UNIVERSITY CURRICULUM COMMITTEE – 2012-2013
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Graduate School - Dr. Tracie E. Costantino
Undergraduate Student Representative
Graduate Student Representative

Dear Colleagues:

The attached proposal to rename the Department of Marketing and Distribution to Department of
Marketing will be an agenda item for the August 22, 2012, Full University Curriculum Committee
meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Provost Jere W. Morehead
    Dr. Laura D. Jolly
MEMORANDUM

TO: Jere W. Morehead, Provost
FROM: Robert T. Sumichrast, Dean
DATE: June 11, 2012
RE: Proposed Renaming of the Terry College Marketing and Distribution Department

The Terry College of Business requests that its Department of Marketing and Distribution be renamed the Department of Marketing. The topic was discussed in a departmental faculty meeting this spring and no one expressed any dissent. Therefore, as Dean of the Terry College, I support this request, based on the reasons as outlined in the University Evaluation Criteria:

a) The name more accurately describes the teaching and research mission of the department. The department no longer teaches any 'Distribution' classes – all classes are Marketing classes. Distribution, or Place, is considered one of the four "P's" of marketing along with Product, Price and Promotion. Thus, channels of distribution and distribution strategy are included as one part of marketing strategy, so there is no reason to state it separately.

b) Most similar departments at other Universities, including our peer and aspirant schools, are Departments of Marketing.

c) Individuals looking for courses or expertise in 'distribution' are most likely looking for what is now commonly referred to as 'logistics' - which is typically associated with faculty or departments in Operations Management rather than Marketing.

d) The Marketing name is entirely consistent with the MARK prefix already in use.

I appreciate your support of this request.

/abg

APPROVED: Jere W. Morehead, Senior Vice President for Academic Affairs & Provost
NAME CHANGE JUSTIFICATION FORM

School/College Name: 
Proposed Name: 

Department Name Changes:
Current Department Name: Marketing & Distribution
Proposed Department Name: Marketing

Major Name Changes: no changes
Current Major Name: 
Degree
Proposed Major Name: 
Degree

Minor Name Change: not applicable
Current Minor Name: 
Degree
Proposed Minor Name: 
Degree

Prefix Changes: no change
A prefix change package should be submitted after the name change has been approved.

Current Prefix
Department
Proposed Prefix
Department

JUSTIFICATION:
Attach a page justifying changes.

SIGNATURES:

School/College: 
Mark C. Hawkins

Department: 
Charlene Mason