



# Graduate Curriculum Approval Form Changes to Graduate Majors

Degree Program CIP Code	52.1401
Degree (i.e. M.A., Ph.D., etc.):	MSM
Name of Major (e.g. Biology)	MS in Marketing
Name of affected Concentration(s) (e.g. Botany)	Marketing
Proposed Effective Term (e.g Fall 2017)	Fall 2018
Faculty Contact	Paul Solomon
Email	psolomon@usf.edu

APPROVALS	Name	Signature	Action	Date
Dept. Chair	Donna Davis		X Approve <input type="checkbox"/> Not approved <input type="checkbox"/> Comments attached	
School Committee Chair (if applicable)	Paul J. Solomon		X Approve <input type="checkbox"/> Not approved <input type="checkbox"/> Comments attached	
College Committee Chair	Paul J. Solomon		X Approve <input type="checkbox"/> Not approved <input type="checkbox"/> Comments attached	
College Dean/ Associate Dean	Kaushal Chari		X Approve <input type="checkbox"/> Not approved <input type="checkbox"/> Comments attached	
Concurrence*	Dept: Chair:		<input type="checkbox"/> Not Applicable <input type="checkbox"/> Concur <input type="checkbox"/> Doesn't concur <input type="checkbox"/> Comments attached	
Grad Council	<input type="checkbox"/> Approve <input type="checkbox"/> Not approved <input type="checkbox"/> Tabled <input type="checkbox"/> Comments	Graduate Studies	<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	

**Summary of Changes – Select all that apply:**

**Admissions Section:**

- Admission Deadlines
- To "fall admissions only"
- From Regular to Direct Receipt Admissions
- From Direct Receipt to Regular Admission
- X Admission Requirements (

**Curriculum Requirements**

- Current Curriculum Requirements
  - Core
  - Add New Concentration, Specialization, or Track
  - Delete Concentration, Specialization, or Track
  - Thesis/Dissertation
  - Comprehensive/Qualifying Exam
- Other: \_\_\_\_\_

**UPDATE CATALOG COPY**

**Attach the current Catalog Copy, with the requested revisions shown using Track Changes.**

If the only change is to the Admission Deadline revised Catalog Copy is not required– just specify the change below (e.g. current deadline/new deadline). All other changes require Catalog Copy. To obtain the most current catalog, email [cdh@usf.edu](mailto:cdh@usf.edu).

**Submission for approval:** When submitting the request for approval, send a scan of the signature form, including the brief response section (page 2), and the updated Catalog Copy in Word (not in PDF).

**Curriculum – Change of Graduate Major – Page 2**

**Degree: MSM**

**Major: Marketing**

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**Concentration (if applicable):**

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**BRIEF RESPONSES TO THE FOLLOWING:**

1. Why are these changes necessary? In order to bring MSM up to the college admission standards

**FOR ANY NEW CURRICULUM (New Concentration, Track, Specialization, Grad Certificate, etc.), answer the following:**

2. How does this align with USF System and State University System strategic goals (with particular focus on BOG's "areas of strategic emphasis")? Consistent with the goals.
3. What is the demonstrated need and demand? (in the context of statewide and regional enrollment/degree productivity, including USF institutions, SUS, and FSC), making compelling reasons for "necessary duplication," if appropriate.
4. What is the potential impact of new degree programs and new program majors on existing programs in the USF System? *(Including new concentrations, tracks, specializations, etc.- if there are any existing offers, please address impact)*
5. Are there adequacy of resources (faculty, space, equipment, graduate assistants, staff, library etc. – the leveraging of shared resources across and between institutions will be important). Programs will not be considered contingent upon legislative budget requests
6. Quality assurance and commitment to any requisite accreditation.

Once College has approved, scan and email this Approval Form, and the revised Catalog Copy in Word to Graduate Studies by the deadline posted online <http://www.grad.usf.edu/graduate-council.php> . For questions, contact [cdh@usf.edu](mailto:cdh@usf.edu)

## ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements listed below.

### Program Admission Requirements

The MS in Marketing admission committee uses a portfolio approach: the strength of each applicant is determined based on the entire application. The committee will consider the following:

- Prior college-level academic performance (bachelor's degree from a regionally accredited institution required);
  - For applicants with a 3-year Bachelor's Degree from a regionally accredited institution, the following requirements need to be met:
    - Minimum GMAT score of 650 or a minimum GRE score of at least 321, and a minimum of 25<sup>th</sup> percentile in the verbal portion of the test.
    - When the 3-year Bachelor's Degree is less than 120 hours from Non-Bologna Accord Institutions, a transcript evaluation from a NACES member is required to confirm equivalency.
- GMAT, (preferred), GRE, MCAT, LSAT, and PCAT (submitted scores must be within five (5) years of the term of entry);
- Applicants may request a waiver of GMAT if they meet one of the following requirements:
  - Have a Bachelor's degree with a cumulative GPA of 3.5 or greater from University of South Florida – Tampa.
  - Have a Bachelor's degree with a cumulative GPA of 3.5 or greater from any State of Florida that is preeminent institution (i.e., University of Florida- Gainesville, Florida State University - Tallahassee).
  - Have a Bachelor's degree with a cumulative GPA of 3.5 or greater from an AAU school (American Association of Universities).
  - Have three (3) or more years of managerial or professional experience.
- A statement of purpose,
- Recommendation letters,
- Resume,
- Relevant professional work experience
- Any additional information that helps to ensure the potential success of the applicant in the program and,
- For applicants, whose native language is not English, English proficiency must be demonstrated as detailed in the USF Graduate Catalog.