

Contact: Rachel Boon

**REQUEST FOR DEPARTMENT NAME CHANGE AT THE UNIVERSITY OF NORTHERN
IOWA:
FROM THE DEPARTMENT OF MARKETING TO
THE DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP**

Action Requested: Consider approval of the request by the University of Northern Iowa to change the department name from Department of Marketing to Department of Marketing and Entrepreneurship.

The Council of Provosts and Board office support approval of this request.

Background: The entrepreneurship program at the University of Northern Iowa has been housed under the Department of Marketing for more than 20 years. During that time, an entrepreneurship certificate was offered to all university students.

Reason for proposed change: Within the last five years, in an effort to raise student participation in the entrepreneurship program, the Department of Marketing created an entrepreneurship minor which quickly grew to 31 students by fall 2019. The College of Business Administration faculty senate has approved the motion to change the name of the department.

Effect on program configuration: There will be no change in administration. The renaming will not affect program accreditation.

Effect on students: The proposed change will not have any negative impact on current students.

Effect on resources: The proposed change will not require any significant new resources. The only additional costs incurred will be for promotional materials such as rebranding efforts, new brochures and signage.

Date of implementation: Upon approval by the Board of Regents.