

**E - New or Revised Program/Degree/Major Revised
8/19 : Entry # 3172****Today's Date**

10/03/2023

Your Name

Cynthia Hanson

Your Emailchanson@highpoint.edu**Are you a department chair?**

No

Department Chair Name

Larry Quinn

Dept Chair Emaillquinn@highpoint.edu**By checking below, I certify that my department chair was notified and approved moving forward with this proposal.**

Yes

Please select the appropriate school to oversee this proposal:

Business

When will this program / degree / major go into effect?

2024-2025

Please choose a category for this proposal.

Major - Revise

Are you also revising the corresponding minor?

Yes

Please provide a 200-word summary of the proposed school / program / degree / major.

This is a change to the sales major and sales minor to be in compliance with the APIRC policy on majors and minors; specifically, the policy that: No more than 8 credits may be shared between a student's major and that student's minor, unless the major and minor are housed in different departments.

The change to the sales major is to eliminate the "select one" from MKT courses option. This will reduce the major from 70 to 66 hours.

The change to the sales minor is to eliminate BUA 2990 as an option for the minor.

List of Required Courses

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Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
ACC 2010	EXISTING	
ACC 2020	EXISTING	
BUA 1050	EXISTING	
BUA 2000	EXISTING	
BUA 2990	EXISTING	
ECO 2030	EXISTING	
ECO 2050	EXISTING	
FIN 3010	EXISTING	
MGT 2220	EXISTING	
MGT 3280	EXISTING	
MKT 2110	EXISTING	
MKT 3600	EXISTING	
MKT 3750 OR 3850	EXISTING	
MKT 4370	EXISTING	
MKT 4500	EXISTING	
MTH 1310 OR 1410	EXISTING	
STS 2610 OR 2910	EXISTING	

List of Elective Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
NONE		

Please upload a file showing the current course requirements (preferably from the Undergraduate Bulletin)

- [Current-Sales-Major.pdf](#)

Overlap with existing school / program / degree / major?

Currently, up to 16 hours could "double-dip" from the sales major to the marketing minor. With the proposed changes (to the major and the marketing minor), only 8 hours will double dip.

Similarly, under current requirements, up to 16 hours could "double-dip" from the marketing major to the sales minor. With the proposed changes to the marketing major (to be submitted separately) and the sales minor, only 8 hours will be shared.

What is the rationale for the new school / program / degree / major?

This is a change to the sales major and sales minor to be in compliance with the APIRC policy on majors and minors; specifically, the policy that: No more than 8 credits may be shared between a student's major and that student's minor, unless the major and minor are housed in different departments.

The change to the sales major is to eliminate the "select one" from MKT courses option. This will reduce the major from 70 to 66 hours.

The change to the sales minor is to eliminate BUA 2990 as an option for the minor.

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8/19 : Entry # 3172****What academic divisions, University officers, programs, or other stakeholders are involved in, or affected by, this proposal?**

? Students and faculty involved in the marketing and/or sales majors and/or minors.

What types of students are expected to enroll in this program or pursue this degree/major? Please provide projected enrollment.

It may reduce the number of sales and marketing minors, but the impact is expected to be minimal and not affect staffing.

Consistency of Mission and Quality

It is not a new major or minor. We are eliminating one course (option)from the sales major and one option from the sales minor

Timeline

It can be implemented immediately.

Assessment Strategy

The current assessment strategy for the sales major will not be affected.

Please attach full proposal and any supporting documents/reports.

- [Revised-MKT-SLS-Majors-Minors.pdf](#)

For Deans:**Does this proposal connect solely to programs in your school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.**

Intra-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

This is preparing our business professionals for the world as it is going to be by ensuring that students pursuing the Marketing or Sales minor will take extra classes beyond their major requirements. This also gets the minors consistent with the requirements of APIRCs new policy on minors designed to reduce double-dipping of courses.

Are necessary resources available to support this proposal?

Yes

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

10/13/2023

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Yes

[SCHOOL EPC] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

03/08/2024