

MONTANA BOARD OF REGENTS
LEVEL II REQUEST FORM

Item No.: 130-1008-R0106 **Date of Meeting:** January 11-12, 2006
Institution: University of Montana-Missoula
Program Title: B.S. major in Marketing, School of Business Administration

Level II proposals require approval by the Board of Regents.

Level II action requested (check all that apply): Level II proposals entail substantive additions to, alterations in, or termination of programs, structures, or administrative or academic entities typically characterized by the (a) addition, reassignment, or elimination of personnel, facilities, or courses of instruction; (b) rearrangement of budgets, cost centers, funding sources; and (c) changes which by implication could impact other campuses within the Montana University System and community colleges. Board policy 303.1 indicates the curricular proposals in this category:

- 1. Change names of degrees (e.g. from B.A. to B.F.A.)
- 2. Implement a new minor where there is no major;
- 3. Establish new degrees and add majors to existing degrees;
- 4. Expand/extend approved mission; and
- 5. Any other changes in governance and organization as described in Board of Regents' Policy 218, such as formation, elimination or consolidation of a college, division, school, department, institute, bureau, center, station, laboratory, or similar unit.

Specify Request:

The School of Business Administration at The University of Montana-Missoula requests permission to convert the B.S. major in Business Administration--Option in Marketing to a B.S. major in Marketing.