

## MEMORANDUM

Date: November 1, 2023

To: Dr. Alain-Philippe Duran, Dean, College of Humanities  
Dr. Chantelle Warner, Associate Dean, College of Humanities  
Dr. Judd Ruggill, Department Head, Public and Applied Humanities

From: Dr. Greg L. Heileman, Vice Provost, Undergraduate Education

Re: Notification of Approval of New Emphasis

This memorandum serves as formal notification and official record for approval of the new emphasis for the B.A. in Applied Humanities in *Consumer Market Retail Studies*. The first term effective is Fall 2024.

By copy of this memo, I am requesting that appropriate changes be made to systems, records, and publications to reflect the creation of the program.

cc: Ronald W. Marx, Interim Senior Vice President for Academic Affairs and Provost  
Greg Heileman, Vice Provost, Undergraduate Education  
Craig Wilson, Vice Provost, Online and Distance Education  
Marilyn Taylor, Associate Vice President, Finance and Administration  
Amanda Gluski, Assistant Registrar, Office of the Registrar  
Cindy Williams, Data Analyst, Curricular Affairs  
Academic Programs & Organizations Notifications Distribution List



The following has been created in UAccess.

Effective Date: 08/01/2024

**Subplan Code: CMRS / CMRS2**

**Description: Consumer Mrkt & Retail Studies**

Associated to Plan Code: APHMBA / APHMBA 2

Description: Applied Humanities

Subplan Type: Emphasis

First Term Valid: Fall 2024 (2244)

Req Term Default: Plan's Requirement Term

Transcript Description: Consumer, Market and Retail Studies Emphasis

Campus & Locations:

Campus: University of Arizona-Main (MAIN) – Location: Tucson (TUCSON)