USF
UNIVERSITY OF
SOUTH FLORIDA

Graduate Curriculum Approval Form
Changes to Degree Programs

Degree *(i.e. M.A., Ph.D., etc.):*	M.S.
Name of Program *(e.g. Biology)*	Marketing
Program CIP Code	52.1401
Name of Concentration(s) *(e.g. Botany)*	
Proposed Effective Term *(e.g. Spring 2015)*	Fall 2016
Faculty Contact	Paul Solomon
Email	psolomon@usf.edu

APPROVALS	Name	Signature	Action	Date
Dept. Chair	Anand Kumar	Anand Kumar	☒ Approve ☐ Not approved ☐ Comments attached	12/21/15
School Committee Chair (if applicable)			☐ Approve ☐ Not approved ☐ Comments attached	
College Committee Chair	Delroy Hunter	Delroy Hunter	☒ Approve ☐ Not approved ☐ Comments attached	12/21/15
College Dean/ Associate Dean	Kaushal Chari	Kaushal Chari	☒ Approve ☐ Not approved ☐ Comments attached	12/21/15
Concurrence*	Dept: Chair:		☐ Not Applicable ☐ Concurs ☐ Doesn't concur ☐ Comments attached	
Grad Council	☐ Approve ☐ Not approved ☐ Tabled ☐ Comments	Graduate Studies	☐ Approve ☐ Disapprove	

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

   ☐ Change Admission Deadlines *(no other changes)*
   ☐ Change Admissions to "fall admissions only" *(no other changes)*
   ☐ Change from Regular to Direct Receipt Admissions *(no other changes)*
   ☐ Change from Direct Receipt to Regular Admission *(no other changes)*
   ☒ Change Admission Requirements
   ☒ Change Degree Program Requirements (including Concentration requirements)
   ☒ Update Course Numbers in Program Listing (i.e. from Selected Topics to Permanent Numbers) *(no other changes)*
   ☐ Other – please specify:

2. Briefly - Why are these changes necessary or desired?

   The program has been revised based upon the changing needs of the market place. These changes reflect the changes in marketing practices brought about by digital marketing and the massive amount of data that has become available to marketers. The revised program offers specializations in Marketing Analytics, Digital Marketing, and Supply Chain Management. The proposed changes were based on input from senior executives at leading global companies in the Tampa Bay market. These include firms such as Nielsen, Raymond James, IBM, Tech Data, and Grow Financial.. These companies expressed a need for graduates with the kind of skill sets and competencies that will be taught in this program. While the existing program has its own strengths, it is vital that we update our program to meet the rapidly changing needs of the marketing profession.

3. **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. All other changes require Catalog Copy.

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