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|  | **SOUTH DAKOTA BOARD OF REGENTS**ACADEMIC AFFAIRS FORMS |
| Minor Program Modification |
|  |  |

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations). The university Vice President for Academic Affairs approves minor program modifications and they are included in the Annual Minor Program Modification Summary form.

|  |  |
| --- | --- |
| **UNIVERSITY:** | DSU |
| **PROGRAM TITLE:** | BBA, Business – Marketing Specialization |
| **CIP CODE:** |  |
| **UNIVERSITY DEPARTMENT:** | Business |
| **BANNER DEPARTMENT CODE:** | DBUS |
| **UNIVERSITY DIVISION:** | College of Business and Information Systems |
| **BANNER DIVISION CODE:** | DBIS |

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

|  |  |  |
| --- | --- | --- |
| A picture containing text  Description automatically generated |  | 11/20/2024 |
| Vice President of Academic Affairs or President of the University |  | Date |

|  |
| --- |
|  |

1. **This modification addresses a change in (*place an “X” in the appropriate box*):**

|  |  |
| --- | --- |
|[x]  Course *deletions* that do not change the nature of the program, or distribution of courses in the program, or change of total credit hours required |[x]  Course *additions* that do not change the nature of the program, or distribution of courses in the program, or change of total credit hours required |
|  |  |  |  |
|[ ]  Revised courses in the program. |  |  |

1. **Effective date of change: 5/18/2025**
2. **Program Degree Level (*place an “X” in the appropriate box*):**

|  |  |  |  |
| --- | --- | --- | --- |
| Associate |[ ]  Bachelor’s |[x]  Master’s |[ ]  Doctoral |[ ]

1. **Category (*place an “X” in the appropriate box*):**

|  |  |  |  |
| --- | --- | --- | --- |
| Certificate |[ ]  Specialization |[ ]  Minor |[ ]  Major |[ ]

1. **Is the program associated with a current articulation agreement?**

|  |  |  |
| --- | --- | --- |
| Yes |  |[ ]  No |[x]

* 1. **If yes, will the articulation agreement need to be updated with the partner institution as a result of this minor program modification? Why or why not?**
1. **Primary Aspects of the Modification (*add lines or adjust cell size as needed*):**

|  |  |
| --- | --- |
| *Existing Curriculum* | *Proposed Curriculum (highlight changes)* |
| **Pref.** | **Num.** | **Title** | **Cr.****Hrs.** |  | **Pref.** | **Num.** | **Title** | **Cr. Hr.** |
| General Education | 30 |  | General Education | 30 |
| Required Core | 60 |  | Required Core | 60 |
|  |  |  |  |  |
| Marketing Specialization | 21 |  | Marketing Specialization | 21 |
|  |  |  |  |  | BADM | 472 | Marketing Technology | 3 |
| BADM | 474 | Personal Selling | 3 |  | BADM | 474 | Personal Selling | 3 |
| BADM | 475 | Consumer Behavior | 3 |  | BADM | 475 | Consumer Behavior | 3 |
| BADM | 476 | Marketing Research | 3 |  | BADM | 476 | Marketing Research | 3 |
| BADM | 481 | Promotional Mgmt | 3 |  | BADM | 481 | Promotional Mgmt | 3 |
| Choose three courses from ACCT/BADM/CIS/CSC/ECON/HIM prefix | 9 |  | Choose two courses from ACCT/BADM/CIS/CSC/ECON/HIM prefix | 6 |
|  |  |  |  |  |  |  |  |  |
| Electives | 9 |  | Electives | 9 |
| Total number of hours required for major, minor, or specialization | 71 |  | Total number of hours required for major, minor, or specialization | 71 |
| Total number of hours required for degree | 120 |  | Total number of hours required for degree | 120 |

1. **Explanation of the Change:**

Currently, this specialization only has 4 classes and 9 credits of electives. While this has been beneficial for encouraging double specializations, etc., it does leave a strong technology component out of the major – which BADM 472 would fill.