

**DEGREE/PROGRAM CHANGE
FORM C**

Fields marked with * are required

Name of Initiator: Roberta Murray

Email: * bmurray@unm.edu **Date:** * 09-24-08

Phone Number: * 505 277-8438

Initiator's Rank / Title* Admin Assistant 3: Anderson Schools of

Management

Faculty Contact* Laurie Schatzberg

Administrative Contact* Bobbie Murray

Department* MIDS

Division ASM

Program Marketing Management-15 hours

Branch UNM main

Proposed effective term:

Semester Spring ▼ Year 2009 ▼

Course Information

Select Appropriate Program Undergraduate Degree Program ▼ CIP Code

Name of New or Existing Program * BBA Marketing Management Concentration

Catalog Page Number 90 Select Category Concentration ▼ Degree Type

Select Action Revision ▼

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

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

Marketing Management-15 hours MGMT 480 and 481 plus three additional marketing electives from 483, 484, 485, 486, 487, 488, 489 and 433. Other Anderson School courses or courses outside Anderson School may be substituted with faculty advisor prior written consent.

This Change affects other departmental program/branch campuses

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

Update needed because of changes in class structure. Some classes no longer offered.

Statements to address budgetary and Faculty Load Implications and Long-range planning

none

* (enter text below or upload a doc/pdf file)