UNIVERSITY OF ILLINOIS AT SPRINGFIELD
CAMPUS SENATE AY 2012/2013
RESOLUTION 42-1

Creation and Approval of Concentrations in the BBA and a Minor in Marketing

WHEREAS, the creation of the Management and Marketing concentrations in the Bachelor’s degree in Business Administration will allow students to focus their degrees on specific curricular aspects of business; and

WHEREAS, the creation of the minor in Marketing will provide a program of study to non-business majors in an area of growing employment;

THEREFORE, BE IT RESOLVED that the Campus Senate of the University of Illinois at Springfield support and approve the proposed Management and Marketing concentrations in the Bachelor’s degree in Business Administration and the creation of a minor in Marketing.