



Alabama Commission on Higher Education

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New Program Proposal

The following must be submitted to complete a new program request:

Submission Checklist:

- ☒ New Program Proposal
- ☒ Business Plan (<https://www.ache.edu/index.php/forms/>)
- ☒ Undergraduate or Graduate Curriculum Plan (<https://www.ache.edu/index.php/forms/>)

Primary Contact Information

Institution: Troy University

Contact: Mary Anne Templeton, Ph.D.

Title: Associate Provost for Academic Affairs

Email: mtempleton@troy.edu

Telephone: 334-670-3240

Program Information

Date of Proposal Submission: 7/15/2026

Award Level: Bachelor's Degree

Award Nomenclature (e.g., BS, MBA): BSBA

Field of Study/Program Title: BSBA in Marketing

CIP Code (6-digit): 52.1401

Administration of the Program

Name of Dean: Dr. Steve Grice

Name of College/School: Sorrell College of Business

Name of Chairperson: Dr. Phillip Mixon

Name of Department/Division: School of Creative Enterprise and Market Systems

Implementation Information

Proposed Program Implementation Date: 8/2/2027

Anticipated Date of Approval from Institutional Governing Board: 7/23/2026

Anticipated Date of ACHE Meeting to Vote on Proposal: 12/11/2026

SACSCOC Sub Change Requirement (Notification, Approval, or NA): NA

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review):



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I. Program Description

A. Concise Program Summary (one paragraph) to be included in ACHE Agenda:

The Marketing Major proposed is designed to prepare students for careers in marketing, sales, brand management, digital marketing, market research, and related business fields. The curriculum combines a strong business core with specialized coursework in consumer behavior, marketing strategy, digital and social media marketing, branding, sales, analytics, and global marketing. The proposed program responds to student demand, employer expectations, and the continued need for graduates who can develop, communicate, and execute market-driven strategies in a rapidly changing business environment.

B. Specific Rationale (Strengths) for the Program

List three (3) to five (5) strengths of the proposed program as specific rationale for recommending approval of this proposal.

1. **Employer Demand.** In the past 6 years as a concentration, surveys sent to students applying to graduate with BSBA with a Concentration in Global Marketing before they graduate indicate strong demand for marketing students. Of 401 marketing concentration graduates in the past 6 years, 374 students returned the survey (93%). 273 students (73%) report being employed before they had completed the program. 26 of the students (7%) were accepted into graduate or professional schools. Finally, 75 students (20%) answered "Still Looking" before they graduated.
2. **Depth of knowledge.** This program builds upon the existing Marketing Concentration that is a concentration within the Global Business Major and has been one of the most popular concentration options. The move to a full major will allow a greater depth of Marketing knowledge for our students.
3. **Specialization options.** This program will allow students the option to specialize in areas related to Marketing that align with their career goals.

C. External Support (Recommended)

List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.



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D. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.

1. **Knowledge.** Graduates will demonstrate an understanding of the core principles and theories of Marketing.
2. **Critical thinking.** Graduates will demonstrate the ability to use critical thinking to solve Marketing related problems.
3. **Soft skills.** Graduates will demonstrate effective interpersonal and communication skills.
4. **Ethics.** Graduates will be able to apply ethical principles while addressing Marketing related decisions.

E. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 [SREB](#) states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
15.1401	BS in Marketing	AI A&M	Troy University is one of the only schools without an undergraduate program in marketing. There has been a marketing concentration under the BSBA in Global Business for a long time, which has been successful. Troy is wanting that concentration to become a stand alone degree with additional concentrations to give students multiple options within the field.
15.1401	BS in Marketing and Purchasing	AI State	See above
15.1401	BS in Marketing and Analytics	Athens State	See above
15.1401	BS in Marketing	Auburn	See above
15.1401	BSBA in Marketing	AUM	See above
15.1401	BS in Marketing	JSU	See above
15.1401	BS in Marketing	University of Alabama	See above
15.1401	BS in Marketing	UAB	See above
15.1401	BSBA in Marketing Management	UAH	See above
15.1401	BS in Marketing	University of Montevallo	See above
15.1401	BS in Professional Marketing	UNA	See above
15.1401	BSBA in Marketing	USA	See above
15.1401	BS in Marketing	UWA	See above

F. Relationship to Existing Programs within the Institution



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Nearly all new programs have some relationship to existing offerings through shared courses, faculty, facilities, etc. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes** ☒ **No** ☐

If **yes**, please describe these relationships including whether or not the program will replace or compete with existing offerings: (**Note:** If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.)

Related Degree Program Level	Related Degree Program Title	Explanation of the Relationship Between the Programs
BSBA	Global Business Major – Marketing Concentration	Courses in the existing concentration are included in the new major

This new program will replace the existing Marketing Concentration which are options in the existing Global Business Major. Many of the courses included in this new major would be available for students in other majors to take as electives, but this is the case under our current Concentration structure under the existing Global Business Major.

If **not**, please describe how the institution plans to support a program unrelated to existing offerings.

G. Collaboration

Have any collaborations **within your institution** (i.e., research centers, across academic divisions, etc.) been explored? **Yes** ☐ **No** ☒

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:

Have collaborations with **other institutions or external entities** (i.e., local business, industries, etc.) been explored? **Yes** ☐ **No** ☒

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:

H. Programmatic Accreditation

Select the appropriate program accreditor from the drop-down menu below:

Association to Advance Collegiate Schools of Business (AACSB)

Provide a detailed timeline for gaining accreditation (i.e., when will full candidacy be reached?):



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The Sorrell College of Business maintains specialized accreditation by the Association to Advance Collegiate Schools of Business (AACSB). No additional application process for the will be required; AACSB will be notified in annual reporting of programs.

I. Professional Licensure

Will the program be considered a Professional Licensure Program based on the following definition: Yes ☐ No ☒

J. Professional Certification

Will students earn industry certifications while completing the degree or be prepared for industry certifications upon graduation? Yes ☐ No ☒

K. Admissions

Provide any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level. Include prerequisites, prior degrees earned, etc.

Same as current admission requirements for the university and the BSBA in Global Business.

L. Mode of Delivery

Provide the planned delivery format(s) of the program as defined in policy (i.e., in-person, online, hybrid). Please also note whether any program requirements can be completed through competency-based assessment.

The proposed program will be delivered primarily in an in-person format on the main Troy Campus. However, some of the electives and required courses could be taken in an online format. While the program is design to be on the main campus, given the opportunity to take some of the courses online the program could be classified as hybrid.

Can students complete the entire degree program through distance education (100% online) based on the following definition? Yes ☐ No ☒

Distance Education: An academic program for which required instructional activities can be completed entirely through distance education modalities. A distance education program may have in-person requirements that are non-instructional (e.g., orientation, practicum).

M. Instructional Site(s)

Provide the planned location(s) where the program will be delivered (i.e., main campus, satellite campus, off-campus site.) If the program will be offered at an off-campus site, provide the existing site name or submit an **Off-Campus Site Request** if new.



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The Marketing major is planned to be delivered only on the main campus. It is possible students can take some of their required courses online; however, electives needed to complete the program will not be available online.

Will more than 50% of this program be offered at an off-campus site(s) **Yes** ☐ **No** ☒

N. Industry Need

Using the federal **Standard Occupational Code (SOC) System**, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOC codes can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

SOC 1 (**required**): 11.2021 – Marketing managers

SOC 2 (optional): 11.2022 – Sales Managers

SOC 3 (optional): 11.2000 – Advertising, Marketing, Promotions, Public Relations, and Sales Managers

According to the list of in-demand occupations for the state of Alabama, Marketing Managers, Sales Representative, and Market Research Analysts/Marketing Specialists are in need. This degree is designed with multiple concentrations that meet the needs of those areas listed.

O. Additional Education/Training

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the SOC occupations selected above.

None

P. Student Demand

Please explain how you projected the student enrollment numbers in the **Business Plan, Lines 24-27** and provide evidence to substantiate student demand (i.e., surveys, enrollments in related courses, etc.).

The proposed Bachelor of Science in Business Administration (B.S.B.A.) in Marketing builds upon the existing Marketing concentration within the Global Business major. With 247 of the program's approximately 900 students currently enrolled in the Marketing concentration, it is one of the largest and most popular concentration options. Establishing a standalone Marketing major would allow students to develop more extensive and specialized knowledge in the discipline.

Although Marketing is one of the largest concentrations within the B.S.B.A. in Global Business, it accounts for approximately 27% of the program's total enrollment. This distribution indicates that both the existing B.S.B.A. in Global Business and the proposed B.S.B.A. in Marketing should remain viable academic programs.



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To assess student demand, the Marketing faculty surveyed students enrolled in MKT 3300—Principles of Marketing. Of the 101 students surveyed, 38.6% indicated that they would select Marketing as their major if a standalone program were available. Among the 66 students who responded to a question asking whether they would prefer a Marketing major or a Marketing concentration within the Global Business major, 60.3% indicated that they would choose the standalone Marketing major. These survey results, combined with consistent verbal interest expressed by students over time, demonstrate strong demand for a full Marketing major.

During the past six academic years, the Marketing concentration within the B.S.B.A. in Global Business has produced 401 graduates, averaging approximately 66.8 graduates per academic year. In addition, a survey of students applying for graduation found that 80% had secured employment or had been accepted into graduate school at the time they submitted their graduation applications.



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II. Program Resources and Expenses

A. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	7	1	8
	Part-Time Faculty	2		2
	Administration			
	Support Staff			
**New To Be Hired	Full-Time Faculty			
	Part-Time Faculty			
	Administration			
	Support Staff			
Personnel Total				10

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review:

The courses for the proposed degree and concentrations are already offered without any difficulty in scheduling or offering the courses. No new funds or faculty will be needed for this program.

Note: Include *any new funds* designated for compensation costs (faculty, administration, and/or support staff to be hired) in the **Business Plan, Line 7 - Personnel Salaries and Benefits**. Current personnel salary/benefits *should not be included* in the Business Plan.



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B. Proposed Faculty Roster*

Complete the following **Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

***Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

CURRENT FACULTY

1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
William Foxx (FT)	MKT 4462 Consumer Behavior, 3 credit hours Fall Semester MKT 4468 Global Marketing 3 credit hours, Spring Semester MKT 4469 Strategic Marketing 3 credit hours, Spring Semester	Ph D, University of Alabama, Date Completed: May 2006. Emphasis/Major(s): Marketing MAQUA, Auburn University, Date Completed: December 1992. Emphasis/Major(s): Aquaculture MBA, Auburn University, Date Completed: December 1992. Emphasis/Major(s): Economics BS, Auburn University, Date Completed: June 1986. Emphasis/Major(s): Integrated Pest Management	(IP) and (OL)
Charla Brown (FT)	MKT 4455 , Branding, 3 credit hours, Spring semester MKT 3362 , Integrated Marketing Communications, 3 credit hours, Fall and Spring semester MKT 4461 , Professional Selling, 3 credit hours, Fall and Spring semester	PhD, Business Administration, Maj/Concentration: Marketing - University of South Alabama Master of Public Administration - University of Alabama Graduate Certificate, Selling Sales Management – Ball State University B.S., History - Troy State University	(IP)
Tara Morelock (FT)	MKT 3364 , Product & Service Innovation, 3 credit hours, Fall semester, Term 2, Spring semester, Term 4 MKT 3367 , Digital Marketing, 3 credit hours, Fall and Spring Semester MKT 4430 Entrepreneurial Marketing. 3 credit hour Spring Semester	Graduate Certificate - Social Media – University of Alabama at Birmingham MBA – Troy University BSBA – Troy University	Former employment includes: Development Coordinator for Troy University and Sorrell College of Business, Current consulting for various private and public organizations, MKT 3364: (IP and OL) MKT 3367: (IP)
Willie Frank Thompson (FT)	MKT 4462 , Consumer Behavior, 3 credit hours, Fall and Spring semester MKT 4465 , Supply Chain Management, 3 credit hours, Fall semester	DBA, Emphasis: Marketing – Kennesaw State University M.S., Economic Development – University of Southern Mississippi B.F.A., Art – University of Southern Mississippi	(IP)
Akins Ogungbure (FT)	MKT 4462 , Consumer Behavior, 3 credit hours, Terms 1 and 3	DBA - Marketing – Nova Southeastern University MBA – University of Houston-Clear Lake BBA - BUSGE – Texas Southern University	(OL)
Ayesha Tariq (FT)	MKT 4464 , Marketing Research, 3 credit hours, Fall, Term 3 MKT 4450 Marketing Analytics, 3 Semester Hours Spring	PhD - Marketing – University of Alabama MBA - Business Analytics – University of Alabama M.S., Food and Nutrition – University of the Punjab B.S., Food and Nutrition – University of the Punjab	(IP and OL)



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1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Can Trinh (FT)	MKT 4464 , Marketing Research, 3 credit hours, Fall, Term 3 MKT 4450 Marketing Analytics, 3 Semester Hours Spring MKT 4469 Strategic Marketing 3 credit hours, Spring Semester	PHD, The University of Tennessee Knoxville, Date Completed: August 2022. Emphasis/Major(s): Business Administration-Marketing MBA, International University of Japan, Date Completed: June 2012. Emphasis/Major(s): Finance Bachelor of Economics, Foreign Trade University, Date Completed: January 2008. Emphasis/Major(s): External Economics	(IP)
Eva Kelsey Lovering (PT)	MKT 3362 , Promotion Management, 3 credit hours, Term 3	M.S., Marketing – University of Alabama B.S., Packaging Science – University of Florida	Former employment includes: Multimedia Marketing Strategist, Current employment: Technical Sales Manager at Olam (OL)
Laura Hicks (PT)	MKT 3367 , Digital Marketing, 3 credit hours, Term 2	MBA – Auburn Montgomery BS – Troy University	Former employment: Senior Account Manager for Stamp Idea Group, Current employment: Owner of Datalytics Marketing, (OL)
Entrepreneurship Concentration			
William Miller (FT)	ENT 3325 Principles of Entrepreneurship 3 credit hours Fall and Spring semester	PHD, Baylor University, Date Completed: August 2022. Emphasis/Major(s): ENTR Supporting Areas of Emphasis: Entrepreneurship MA, Troy University, Date Completed: December 2017. Emphasis/Major(s): ECO Supporting Areas of Emphasis: Economics BME, Troy University, Date Completed: May 2014. Emphasis/Major(s): MUS, MUSI Supporting Areas of Emphasis: Music Education	(IP)

ADDITIONAL FACULTY (TO BE HIRED)

1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
None expected.			

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment
Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site



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C. Equipment

Will any special equipment be needed specifically for this program? **Yes** ☐ **No** ☒

D. Facilities

Will new facilities or renovations to existing infrastructure be required specifically for the program?
Yes ☐ **No** ☒

E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? **Yes** ☐ **No** ☒

F. Library

Will any **additional** library resources be purchased to support the program? **Yes** ☐ **No** ☒

G. Accreditation Expenses

None

H. Other Costs

None

III. Program Revenue and Funding

A. Tuition Revenue: Please describe how you calculated the tuition revenue that appears in the ***Business Plan, Line 17***. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?
Note: Tuition Revenue should be proportional to total enrollment.

Current tuition rate per hour X 24 (FT status for two semesters) X Number of students expected to be enrolled each year

B. External Funding: Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)? **Yes** ☐ **No** ☒

C. Reallocations: For each year will tuition revenue and/or external funding cover projected expenses? **Yes** ☒ **No** ☐

1	ACADEMIC DEGREE PROGRAM BUSINESS PLAN								
2	INSTITUTION:	Troy University							
3	PROGRAM NAME:	BSBA in Marketing						CIP CODE:	52.1401
4	SELECT LEVEL:	UNDERGRADUATE (ASSOCIATE)							
5	ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM								
6		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
7	PERSONNEL SALARIES & BENEFITS								\$0
8	EQUIPMENT								\$0
9	FACILITIES								\$0
10	ASSISTANTSHIPS/FELLOWSHIPS								\$0
11	LIBRARY								\$0
12	ACCREDITATION								\$0
13	OTHER COSTS								\$0
14	TOTAL EXPENSES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
15	*NEW* REVENUES AVAILABLE FOR PROGRAM SUPPORT								
16		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
17	TUITION + FEES	\$103,680	\$103,680	\$155,520	\$207,360	\$259,200	\$311,040	\$311,040	\$1,451,520
18	EXTERNAL FUNDING								\$0
19	REALLOCATIONS								\$0
20	TOTAL REVENUES	\$103,680	\$103,680	\$155,520	\$207,360	\$259,200	\$311,040	\$311,040	\$1,451,520
21	ENROLLMENT PROJECTIONS								
22									
23		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
24	FULL-TIME ENROLLMENT HEADCOUNT	No data reporting	10	15	20	25	30	30	21.67
25	PART-TIME ENROLLMENT HEADCOUNT								0.00
26	TOTAL ENROLLMENT HEADCOUNT		10	15	20	25	30	30	21.67
27	NEW ENROLLMENT HEADCOUNT		10	10	12	15	16	15	13.00
28	Validation of Enrollment			YES	YES	YES	YES	YES	
29	DEGREE COMPLETION PROJECTIONS								
30	Note: Do not count Lead “0”s and Lead 0 years in computing the average annual degree completions.								
31		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
32	DEGREE COMPLETION PROJECTIONS	No data reporting	4	5	7	10	10	10	7.67

Undergraduate Curriculum Plan

Undergraduate Curriculum Checklist:

- | | |
|--------------------------|---|
| 1. Overview | x |
| 2. Components | x |
| 3. Options (as required) | x |

1. Undergraduate Overview

Enter the credit hour value for all applicable components (N/A if not applicable).
The credit hours **MUST** match the credit hours in the Curriculum Components table.

Curriculum Overview of Proposed Program	
Credit hours required in General Education	47
Credit hours required in Program Courses & Required Electives	52
Credit hours in Program Options (concentrations/specializations/tracks)	18
Credit hours in Free Electives	0
Credit hours in required Capstone/Internship/Practicum	3
Total Credit Hours Required for Completion:	120

Maximum number of credits that can be transferred in from another institution and applied to the program:	41
Intended program duration in semesters for full-time students:	8
Intended program duration in semesters for part-time students:	12

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured work-based learning with an employer partner, or alignment with nationally recognized industry standards?:	YES	NO
		x

If **yes**, please explain (i.e., number of hours required, etc.):

	YES	NO
Does the program include any concentrations/ tracks/ options?	x	
If yes , please explain (i.e., define): General Marketing, Marketing Communications, Digital Marketing, Sales, Marketing Analytics, Entrepreneurship		

2. Undegraduate Components

Please provide all course information as indicated in the following table. Indicate new courses with "Y" in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a "Y" in the WBL column.

Insert Additional Rows as Needed				
Institution:	Troy University			
Program Name:	Marketing			
Program Level:	UNDERGRADUATE (BACHELOR'S)			
Curriculum Components of Proposed Program				
Course Number	Course Name	Credit Hours	New? (Y)	WBL? (Y)
General Education Courses		47		
Area I	ENG 1101 and ENG 1102	6		
Area II	Humanities Courses	12		
Area III	MTH 1112 or MTH 1125 and 2 Sciences	11		
Area IV	ECO 2251, ECO 2252, History and Civics	12		
Area V	LDR 1100, Troy 1100, and Take 2 Hours of free elective credit	6		
Program Courses and Required Electives		52		
Require Courses: BSBA Core				
Lower-Level Core				
BUS 1110	Orientation of Sorrell College of Business	1		
ACT 2291	Principles of Accounting I	3		
LAW 2221	Legal Environment of Business	3		
MGT 3300	Principles of Management	3		
MKT 3300	Principles of Marketing	3		
QM 2241	Business Statistics	3		
RMI 2201	Introduction to Risk in Business	3		
Upper-Level Core				
BUS 3320	Innovation and Professional Life	3		
BUS 3382	Business Communication	3		
FIN 3331	Managerial Finance	3		
BA 3310	Introduction to Information Systems & Data Analytics	3		
QM 3345	Operations Management	3		
BUS 4476	Strategic Management	3		
Required Courses: Marketing Major				
MKT 3364	Product and Service Innovation	3		
MKT 3362	Integrated Marketing Communications	3		
MKT 4462	Consumer Behavior	3		
MKT 4468	Global Marketing	3		
MKT 4464	Marketing Research	3		
Program Options (concentrations/specializations/tracks)		18		
Capstone/Internship/Practicum		3		
MKT 4469	Strategic Marketing	3		
Total Credit Hours Required for Completion:		120		

3. Undergraduate Options

Please provide all concentrations/ tracks/ options in the following table. Indicate new courses with "Y" in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a "Y" in the WBL column.

Insert Additional Rows and Tables as Needed

Option Name:	General Marketing			
Course Number		Credit Hours	New? (Y)	WBL? (Y)
General Marketing Electives				
	Take 18-hours of Marketing or Business Electives	18		
MKT 4499	Internship (Recommended)			Y
Option's Total Credit Hours Required for Completion:		18		
Option Name:	Marketing Communications			
Course Number		Credit Hours	New? (Y)	WBL? (Y)
MKT 3367	Digital Marketing	3		
MKT 4461	Professional Selling	3		
MKT 4455	Branding	3		
	Take 9-hours of Marketing or Business Electives	9		
MKT 4499	Internship (Recommended)			Y
Total Option Credit Hours Required for Completion:		18		
Option Name:	Digital Marketing Specialization			
Course Number		Credit Hours	New? (Y)	WBL? (Y)
MKT 3367	Digital Marketing	3		
MKT4440	Social Media Marketing	3		
MKT 3362	Promotion Management	3		
MKT 4450	Marketing Analytics	3		
	Take 6-Hours of Approved Electives	6		
MKT 4499	Internship (Recommended)			Y
Total Option Credit Hours Required for Completion:		18		
Option Name:	Sales			
Course Number		Credit Hours	New? (Y)	WBL? (Y)
MKT 4461	Professional Selling	3		
MKT 4472	Sales Force Management	3		
MKT 4471	Advanced Professional Selling	3		
	Take 9-hours of Marketing or Business Electives	9		
MKT 4499	Internship (Recommended)			Y
Total Option Credit Hours Required for Completion:		18		
Option Name:	Marketing Analytics			

Course Number		Credit Hours	New? (Y)	WBL? (Y)
MKT 4450	Marketing Analytics	3		
	15 hours of Business Analytics (BA) electives to include QM 3342	15		
MKT 4499	Internship (Recommended)			Y
Total Option Credit Hours Required for Completion:		18		
Option Name:	Entrepreneuership			
Course Number		Credit Hours	New? (Y)	WBL? (Y)
ENT 3325	Principles of Entrepreneuership	3		
MKT 4455	Branding	3		
MKT 4465	Supply Chain Management	3		
MKT 4430	Entrepreneuerial Marketing	3		
	Take 6-hours of Marketing Electives	6		
MKT 4499	Internship (Recommended)			Y
Total Option Credit Hours Required for Completion:		18		