

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](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

Name: Michele Pfund	Title: Associate Dean of Undergraduate Programs
Phone Number: 480 965 6409	Email: Michele.pfund@asu.edu

Existing Program Information

Program Type: Concentration	Academic Level: Undergraduate
Degree Type: BA-Bachelor of Arts <i>If other specify</i> _____	
Name: Business	Concentration (if applicable) (Sports and Media Studies)

Proposed Program Name

Name: Business	Concentration (if applicable) (Sports Business)
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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.

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

College/School/Division Dean name: Amy Hillman

Signature Amy Hillman 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.

University Approval(s)

Graduate Education (if applicable)

Name: _____

Signature: _____ Date: ____ / ____ /20____

Office of the University Provost

Name: _____

Signature: _____ Date: ____ / ____ /20____

From: [Michele Pfund](#)
To: [Daniel Eckstrom](#); [Kimberly Kaplan](#)
Subject: FW: Sports and Media Studies Next Steps
Date: Thursday, September 28, 2017 10:41:52 AM
Attachments: [image001.png](#)

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



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

Subject: FW: Sports and Media Studies Next Steps

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

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