

**DEGREE/PROGRAM CHANGE  
FORM C  
Form Number: C2198**

Fields marked with \* are required

**Name of Initiator:** Robin Luann Love    **Email:** [rlove01@unm.edu](mailto:rlove01@unm.edu)    **Phone Number:** 505 277-8438    **Date:** 02-19-2018

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)

[Minor MKTG - Form C.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)

☐ The marketing faculty have determined that the department no longer has the capacity nor the resources to adequately support the Minor in Marketing Management. Faculty believe non-Anderson students are better served by pursuing the existing general management minor offered by the school.

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)