

MEMORANDUM

Date: March 27, 2025

To: Karthik Kannan, Dean, Eller College of Management
Anne Pagel, Associate Dean, Undergraduate Programs, Eller College of Management
Jesper Nielsen, Marketing Department Head, Eller College of Management

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

Re: Notification of New Emphases for BSBA in Marketing

This memorandum serves as formal notification and official record for approval of new emphases in *Sales* and *Comprehensive Marketing* in the BSBA in Marketing within the Marketing Department in the Eller College of Management. The first term valid is Fall 2025.

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

cc: Ronald W. Marx, Interim Senior Vice President for Academic Affairs and Provost
Greg Heileman, Vice Provost, Undergraduate Education
Gary Packard, Interim Senior Vice Provost, Online Initiatives
Caleb Simmons, Executive Director, Online Education
Marilyn Taylor, Associate Vice President, Finance and Administration
Amanda Gluski, Assistant Registrar, Office of the Registrar
Academic Programs & Organizations Notifications Distribution List



The following has been created in UAccess.

Effective Date: 08/01/2025

Subplan Code: SALES/SALES2

Description: Sales

Associated to Plan Code: MKTGBSBA / MKTGBSBA2

Description: Marketing

Subplan Type: Emphasis

First Term Valid: 08/01/2025

Req Term Default: Plan's Requirement Term

Print on Diploma & Transcript: Checked

Diploma & Transcript Description: Sales Emphasis

Campus & Locations:

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

First Admit Term: Fall 2025 (2254)

Effective Term: Fall 2025 (2254)

Effective Date: 08/01/2025

Subplan Code: CMKT / CMKT2

Description: Comprehensive Marketing

Associated to Plan Code: MKTGBSBA / MKTGBSBA2

Description: Marketing

Subplan Type: Emphasis

First Term Valid: 08/01/2025

Req Term Default: Plan's Requirement Term

Print on Diploma & Transcript: Checked

Diploma & Transcript Description: Comprehensive Marketing Emphasis

Campus & Locations:

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

First Admit Term: Fall 2025 (2254)

Effective Term: Fall 2025 (2254)