



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Prefix Request

USD School of Business Elizabeth M. Freeburg 10/17/16
Institution **Division/Department** **Institutional Approval Signature** **Date**

1. What is the proposed prefix? MKTG-Marketing

2. Has the university consulted the existing list of approved prefixes in the Academic Affairs Council (AAC) guidelines to determine if the proposed prefix is in use?

Yes No

3. Do the courses associated with the new prefix represent a discipline/program offered by more than one Regental institution?

Yes No

4. How many courses are proposed for the prefix?¹ 14

5. Provide a brief rationale for the new prefix below:

We propose 4 benefits to the new prefix:

1. The new prefix will provide a clearer picture of student coursework on their transcripts. Employers and graduate schools often look at transcripts to ascertain the topic areas students have covered. Having a separate prefix for Marketing will help facilitate that process.
2. The new prefix will assist students during the enrollment process by making it easier to find courses related to specific topics. This will especially be true of students within the major.
3. The new prefix will help relieve overcrowding of the BADM prefix. The recent addition of several new majors plus the emergence of new business fields (e.g. analytics) have necessitated the addition of new courses. Currently there are only 7 unused BADM 4XX numbers available.
4. The new prefix aligns with traditional business school practices wherein majors have a designated prefix for courses within that major. Some majors such as Accounting and Economics have long had their own course prefixes. New majors have been approved but their courses have maintained the broader BADM prefix. The new prefix will provide consistency between majors.

¹ NOTE: AAC guidelines state a minimum of four courses must be attached to the new prefix request; exceptions require approval of the System Chief Academic Officer.