, 587, 588 and 697 (697 must be pre-approved by career services office and marketing internship advisor).

Does this change affect other departmental program/branch campuses? Yes _____ No X

Reason(s) for request:

Statements that include justification for the program, impact on long-range planning, detailed budget analysis and faculty workload implications:

This request adjusts the Marketing concentration catalog description to align with the new credit hour program requirements which have been submitted in Form C1380.

In Form C1380, Anderson is requesting a revision of the credit hours required to receive an M.B.A. Form C1380 was the result of a 3-year review of the M.B.A. curriculum and removes the option that allowed waivers of core courses. In order to cover the additional sections of core courses that will be necessary with the removal of the waiver, concentration requirements have been reduced in order to free existing faculty resources to cover the additional sections of core courses that will be necessary.

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Department: Associate Dean's Office

Admin Email: dmarkham@unm.edu

Admin Phone: 277-4161

Branch:

Proposed effective term

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Course Information

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Name Change

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