This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Office of the University Provost to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean’s Office to the Office of the University Provost [mailto: curriculumplanning@asu.edu]. The name change may not be implemented until the Office of the University Provost notifies the academic unit that the name change proposal has completed the approval process.

**College/School/Institute:** W. P. Carey School of Business  
**Department/Division/School:** Dean - Business  
**Proposing Faculty Group**  
(If applicable):

**Proposal Contact**

<table>
<thead>
<tr>
<th>Name</th>
<th>Michele Pfund</th>
<th>Title</th>
<th>Associate Dean of Undergraduate Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Number</td>
<td>480 965 6409</td>
<td>Email</td>
<td><a href="mailto:Michele.pfund@asu.edu">Michele.pfund@asu.edu</a></td>
</tr>
</tbody>
</table>

**Existing Program Information**

**Program Type:** Concentration  
**Academic Level:** Undergraduate  
**Degree Type:** BA-Bachelor of Arts  
**If other specify:**

**Proposed Program Name**

<table>
<thead>
<tr>
<th>Name</th>
<th>Business</th>
<th>Concentration (if applicable)</th>
<th>(Sports and Media Studies)</th>
</tr>
</thead>
</table>

**Plan code(s) for the program:**

If this is a degree program that has multiple concentrations, list all program names and plan codes impacted.

BABUSMSBA

**Requested effective date:** 2018-19  
Select the catalog year for which students can begin applying into this program with the new name.  
**Note:**

1. Name changes can only be implemented so as to be effective for a fall semester.  
2. All existing and continuing students will be moved to the new name.  
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.
Briefly describe the proposed change and rationale for the change:

We would like to change the Sports and Media Studies degree title to Sports Business in an effort to simplify the name and more accurately define our curriculum. The original degree title has been confusing and misleading for both students and employers.

Discuss the impact of this change on current students and/or enrollment:

The new title will only have a positive impact on our students. The Sports Business degree will be easier to comprehend when listed on resumes and easier to define during interviews.

<table>
<thead>
<tr>
<th>DEAN APPROVAL(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.</td>
</tr>
</tbody>
</table>

College/School/Division Dean name: Amy Hillman

Signature: ______________________ Date: 9/29/2017

College/School/Division Dean name: (if more than one college involved)

Signature: ______________________ Date: / /20

Note: An electronic signature, an email from the dean or dean’s designee, or a PDF of the signed signature page is acceptable.

<table>
<thead>
<tr>
<th>University Approval(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Education (if applicable)</td>
</tr>
<tr>
<td>Name: ____________________________</td>
</tr>
<tr>
<td>Signature: ______________________ Date: / /20</td>
</tr>
</tbody>
</table>

Office of the University Provost

Name: ____________________________

Signature: ______________________ Date: / /20
Hi Daniel,

Can you please attach this to the sports business proposal before it leaves the college.

Thanks!
Michele

---

From: Kay Faris  
Sent: Friday, September 15, 2017 10:32 AM  
To: Amy Ostrom <AMY.OSTROM@asu.edu>; Michele Pfund <Michele.Pfund@asu.edu>  
Subject: RE: Sports and Media Studies Next Steps  

Thanks, Amy!

I’ll forward so I have it all together!

Thanks!

Kay

Kay A. Faris  
Senior Associate Dean, Academic Programs  
W. P. Carey School of Business  
Arizona State University  
Tempe, AZ 85287-3406  
Phone: 480-965-7587  
Fax: 480-965-3846  
Kay.Faris@asu.edu

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From: Amy Ostrom  
Sent: Friday, September 15, 2017 10:22 AM  
To: Kay Faris <KAY.FARIS@asu.edu>; Michele Pfund <Michele.Pfund@asu.edu>
Hi Kay and Michele,

Here is the email from Mark. Do you want to send it to Fred or would you like me to do so? Thanks!

Best wishes,
Amy

From: Mark Lodato
Sent: Thursday, June 08, 2017 11:09 AM
To: Amy Ostrom <AMY.OSTROM@asu.edu>; Alexis Weiler <Alexis.Weiler@asu.edu>; Elana Kutz <Elana.Kutz@asu.edu>

Subject: Re: Sports and Media Studies Next Steps

Amy and Elana -

Some updates for you:

-We have no problem with a name change to simply Sports Business. No “media studies” necessary. Go for it!
-We will move adding sports marketing and campaigns sections into a larger discussion here on expanding sports electives, so no immediate decision on that.
-We would like to discuss/confirm whether Cronkite students have access to your MKT classes in this curriculum as related area electives. Can’t recall where we stand on that?

Thanks,
Mark

Mark Lodato
Associate Dean, Cronkite School
Assoc. General Manager, Arizona PBS
(602) 496-9415 @MarkLodatoASU Facebook/DeanLodato

From: Amy Ostrom <AMY.OSTROM@asu.edu>
Date: Wednesday, June 7, 2017 at 8:00 PM
To: Mark Lodato <Mark.Lodato@asu.edu>, Alexis Weiler <Alexis.Weiler@asu.edu>, Elana Kutz <Elana.Kutz@asu.edu>
Subject: RE: Sports and Media Studies Next Steps

Hi Mark and Alexis,
Thanks for meeting with us. We will be sure to head your way next time. This continues to be a great partnership.

Best wishes,
Amy

Amy L. Ostrom, PhD
Department of Marketing | W. P. Carey School of Business | Arizona State University
Chair | Professor of Marketing | President’s Professor | PetSmart Chair in Services Leadership
P. O. Box 874106 | Tempe, AZ 85287-4106
p: 480.965.6412 | email: amy.ostrom@asu.edu