

**PROPOSAL TO THE COB CURRICULUM COMMITTEE, APC, and UNIVERSITY SENATE**

Recommendation: Renaming of the Management and Marketing department to

**Management and Leadership Programs**

Brief History of Issue—why the issue is being considered: There is a reorganization and marketing will no longer be in the management department.

Pros of Recommendation:

1. Enter pros here

Everyone in the new department decided and voted on this name after several discussions. This indicates that there are multiple programs and covers more of what the programs are doing.

Cons of Recommendation:

1. Enter cons here

All of the majors are not listed out – so harder to find them -but not possible to list out due to number of majors included in department.

Technology/Human Resource Impact: None

Other Departments (both within and outside the COB) Impacted: none

Impacted Department Chair(s) Contacted?

yes