

PROPOSAL FOR CHANGE(S) TO UNIVERSITY CATALOG - LOUISIANA TECH UNIVERSITY

(IPC: University Policy 2301) (GC: University Policy 2311)

Date of Proposal Preparation: 9/23/2022

College: Business

School/Department/Program: Department of Management

Approval Level Required:	
IPC:	<input checked="" type="checkbox"/>
Grad Council:	<input type="checkbox"/>
Both:	<input type="checkbox"/>

Effective Term: Fall Winter Spring Summer AY: 2022-23

<BEFORE CONTINUING: READ INSTRUCTIONS ON REVERSE OF THIS FORM>

Complete PART A - to add a new course, change an existing course, or drop an existing course. NOTE: Some course changes can be defined as minor and will not require this form. Check University Policy 2301 for guidance and/or consult with IPC or Grad Council Chair.
Complete PART B - to add, change, or delete a curriculum.

PART A: COURSE ADDITION, COURSE CHANGE, COURSE DROP

For course change or course drop, describe present course. For course addition, provide new course information. NOTE: A replacement course number must be documented as a course drop and a course add, not as a course change.

1. Course Abbreviation: _____ Course Number: _____
Course Title (≤ 32 char.): _____
2. Lab hours/week: _____ Lecture periods/week: _____ Course credit hours: _____
3. This course is designed for the following curricula (include # of majors in each): _____
4. Has the effect on internal school/department/program been discussed? Yes: No:
5. Will additional space, equipment, special library materials or any other major expense be involved? Yes: No:
NOTE: If any part of "5" is "Yes", attach an explanation.
6. Has this proposal been discussed w/external schools/dept./programs that require this course in their curricula? Yes: No:
7. COURSE ADDITION: _____
 - a. Will this course significantly duplicate material/content in other courses? Yes: No: N/A:
 - b. Has potential duplication been discussed with other school or dept. or program heads? Yes: No: N/A:
 - c. On a separate page, provide a formal Catalog Course Description and the course syllabus.
 - d. Proposed course number verified by Registrar: _____
Date: _____
8. COURSE CHANGE: _____
 - a. On a separate page, provide the present and proposed formal Catalog Course Description(s) in side-by-side columns.
 - b. Describe reason(s) for the change (use separate page if needed): _____

9. COURSE DROP: _____
 - a. Why is there no longer a need for this course? _____

PART B: CURRICULUM, MINOR, OR CONCENTRATION

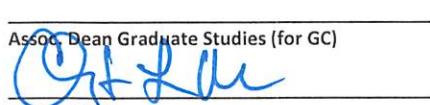
1. Name of Curriculum, Concentration, or Minor: BS Management Change

New Addition: Prepare proposal in accordance with Board of Regents requirements and attach to this form.

Change to Existing: On a separate sheet, list in two columns labeled "Present" and "Proposed" the curriculum, concentration, or minor as published in the present Catalog and the proposed curriculum, concentration, or minor in the right column. Designate all changes in **boldface type** so that the changes are easily identified. Show total hours required for the present and proposed curricula.

2. Courses added from outside of school/department/program have been coordinated & approved:

School/Department/Program Head: _____ Date: _____

School/Department/Program Head  Assoc. Dean Undergraduate Studies (for IPC)  Assoc. Dean Graduate Studies (for GC)  Dean of College	Date <u>9-26-22</u> Date <u>10-31-22</u>	Chair of IPC Chair of Graduate Council Vice President for Academic Affairs President	Date Date Date Date
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Current	MGMT	Proposed	
Freshmen		Freshmen	
ENGL 101.....3		ENGL 101.....3	
ENGL 102.....3		ENGL 102.....3	
COMM 101.....3		COMM 101.....3	
Humanities.....3		Humanities.....3	
Humanities.....3		Humanities.....3	
MATH 102 or 103B & 103C	3	MATH 102 or 103B & 103C	3
MATH 125	3	MATH 125	3
BISC 101	3	BISC 101	3
BUSN 110	3	BUSN 110	3
CIS 125.....3		CIS 125	3
Total	<u>30</u>	Total	<u>30</u>
Sophomore		Sophomore	
Natural Science Elective.....3		Natural Science Elective.....3	
Natural Science Elective.....3		Natural Science Elective.....3	
ECON 201	3	ECON 201	3
ECON 202	3	ECON 202	3
ACCT 201	3	ACCT 201	3
ACCT 202	3	ACCT 202	3
BLAW 255.....3		BLAW 255.....3	
QA 233.....3		QA 233	3
Fine Arts	3	Fine Arts	3
ELECTIVE.....3		ELECTIVE	3
Total	<u>30</u>	Total	<u>30</u>
Junior		Junior	
BUSN 320	1	BUSN 320	1
ENGL 303 or 305 or 336	3	ENGL 303 or 305 or 336	3
CIS 310.....3		CIS 310	3
CIS 348.....3		CIS 348	3
FINC 318.....3		FINC 318.....3	
MGMT 310.....3		MGMT 310.....3	
MGMT 333.....3		MGMT 333.....3	
MKTG 300.....3		MKTG 300	3
MGMT Concentration Courses	6	MGMT Concentration Courses	6
ELECTIVE.....2		ELECTIVE	2
Total	<u>30</u>	Total	<u>30</u>
Senior		Senior	
BUSN 495	3	BUSN 495	3
MGMT Concentration Courses	12	MGMT Concentration Courses	12
COB ELECTIVE.....6		COB ELECTIVE	6
INTERNATIONAL BUSN ELECTIVE	3	INTERNATIONAL BUSN ELECTIVE	3
ELECTIVE.....6		ELECTIVE	6
Total	<u>30</u>	Total	<u>30</u>

Current	MGMT	Proposed	
Business MGMT Concentration		Business MGMT Concentration	
Current		Current	
MGMT 360 or 415 or 440.....3		MGMT 360 or 415 or 4403	
MGMT 3703		MGMT 3703	
MGMT 460 or 474 or 476 or BLASW 477.....3		MGMT 460 or 474 or 476 or BLASW 4773	
BLAW 447 or CIS 405 or MGMT 472 or 478....3		BLAW 447 or CIS 405 or MGMT 461 or 472 or 478.....3	
MGMT or ENTR elective.....6		MGMT or ENTR elective6	
<hr/>			
Entrepreneurship Concentration		Entrepreneurship Concentration	
Current		Current	
MGMT 340	3	MGMT 340	3
MGMT 400	3	MGMT 400	3
MGMT 370	3	MGMT 370	3
ENTR 402	3	ENTR 402.....	3
ENTR 403.....	3	ENTR 403.....	3
ENTR 404.....	3	ENTR 404.....	3
ENTR 460.....	3	ENTR 460.....	3
ENTR 430 or MGMT 360 or 415 or 440.....3		ENTR 430 or MGMT 360 or 415 or 440	3
<hr/>			
Human Resource MGMT Concentration		Human Resource MGMT Concentration	
Current		Current	
BLAW 447.....3		BLAW 447.....3	
MGMT 472	3	MGMT 461 or 472.....3	
MGMT 478	3	MGMT 478.....3	
MGMT 370	3	MGMT 370	3
MGMT 360 or 415 or 440 or CIS 405	3	MGMT 360 or 415 or 440 or CIS 405	3
MGMT or ENTR elective.....3		MGMT or ENTR elective	3

PROPOSAL FOR CHANGE(S) TO UNIVERSITY CATALOG - LOUISIANA TECH UNIVERSITY

(IPC: University Policy 2301) (GC: University Policy 2311)

Date of Proposal Preparation:	9/23/2022	Approval Level Required:
College:	Business	IPC: <input checked="" type="checkbox"/>
School/Department/Program:	Department of Marketing and Analysis	Grad Council: <input type="checkbox"/>
Effective Term:	Fall <input type="checkbox"/> Winter <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/>	AY: 2022-23
		Both: <input type="checkbox"/>

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Complete PART B - to add, change, or delete a curriculum.

PART A: COURSE ADDITION, COURSE CHANGE, COURSE DROP

For course change or course drop, describe present course. For course addition, provide new course information. NOTE: A replacement course number must be documented as a course drop and a course add, not as a course change.

1. Course Abbreviation: MKTG Course Number: 448
 Course Title (≤ 32 char.): Personal Branding Strategies in Sports Marketing
2. Lab hours/week: 0 Lecture periods/week: 3 Course credit hours: 3
3. This course is designed for the following curricula (include # of majors in each): BS MKTG / Sports MKTG Conc. / 30
4. Has the effect on internal school/department/program been discussed? Yes: No:
5. Will additional space, equipment, special library materials or any other major expense be involved? Yes: No:
- NOTE: If any part of "5" is "Yes", attach an explanation.
6. Has this proposal been discussed w/external schools/dept./programs that require this course in their curricula? Yes: No:

7. COURSE ADDITION: XXX
 - a. Will this course significantly duplicate material/content in other courses? Yes: No: N/A:
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 - a. Why is there no longer a need for this course? _____

PART B: CURRICULUM, MINOR, OR CONCENTRATION

1. Name of Curriculum, Concentration, or Minor: _____ Add
New Addition: Prepare proposal in accordance with Board of Regents requirements and attach to this form.
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2. Courses added from outside school/department/program have been coordinated & approved:
 School/Department/Program Head: _____ Date: _____

School/Department/Program Head	9/27/22	Chair of IPC	Date
Assoc. Dean Undergraduate Studies (for IPC)	10-31-22	Chair of Graduate Council	Date
Assoc. Dean Graduate Studies (for GC)	10/31/22	Vice President for Academic Affairs	Date
Dean of College	Date	President	Date

Catalog Entry

MKTG 448: Personal Branding Strategies in Sports Marketing

Present	Proposed
	<p>MKTG 448 - Personal Branding Strategies in Sports Marketing</p> <p>0-3-3 Prerequisites Junior standing or permission of instructor</p> <p>Identify personal branding opportunities available to sports marketing professionals and/or student-athletes and execute marketing strategies and tactics to develop them, including Name, Image, and Likeness (NIL) applications.</p>

MKTG 448: Personal Branding Strategies in Sports Marketing
Department of Marketing & Analysis
College of Business
Louisiana Tech University

<i>Instructor:</i>	Dr. Amber Burdge	<i>Class Day(s):</i>
<i>Office:</i>	102 Thomas Assembly Center	<i>Class Hours:</i>
<i>Telephone:</i>	318-257-5278	<i>Meeting Room:</i>
<i>E-Mail :</i>	aburdge@latech.edu	<i>Office Hours:</i>
<i>Credit Hours:</i>	3	

Catalog Description: Identify personal branding opportunities available to sports marketing professionals and/or student-athletes and execute marketing strategies and tactics to develop them, including Name, Image, and Likeness (NIL) applications.

Intended Audience: Students who seek a career in sports administration and/or student-athletes who plan on building a personal brand.

Course Prerequisites: Junior standing or permission of instructor.

Required Materials: ISBN xxxxxxxxx

- An access card is required to complete assignments and exams and to view assigned videos. The access card includes the eText for this course and is available in the bookstore and through Stukent.com

Course Objectives: Identify personal branding opportunities available to sports marketing professionals and/or student-athletes in a sports context and gain an understanding of the key strategies and tactics used to develop a personal brand, including Name, Image, and Likeness (NIL) planning and development.

- Conduct a personal brand audit, including a SWOT analysis
- Develop a personal brand statement
- Describe the key metrics related to NIL agreements
- Design a communications calendar for NIL social media efforts and create a One-page Marketing Plan
- Implement smart strategies dealing with social media to increase engagement and followers on social media

Course Requirements

Quizzes

Quizzes will be completed prior to lectures to ensure that students understand the concepts from the text before applying them to assignments, course projects, and simulations.

Exam

There will be a final exam that consists of true/false and multiple-choice questions.

Grading Policy

The assessment and grading system is intended to reflect student learning and performance.

Requirements	Points	Percent
Assignments (10 x 10 pts each)	100	28%
Simulation (8 rounds x 10 pts each)	80	22%
Quizzes (10 x 10 pts each)	100	28%
Final Exam	<u>80</u>	<u>22%</u>
	360 points	100%

Class attendance and participation: Students are expected to attend class on time, remain the entire class period, and positively contribute to the learning environment. The University attendance policy may be viewed in the Advising Handbook available at:

<http://www.latech.edu/advisingandretention/advising-handbook.shtml>

Other Requirements

- All submitted assignments must be typed (unless told otherwise) and turned in on time. The penalty for late work will be a grade reduction of *10% per day after the due date*. Additionally, it is expected that all work will be carefully and professionally prepared and proofread for grammar and spelling. This includes emails to the professor and classmates, as well. A professional email must include a *subject line, proper title of the receiver, greeting, proofread content, and your name and contact information*. An email sent to the course instructor without *all* of the above elements will be returned to the sender with a request to meet these requirements and subsequently resend the message.
- Cell phones must be muted and placed out of site (unless otherwise announced) during class. If there are extenuating circumstances such as a family emergency and you need to have your phone, please discuss that with the course instructor *prior to* the class. The expectation is that you will not have your phone out or visible *at any time* when you are in class. Ten points will be deducted from your final grade every time you are seen using your cell phone during class period.

Online Component: This course has an online component via Moodle. Students will need their Tech User ID and password to access Moodle. Alternate ways to access these documents will be provided (e.g., paper copy) for students with special needs.

Technology Integration: Technology is utilized as a teaching, learning, and assessment tool for this course by the utilization of Moodle.

Diversity Perspectives: This course explores issues of diversity including opportunities for candidates from diverse ethnic, racial, gender, socioeconomic and exceptionality groups to work together and with others in diverse settings.

Additional Information

- **Students with Special Needs** – It is the policy of Louisiana Tech University to accommodate students with disabilities, under federal law, state law, and the University's commitment to equal educational opportunities. If you have special needs due to a physical, emotional, sensory, learning, or other disability, please contact me immediately. I will accommodate students' special needs to the best of my abilities when notified in advance.

Qualified students needing testing or classroom accommodations based on a disability are encouraged to make their requests to the instructor(s) at the beginning of the quarter either during office hours or by appointment. Note: Before receiving disability accommodations, verification of eligibility from the Testing and Disability Services Office is needed. Disability information is confidential. Information for Testing and Disability Services may be obtained in Wyly Tower 318, 318-257-4221, or go to <https://www.latech.edu/current-students/student-advancement-affairs/disability-services/> or www.latech.edu/ods for assistance.

- **Counseling Services**: Information and contact numbers and sites for Louisiana Tech Counseling Services are located at: <https://www.latech.edu/current-students/student-advancement-affairs/counseling-services/>
- **Important Dates** – Check the university Academic Calendar for important dates and planning information, available at: <https://www.latech.edu/current-students/academic-calendar/> , <https://catalog.latech.edu/content.php?catoid=13&navoid=471> or <https://events.latech.edu/>
- **Online exams and assignments** -- Students should identify and use reliable internet/WIFI locations when completing online assignments. Should a student have an emergency (power outage, internet outage, etc.) while completing an assignment, they must contact the professor via phone (call 257-3584) immediately or at the first opportunity available to them. Failure to do so may cause their assignment to be forfeited.
- **COVID-19-related information**: Students can access COVID-19-related information at Louisiana Tech's website: <https://www.latech.edu/coronavirus/>

Students testing positive for COVID-19 should report directly to the faculty to arrange classroom absence arrangements. All absences related to COVID-19 will be handled by the attendance policy listed herein.

Students who miss face-to-face class for COVID-19-related reasons, and have followed University protocol, will have access to course materials and grade opportunities while away from face-to-face class, or makeup opportunities when able to return to class.

- **Attendance (Per the University Catalog)** -- Upon registration, students accept the responsibility to attend regularly and punctually all classes in which they are enrolled. Failure

to do so may jeopardize a student's scholastic standing and may lead to suspension from the College or University. As per University policy, a course instructor may recommend to the student's academic dean that a freshman or sophomore student be withdrawn from the rolls of the class if the student amasses excessive unexcused absences (more than 10% of total class time).

The student is responsible for making arrangements satisfactory to the instructor regarding absences including prior notification of planned absences, providing documentation if needed, and making up examinations and work as required. For other emergency absences, the student shall submit excuses for class absences to the appropriate instructor within three class days following the student's return to his/her respective class. For classes that meet once a week, the excuse shall be presented no later than one calendar week following the student's return. The Registrar's Office does not issue excuses.

- Non-Discrimination Policy -- Louisiana Tech University adheres to the equal opportunity provisions of federal and civil rights laws, and does not discriminate based on race, color, national origin, religion, age, sex, sexual orientation, marital status, or disability.

Title IX Coordinator: Mortissa D. Harvey
Director of Title IX Compliance
President's Office, Wylly Tower 1536
Phone: 318.257.5911
Email: mharvey@latech.edu

Section 504 Coordinator: Annie Jantz
Division of Student Affairs
Keeny Hall 305
Phone: 318.257.2445
Email: ajantz@latech.edu

- Fall Degree Candidates: must register for graduation no later than Friday, September 23, 2022. More information can be found at <https://www.latech.edu/current-students/registrar-office/graduation/>.
 - Degree candidate grades are due on Tuesday, November 15, 2022, by 3:00 pm
 - All non-degree candidate grades are due on Monday, November 21, 2022, by 3:00 pm



College of Business
Office of the Associate Dean

10/31/2022

To: Dr. Terry McConathy, Provost

Through: Chris Martin, Dean, College of Business *CM*

Through: Rob Blackstock, Associate Dean, Undergraduate Programs, COB *RB*

From: Jeff Haynie, Head, Department of Management *JH*

ENTR 430 – prereq change

Present	Proposed
<p>ENTR 430: Innovative Product Design 3 Semester Credit Hours . 6-1-3 Prerequisite Junior standing and consent of instructor. An interdisciplinary, team-oriented, problem-solving approach to innovative product design and prototype development, including analysis of marketing and commercialization strategies.</p>	<p>ENTR 430: Innovative Product Design 3 Semester Credit Hours . 6-1-3 Prerequisite Junior standing and consent of instructor. An interdisciplinary, team-oriented, problem-solving approach to innovative product design and prototype development, including analysis of marketing and commercialization strategies.</p>



College of Business
Office of the Associate Dean

10/31/2022

To: Dr. Terry McConathy, Provost

Through: Chris Martin, Dean, College of Business *OK*

Through: Rob Blackstock, Associate Dean, Undergraduate Programs, COB *M*

From: Jeff Haynie, Head, Department of Management *PH*

ENTR 460 – prereq change

Present	Proposed
<p>ENTR 460: Innovative Venture Research 3 Semester Credit Hours . 6-1-3 Prerequisite Consent of Instructor. Implementation of strategic business principles and cross- disciplinary research to evaluate new business venture through commercialization of university- based intellectual property.</p>	<p>ENTR 460: Innovative Venture Research 3 Semester Credit Hours . 6-1-3 Prerequisite Consent of Instructor Junior Standing. Implementation of strategic business principles and cross-disciplinary research to evaluate new business venture through commercialization of university-based intellectual property.</p>



College of Business
Office of the Associate Dean

9/23/2022

To: Dr. Terry McConathy, Provost

Through: Chris Martin, Dean, College of Business *OK*

Through: Rob Blackstock, Associate Dean, Undergraduate Programs, COB *MR*

From: Otis Gilley, Head, Dept. of Economics and Finance *AG*

FINC 430

Present (in catalog)	Proposed
<p>FINC 490: Student Managed Investment Fund</p> <p>1 (6) Semester Credit Hours . 0-1-1 (6)</p> <p>Prerequisite QA 233, FINC 414, and permission of instructor</p> <p>This course researches, develops, and delivers country, sector, and company-specific portfolio recommendations. Students will actively manage real and simulated investment protfolios.</p>	<p>FINC 490: Student Managed Investment Fund</p> <p>1 (6) Semester Credit Hours . 0-1-1 (6)</p> <p>Prerequisite QA 233, FINC 318, and permission of instructor</p> <p>This course researches, develops, and delivers country, sector, and company-specific portfolio recommendations. Students will actively manage real and simulated investment portfolios.</p>

The FINC faculty has requested FINC 490 prerequisites be changed. FINC 318 is a suitable entry class for 490 and allows the student to begin the multi-quarter class sooner.

Thank you.



College of Business
Office of the Associate Dean

10/31/2022

To: Dr. Terry McConathy, Provost

Through: Chris Martin, Dean, College of Business *Cyr*

Through: Rob Blackstock, Associate Dean, Undergraduate Programs, COB *mw*

From: Bill Locander, Head, Dept. of Marketing *WLF*

MKTG425 – prereq change

Present	Proposed
<p>MKTG 425: Sales Management 3 Semester Credit Hours . 0-3-3 A study of the decision-making involved in managing a salesforce including their selection, organization, supervision, compensation, and motivation; and their coordination with other marketing functions.</p>	<p>MKTG 425: Sales Management 3 Semester Credit Hours . 0-3-3 Prerequisite MKTG 307 A study of the decision-making involved in managing a salesforce including their selection, organization, supervision, compensation, and motivation; and their coordination with other marketing functions.</p>

MKTG430 – prereq change

Present	Proposed
<p>MKTG 430: Sales Negotiations 3 Semester Credit Hours . 0-3-3 This course offers an introduction to the basic concepts and required skills for professional negotiations in a sales context. Topics include, but are not limited to goal setting, developing customized solutions, effective communication, building customer relationships, making sales presentations, successful negotiation and bargaining tactics, and theories of bargaining and negotiation.</p>	<p>MKTG 430: Sales Negotiations 3 Semester Credit Hours . 0-3-3 Prerequisite MKTG 307 This course offers an introduction to the basic concepts and required skills for professional negotiations in a sales context. Topics include, but are not limited to goal setting, developing customized solutions, effective communication, building customer relationships, making sales presentations, successful negotiation and bargaining tactics, and theories of bargaining and negotiation.</p>

MKTG440 – prereq change

Present	Proposed
<p>MKTG 440: Social Media Marketing</p> <p>3 Semester Credit Hours . 0-3-3 This course is designed to help you understand how marketing has changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The emphasis of this course is on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Note: This course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will be discussed, the intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now.</p>	<p>MKTG 440: Social Media Marketing</p> <p>3 Semester Credit Hours . 0-3-3 Prerequisite</p> <p>MKTG 300 This course is designed to help you understand how marketing has changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The emphasis of this course is on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Note: This course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will be discussed, the intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now.</p>

MKTG490 – prereq change

Present	Proposed
<p>MKTG 490: Digital Marketing Analytics</p> <p>3 Semester Credit Hours . 0-3-3 The purpose of this course is to teach the fundamentals of digital marketing analytics through the cultivation of both technical and soft skills. Digital marketing analytics involves optimizing and connecting results across digital channels.</p>	<p>MKTG 490: Digital Marketing Analytics</p> <p>3 Semester Credit Hours . 0-3-3 Prerequisite</p> <p>MKTG 365 The purpose of this course is to teach the fundamentals of digital marketing analytics through the cultivation of both technical and soft skills. Digital marketing analytics involves optimizing and connecting results across digital channels.</p>

MKTG348 – prereq change

Present	Proposed
<p>MKTG 348: Leadership in Strategic Sports Marketing and Administration</p> <p>3 Semester Credit Hours . 0-3-3 A survey course introducing the key concepts and issues involved in creating value through effectively positioning and managing the brand aspects of sports businesses.</p>	<p>MKTG 348: Leadership in Strategic Sports Marketing and Administration</p> <p>3 Semester Credit Hours . 0-3-3 Prerequisite Junior Standing or Permission of Instructor. A survey course introducing the key concepts and issues involved in creating value through effectively positioning and managing the brand aspects of sports businesses.</p>