Florida Institute of Technology

CHANGING GRADUATION
REQUIREMENTS IN A MAJOR/MINOR

The addition or removal of any graduation requirement in a major or minor requires that this form, accompanied by supporting documentation, be completed and approved as indicated below. Incomplete or incorrect forms will not be processed.

COLLEGE College of Business

DEPARTMENT Online Learning

DEGREE LEVEL Undergraduate

PROGRAM TITLE Management

TO BE INITIATED WITH CATALOG YEAR 20-21

CHANGE REQUESTED FOR □ major program [ ] minor program 7603

EFFECTIVE DATE FOR CHANGE 6/2010

NAMED TERM FOR EFFECTIVE DATE UA-Summer 1

Majors/Minors Code

BRIEF DESCRIPTION OF REQUESTED CHANGES: Attach a more detailed description and any supporting documentation.

Request the following courses be available to take as Restricted Business Electives for the BA Business Administration Management:

BUS 3605: Consumer Behavior
BUS 3607: Marketing Research
BUS 3611: Entertainment and Sports Management
BUS 3612: Hospitality and Tourism Marketing
BUS 4607: Brand Management
BUS 4661: Marketing and Analytics Strategy
BUS 4105: Retail Management

Approvals: On completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee, for approval below and forward to the Office of the Registrar.

[Signatures and dates]

Registrar’s Use Only

University Catalog [ ] Yes [ ] No Update completed Date Initials

University College Catalog [ ] Yes [ ] No Update completed Date Initials

University Alliance Catalog [ ] Yes [ ] No Update completed Date Initials

CAPP / Degree Evaluation [ ] Yes [ ] No Update completed Date Initials

Catalog / Policy Mgmt. System [ ] Yes [ ] No Update completed Date Initials

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158 West University Boulevard, Melbourne, Fl. 32901-6975 • (321) 674-7399 • Fax (321) 674-7337
# FLOW CHART

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October 16, 2008
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**Restrictive Electives**

- **CIS 3318**: Electronic Commerce
  - CIS 3318: Electronic Commerce
- **ELA 2603**: Administration and Public Law
  - ELA 2603: Administration and Public Law
- **ELA 3061**: Legal Aspects in Health Management
  - ELA 3061: Legal Aspects in Health Management
- **EMG 3225**: Public Administration

* = Management Courses of Critical Foundation Courses
JS = Junior Standing
SS = Senior Standing
The addition or removal of any graduation requirement in a major or minor requires that this form, accompanied by supporting documentation, be completed and approved as indicated below. Incomplete or incorrect forms will not be processed.

COLLEGE: Business

DEGREE LEVEL: Bachelor of Arts

DEPARTMENT: UA-Online Learning

PROGRAM TITLE: Business Administration - Marketing (7604)

TO BE INITIATED WITH CATALOG YEAR: 2010-2011

CHANGE REQUESTED FOR: ☑ major program □ minor program

EFFECTIVE DATE FOR CHANGE: 08/20/10

NAMED TERM FOR EFFECTIVE DATE: UA-Fall 2010 (201085)

BRIEF DESCRIPTION OF REQUESTED CHANGES: 

Revision 1: Eliminate core course EBA 3321 (Essential Business Skills).

Revision 2: Move core course EMG 3398 (Organizational Theory) to the Restricted Business Elective category.

Revision 3: Eliminate one Free Elective from the degree program. Revised total of 9 credit hours in Free Electives.

Revision 4: Add core courses in Marketing, BUS 3605 (Consumer Behavior); BUS 3607 (Marketing Research); BUS 4601 (Marketing Analysis & Strategy).

Revision 5: Move Restricted Marketing Elective EMK 4063 (International Marketing) to the core degree requirements.

Revision 6: Add four courses as options for students to take under the Restricted Marketing Elective category, total of 6 credit hours as a requirement remains the same: BUS 3611 (Entertainment and Sports Marketing); BUS 3512 (Hospitality and Tourism Marketing); BUS 4605 (Retail Management); BUS 4607 (Brand Management).

Approvals: On completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee, for approval below and forward to the Office of the Registrar

Chair, Graduate Council
Date

Chair, Undergraduate Curriculum Committee
Date

Registrar's Use Only

University Catalog
Academic Year
☑ Yes ☐ No
Update completed __________ Date __________ Initials __________

University College Catalog
Academic Year
☑ Yes ☐ No
Update completed __________ Date __________ Initials __________

University Alliance Catalog
Academic Year
☑ Yes ☐ No
Update completed __________ Date __________ Initials __________

CAPP/Degree Evaluation
Academic Year
☑ Yes ☐ No
Update completed __________ Date __________ Initials __________

Catalog/Policy Mgmt. System
Academic Year
☑ Yes ☐ No
Update completed __________ Date __________ Initials __________

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Florida Institute of Technology

College of Business

MEMORANDUM

TO:       Dr. Mark Archambault, Undergraduate Curriculum Committee
FROM:     Dr. Catherine Cook, Program Chair COB
Through    Dr. Alexander R. Vamosi, Associate Dean COB
DATE:     Friday, October 30, 2009
SUBJECT:  Revising Course Curriculum-- B.A. in Marketing

The College of Business is requesting approval to revise the online undergraduate degree program for the B.A. in Business Administration --- Marketing (major code 7604).

Revision 1: Eliminate core course EBA 3321 (Essential Business Skills), which is repetitive for students who take COM 2224 (Business and Professional Writing) to meet the core communications 2000+ requirement.

Revision 2: Move core course EMG 3398 (Organizational Theory) to the Restricted Business Elective category. Students gain a clear understanding for human behavior within organizations when they take the required core course EMG 4412 (Organizational Behavior and Development), but they should still have the option of taking the course to satisfy a Business Elective requirement.

Revision 3: Eliminate one Free Elective from the degree program. Revised total of 9 credit hours in Free Electives.

Revision 4: Add core courses in Marketing.
   - BUS 3605, Consumer Behavior
   - BUS 3607, Marketing Research
   - BUS 4601, Marketing Analysis & Strategy

Revision 5: Move Restricted Marketing Elective EMK 4063 (International Marketing) to the core degree requirements. *Note: Keep Restricted Marketing Electives EMK 3607 (Advertising Management) and EMK 3320 (Entrepreneurial Marketing) to the Restricted Business Elective category.
Revision 6: Add four courses as options for students to take under the Restricted Marketing Elective category, total of 6 credit hours as a requirement remains the same.

-BUS 3611, Entertainment and Sports Marketing
-BUS 3612, Hospitality and Tourism Marketing
-BUS 4605, Retail Management
-BUS 4607, Brand Management

We request thee changes be effective with the 2010-2011 catalog year, UA term Fall 1 2010.

Additional changes needed on other forms:

-Request EMK 3601, Principles of Marketing, to be a pre-requisite for all 7 new courses that we are adding to the program (courses listed in revision 3 and revision 5), which requires a ‘Changing Restrictions in a Course’ form for each course.

-Revisions 3 and 5 will both require online course equivalency form to oncampus courses for each course we are adding to the degree program.

-Changes to the program plan/ flow chart will require changing program requirements in the catalog, which will be listed on the ‘Change Graduation Requirements Form’ (as well as seen in the NEW program plan chart:
  -Term 10: Remove EBA 3321
  -Term 13: Remove Free Elective
  -Term 17: Remove EMG 4498, move it to Restricted Business Electives
  -Move Restricted Marketing Electives EMK 4063 to Term 17, core.
  -Add new courses to the core: BUS 3605: Consumer Behavior, BUS 3607: Market Research, BUS 4601: Marketing Analysis & Strategy
  -Term 13, Term 14, Term 20
  -Add four choices under Restricted Business Electives:
    -BUS 3611: Entertainment and Sports Marketing
    -BUS 3612: Hospitality and Tourism Marketing
    -BUS 4605: Retail Management
    -BUS 4607: Brand Management


\[\text{Department Head/Program Chair} \quad 10/29/09\]

\[\text{Dean or Associate Dean} \quad 10/28/07\]
### Revised FLOW CHART

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**JS = Junior Standing**

**SS = Senior Standing**

**Restricted Electives - Marketing (Choose 2)**

<p>|   |   | EMK 3320: Entrepreneurial Marketing | 8 | EMG 3325: Public Administration | JS |
|---|---|EMK 3607: Advertising Management | 8 | EMG 3328: Business Ethics | 3 |
|   |   | <em><strong>BUS 3611: Entertainment and Sports Marketing</strong></em> | 8 | EMG 3398: Organizational Theory | 11 |
|   |   | <em><strong>BUS 3612: Hospitality and Tourism Marketing</strong></em> | 8 | EMG 4410: Continuous Quality Management | 11 |
|   |   | <em><strong>BUS 4605: Retail Management</strong></em> | 8 | CIS 3318: Electronic Commerce | CIS 1501/1502, |
|   |   | <em><strong>BUS 4607: Brand Management</strong></em> | 8 | <em><strong>Changes to the degree program</strong></em> |         |</p>
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<td>EEC 2304: Introduction to Microeconomics</td>
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<td>EAC 2211: Principles of Accounting 1</td>
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<td>EAC 2212: Principles of Accounting 2</td>
<td>Humanities Elective</td>
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<td>EMK 3601: Principles of Marketing</td>
<td>EDS 1021</td>
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<td>EST 2703: Statistics</td>
<td>COM 2224</td>
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<td>ELA 2601: Law 1</td>
<td>EBA 3321: Essential Business Skills</td>
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<td>EMG 3301: Principles of Management</td>
<td>EDS 1022</td>
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<td>EMG 3325: Finance for Managers</td>
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<td>EMG 3331: Mgmt. of Human Resources</td>
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<td>EMG 3337: Management Information Syst.</td>
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<td>EMG 3540: International Management</td>
<td>Restricted Elective (Business)</td>
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<td>EMG 3396: Organizational Theory</td>
<td>Restricted Elective (Marketing)</td>
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<td>EMG 4412: Org. Behavior &amp; Mgmt.</td>
<td>Restricted Elective (Business)</td>
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<td>Restricted Elective (Marketing)</td>
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<td>Restricted Elective (Marketing)</td>
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<td>EBA 4498: Strategic Management</td>
<td>Restricted Electives - Business (Choose 3)</td>
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JS = Junior Standing
SS = Senior Standing

Restricted Elective - Marketing (Choose 3)
- EMK 3607: Advertising Management
- EMK 4063: International Marketing
- EMK 3320: Entrepreneurial Marketing

Restricted Electives - Business (Choose 3)
- EAC 3211: Intermediate Accounting 1
- EAC 3512: Intermediate Accounting 2
- EHR 3360: Compensation and Benefits
- ELA 2602: Law 2
- ELA 2603: Administration and Personnel Law
- EMG 3325: Public Administration
- EMG 3328: Business Ethics
- EMG 4410: Continuous Quality
- CIS 3318: Electronic Commerce

CIS 1501/1502, 8
The addition or removal of any restriction or change in credit hours in a course requires that this form, accompanied by any supporting documentation, be completed and approved as indicated below.

COLLEGE: Business ___________________________________________  
DEPARTMENT: UA- Online Learning ________________________________

REQUEST IS FOR CHANGE IN COURSE: 3 6 0 5  
Prefix  Consumer Behavior  Number  Course Title ________________________________

TO BE INCLUDED IN 2010 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010-2011 (Fall 2010) TERM ________________________________

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE?  ☐ Yes  ☒ No  If yes, current credits requested credits ________________________________

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE?  ☒ Yes  ☐ No  If yes, please check all that apply:

☐ Add  ☐ Remove  ☒ Prerequisite  ☐ Corequisite  ☒ 3 6 0 1  ____________  ____________  and  or

☐ Add  ☐ Remove  ☐ Prerequisite  ☐ Corequisite  ____________  ____________  and  or

☐ Add  ☐ Remove  ☐ Prerequisite  ☐ Corequisite  ____________  ____________  and  or

☐ Add  ☐ Remove  ☐ Other Restrictions  ☐ Yes  ☐ No  If yes, please list below:

OR BUS 3601 (pre-existing prerequisite) ________________________________

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) ___________________________________________  10/29/09  
Original  Date  Chair, Graduate Council  Date  
2) ___________________________________________  10/29/09  
Department Head/Program Chair  Date  OR  Chair, Undergraduate Curriculum Committee  Date  
3) ___________________________________________  10/29/09  
Dean or Associate Dean  Date  

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CHANGING RESTRICTIONS
OR CREDITS IN A COURSE

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COLLEGE: Business

DEPARTMENT: UA- Online Learning

REQUEST IS FOR CHANGE IN COURSE

BUS 3607

Marketing Research

Course Title

Prefix: Bus

Number: 3607

COURSE REQUESTED TO BE INCLUDED IN 2010/2011 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010/2011 TERM

TO BE INCLUDED IN 2010/2011 CATALOG

AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010/2011 TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE?  ☐ Yes ☑ No

If yes, current credits _____ requested credits _____

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE?  ☑ Yes  ☐ No

If yes, please check all that apply:

☐ Add  ☐ Remove  ☑ Prerequisite  ☐ Corequisite

☑ Add  ☐ Remove  ☐ Prerequisite  ☐ Corequisite

☐ Add  ☐ Remove  ☐ Prerequisite  ☐ Corequisite

☐ Add  ☐ Remove  ☐ Other Restrictions

OR BUS 3601 (pre-existing prerequisite)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) ___________________________  10/29/09

Department Chair

Date

2) ___________________________  10/29/09

Dean or Associate Dean

Date

3) ___________________________  10/29/09

Chair, Undergraduate Curriculum Committee

Date

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R08-056-109
The addition or removal of any restriction or change in credit hours in a course requires that this form, accompanied by any supporting documentation, be completed and approved as indicated below.

**COLLEGE:** Business

**DEPARTMENT:** UA- Online Learning

**REQUEST IS FOR CHANGE IN COURSE:** BUS 3611 Entertainment and Sports Marketing

**TO BE INCLUDED IN 2010 2011 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 201085 (Fall 2010) TERM**

**IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE?**

- [ ] Yes
- [ ] No

If Yes, Current Credits ______, Requested Credits ______

**IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE?**

- [x] Yes
- [ ] No

If Yes, please check all that apply:

- [x] Add
- [ ] Remove
- [x] Prerequisite
- [ ] Corequisite

**E M K 3 6 0 1**

- [ ] and
- [ ] or

**OR BUS 3601 (pre-existing prerequisite)**

**APPROVALS:** Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) [Signature] [Date]

2) [Signature] [Date]

3) [Signature] [Date]

4) [Signature] [Date]

**Chair, Graduate Council**

**Chair, Undergraduate Curriculum Committee**

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**COLLEGE:** Business  
**DEPARTMENT:** UA- Online Learning

**REQUEST IS FOR CHANGE IN COURSE**  
**Prefix:** BUS  
**Number:** 3612  
**Hospitality and Tourism Marketing**  
**Course Title**

**TO BE INCLUDED IN 2010/2011 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010/2011 TERM**

**IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE?**  
☐ Yes  ☒ No  
If yes, current credits _______ requested credits _______

**IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE?**  
☒ Yes  ☐ No  
If yes, please check all that apply:

☐ Add  ☐ Remove  ☒ Prerequisite  ☐ Corequisite  
**Prefix:** EMK  
**Number:** 3601  
☐ and  ☐ or

☐ Add  ☐ Remove  ☐ Prerequisite  ☐ Corequisite  
**Prefix:**  
**Number:**  
☐ and  ☐ or

☐ Add  ☐ Remove  ☐ Prerequisite  ☐ Corequisite  
**Prefix:**  
**Number:**  
☐ and  ☐ or

☐ Add  ☐ Remove  ☐ Other Restrictions  ☐ Yes  ☐ No  
If yes, please list below:

**OR BUS 3601 (pre-existing prerequisite)**

---

**APPROVALS:** Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) [Signature]  
[Date: 10/29/09]

2) [Signature]  
[Date: 10/29/09]  
Department Head/Program Chair

3) [Signature]  
[Date: 10/29/09]  
Dean or Associate Dean

---

**Chair, Graduate Council**  
**Date**

**Chair, Undergraduate Curriculum Committee**  
**Date**

---

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OR CREDITS IN A COURSE

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COLLEGE: Business

DEPARTMENT: UA- Online Learning

REQUEST IS FOR CHANGE IN COURSE: BUS 4601 Marketing Analysis & Strategy

Prefix Number Course Title

TO BE INCLUDED IN 2010/2011 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010/2011 TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? ☐ Yes ☑ No If yes, current credits __________ requested credits __________

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? ☑ Yes ☐ No If yes, please check all that apply:

☐ Add ☑ Remove ☑ Prerequisite ☐ Corequisite E M K 3 6 0 1 Prefix Number ☐ and ☐ or

☐ Add ☑ Remove ☑ Prerequisite ☐ Corequisite ☐ Prefix Number ☐ and ☐ or

☐ Add ☑ Remove ☑ Prerequisite ☐ Corequisite ☐ Prefix Number ☐ and ☐ or

☐ Add ☑ Remove ☑ Other Restrictions ☐ Yes ☑ No If yes, please list below:

OR BUS 3601 (pre-existing prerequisite)

Approvals: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) ____________________________ Date 2) ____________________________ Date

Chair, Graduate Council Department Head/Program Chair

3) ____________________________ Date

Chair, Undergraduate Curriculum Committee

Dean or Associate Dean

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COLLEGE: Business

DEPARTMENT: UA-Online Learning

REQUEST IS FOR CHANGE IN COURSE: BUS 4605 Retail Management

TO BE INCLUDED IN 2010-2011 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010-2011 TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? ☑ Yes ☐ No

If yes, current credits ______ requested credits ______

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? ☑ Yes ☐ No

If yes, please check all that apply:
☑ Add ☐ Remove ☑ Prerequisite ☐ Corequisite

EMK 3601 ☐ and ☐ or

☑ Add ☐ Remove ☐ Prerequisite ☐ Corequisite

Prefix ______ Number ______ ☐ and ☐ or

☑ Add ☐ Remove ☐ Prerequisite ☐ Corequisite

Prefix ______ Number ______ ☐ and ☐ or

☑ Add ☐ Remove ☐ Other Restrictions ☐ Yes ☐ No

If yes, please list below:

OR BUS 3601 (pre-existing prerequisite)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) [Signature] 10/21/09 [Date]
2) [Signature] 10/21/09 [Date]
3) [Signature] 10/21/09 [Date]
4) [Signature] [Date]

Chair, Graduate Council

Chair, Graduate Council

Chair, Undergraduate Curriculum Committee

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COLLEGE: Business ___________________________________________ DEPARTMENT: UA- Online Learning

REQUEST IS FOR CHANGE IN COURSE: BUS 4607 Brand Management

TO BE INCLUDED IN 2010 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR 2010B5 (Fall 2010) _____ TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? ☐ Yes ☒ No ☐ If yes, current credits _________ requested credits _________

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? ☐ Yes ☒ No ☐ If yes, please check all that apply:

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite E M K 3601 ☐ and ☐ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite ☐ and ☐ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite ☐ and ☐ or

☐ Add ☐ Remove ☐ Other Restrictions: ☐ Yes ☐ No ☐ If yes, please list below:

OR BUS 3601 (pre-existing prerequisite)

__________________________________________________________

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) Originator: ___________________________ Date: 10/24/09

2) Department Head/Program Chair: ___________________________ Date: 10/24/09

3) Dean or Associate Dean: ___________________________ Date: 10/24/09

Chair, Graduate Council: ___________________________ Date: ____________

Chair, Undergraduate Curriculum Committee: ___________________________ Date: ____________

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COLLEGE: College of Business

DEPARTMENT: Online Learning

REQUEST IS FOR CHANGE IN COURSE: E L A 2 6 0 3 Administrative & Personnel Law

Prefix Number Course Title

TO BE INCLUDED IN 2010 / 2011 CATALOG AND EFFECTIVE IN THE BANNER SYSTEM FOR Spring 2010 (201081) TERM

IS REQUEST FOR A CHANGE IN CREDITS FOR COURSE LISTED ABOVE? Yes ☐ No ☒ If yes, current credits ______ requested credits ______

IS REQUEST TO CHANGE RESTRICTIONS FOR COURSE LISTED ABOVE? ☒ Yes ☐ No If yes, please check all that apply:

☐ Add ☐ Remove ☒ Prerequisite ☐ Corequisite E L A 2 6 0 1 Prefix Number ☐ and ☐ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite Prefix Number ☐ and ☐ or

☐ Add ☐ Remove ☐ Prerequisite ☐ Corequisite Prefix Number ☐ and ☐ or

☐ Add ☐ Remove ☐ Other Restrictions ☐ Yes ☐ No If yes, please list below:

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

1) ________________________________ Date ________________________________
   Originator

2) ________________________________ Date 10/29/2010
   Department Head/Program Chair

3) ________________________________ Date 12/8/2010
   Dean or Associate Dean

4) ________________________________ Date ________________________________
   Chair, Graduate Council

OR

4) ________________________________ Date ________________________________
   Chair, Undergraduate Curriculum Committee

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