

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>4/29/24</u> UFS Approval _____ Banner _____ Catalog _____
	Department <u>Marketing</u> College <u>Business</u>		
Program Name Marketing Minor	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2024	
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>Since two new courses will be required for the Marketing Major in the Fall of 2024, and these same courses will become pre/co requisities for the capstone course in the Fall of 2025, the Marketing Minor needs updated. Students currently seeking a Marketing Minor would only have 1 elective. The new proposal would give them 2 electives.</p>			
<p><small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small></p>			
Faculty Contact/Email/Phone Ann Root/aroot@fau.edu/561-297-4179		Consult and list departments that may be affected by the change(s) and attach documentation	
Approved by Department Chair _____ <i>Hongyi</i> College Curriculum Chair _____ <i>Julia Nigro</i> College Dean _____ <i>Ad. HAO</i> UUPC Chair _____ <i>Korey Sorgo</i> Undergraduate Studies Dean _____ <i>Dan Meeroff</i> UFS President _____ Provost _____		Date 4/9/2024 4-15-24 4-15-24 4/29/24 4/29/24	

Email this form and attachments to mjenning@fau.edu seven business days before the UUPC meeting.

MARKETING

UNDERGRADUATE MINOR

(Minimum of 9 credits required)

The Marketing minor is designed for non-Marketing Business majors requiring the Business Core courses. Because part of the requirements include successful completion of the Business Core classes, the minor is usually not practical for majors in General Economics or Health Administration.

The Marketing minor requires ~~MAR 4803~~ MAR4503 and MAR4613 and one additional upper-division marketing course ~~or advertising courses~~ (3000 level or above) with a grade of "C" or better. ~~In cases where MAR 4803 is required for a major, an additional upper-division marketing course is required for the minor.~~

A maximum of 3 credits used for the Marketing minor may count toward other Business major requirements. A minimum of two courses (6 credits) must be exclusive to the minor. A minimum of 6 credits must be taken in residence at FAU. The acknowledgment of the minor is official upon successful completion of a College of Business degree program.