

DATE: December 17, 2019  
TO: Patrick Pease, Associate Provost for Academic Affairs  
FROM: Matthew Bunker, Department Head, Marketing  
  
RE: Justification for Department Name Change from Marketing to  
Marketing & Entrepreneurship

The entrepreneurship program at the University of Northern Iowa has been housed under the Marketing Department for more than twenty years. During that time, an entrepreneurship certificate was offered to all university students. Within the last five years, the marketing department, in an effort to raise student participation in the entrepreneurship program, created an entrepreneurship minor in fall 2017 which quickly grew to thirty-one students in fall 2019.

The concept of changing the department name was introduced to the marketing advisory board, which unanimously approved the decision, with the general consensus that this better highlights the good work the entrepreneurship program is doing at the University of Northern Iowa. The CBA faculty senate also approved the motion to change the name. The defense of the name change was defended by Matthew Bunker, Head of the Marketing Department and Laurie Watje, Associate Director of the John Pappajohn Entrepreneurial Center.

**FORM G**  
**BOARD OF REGENTS, STATE OF IOWA**  
**PROPOSAL FOR PROGRAM/DEPARTMENT NAME CHANGE**

Institution: University of Northern Iowa

Current Title of Program/Department: Department of Marketing

Proposed Title of Program/Department: Department of Marketing and Entrepreneurship

Name of College: College of Business Administration

Approximate date to implement changes: Month August Year 2020

Contact person: (name, telephone, and e-mail) Matthew Bunker, 319/273-6947,

matthew.bunker@uni.edu

**Please do not use acronyms without defining them.**

1. Describe reasons (justification) for the proposed changes.  
The entrepreneurship program at the University of Northern Iowa has been housed under the Marketing Department for more than twenty years. During that time, an entrepreneurship certificate was offered to all university students. Within the last five years, the marketing department, in an effort to raise student participation in the entrepreneurship program, created an entrepreneurship minor in fall 2017 which quickly grew to thirty-one students in fall 2019. The concept of changing the department name was introduced to the marketing advisory board, which unanimously approved the decision, with the general consensus that this better highlights the good work the entrepreneurship program is doing at the University of Northern Iowa. The CBA faculty senate also approved the motion to change the name. The explanation for the name change was provided by Matthew Bunker, Head of the Marketing Department and Laurie Watje, Associate Director of the John Pappajohn Entrepreneurial Center.
2. How will the proposed change affect current students?  
No change to current students is anticipated.
3. If relevant, have accreditation requirements been addressed?  
There is no accreditation issues that pertain to this departmental name change.
4. If relevant, describe program configuration changes that will accompany the proposed program or department name change, e.g., change in number of credit hours required, faculty appointments, etc.  
No changes will be necessary.
5. If relevant, identify resources that will be needed in connection with the proposed program or department name change, e.g., facilities, faculty, funds, etc.  
Only minor changes for promotional materials is anticipated.
6. Is this intended to be a temporary or permanent change? If temporary, for how long?  
This name change is intended to be permanent.

IOWA STATE  
UNIVERSITY

Ivy College of Business

Robert H. Cox Dean's Suite  
2200 Gerding Business Building  
2167 Union Drive  
Ames, Iowa 50011-2027  
515 294-2422  
FAX 515 294-6060  
[www.ivybusiness.iastate.edu](http://www.ivybusiness.iastate.edu)

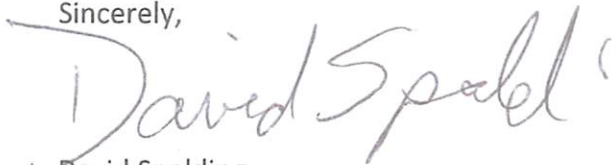
October 29, 2019

Dean Leslie Duclos Wilson  
College of Business Administration  
University of Northern Iowa

Dear Leslie,

The Ivy College of Business has no concerns regarding the name change from the Department of Marketing to the Department of Marketing and Entrepreneurship. We look forward to continued collaboration in this area.

Sincerely,

A handwritten signature in cursive script that reads "David Spalding". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

David Spalding  
Raisbeck Endowed Dean  
Ivy College of Business  
Iowa State University



**Office of the Dean**

108 John Pappajohn Business Building, Suite C120  
Iowa City, Iowa 52242-1994  
319-335-0862 Fax 319-335-0860  
[www.tippie.uiowa.edu](http://www.tippie.uiowa.edu)

October 30, 2019

Dean Leslie K. Wilson  
College of Business Administration  
University of Northern Iowa  
325 Curris Business Building  
Cedar Falls, IA 50614-0123

Dear Leslie,

I received your request for support to change the name of the UNI Department of Marketing to the Department of Marketing and Entrepreneurship. The Henry B. Tippie College of Business at the University of Iowa supports this name change, which we understand will better reflect the inclusion of UNI's entrepreneurship certificate and minor within your Marketing Department.

Sincerely,

Sarah Fisher Gardial  
Henry B. Tippie College of Business