Proposal to Revise the Existing Option III
Master of Science in Marketing (MSMkt) Degree Program

The Department of Marketing is requesting a modification of the existing Option III Master of Science in Marketing (MSMkt) degree program for the purpose of allowing a room-share arrangement between Option I (state-funded) and Option III (self-funded) courses.

The room-share arrangement will allow Option I undergraduate students who have been provisionally admitted to the Option III MSMkt program in their sophomore or junior year to take graduate courses required for the MSMkt degree program prior to graduation. With the consent of their undergraduate degree programs, these students will be able to take up to 12 hours of MSMkt graduate coursework to be reserved for graduate credit; and they will have access to the McCombs School internship-recruiting infrastructure prior to starting the Option III program. This arrangement will primarily provide the University of Texas at Austin non-business undergraduates with an alternative route to enter a McCombs School of Business graduate program, but will be open to McCombs undergraduates as well.

The primary extra expense associated with creating this room-share arrangement involves the provision of instructional support (that is, TA or grader time), which will be paid from the Option III budget. The cost of such support will only be paid to Option I PhD students or other Option I graduate students providing instructional support and not as an extra compensation to the instructor. All courses for this Option III program will be taught on a voluntary overload basis.

The proposed room-share arrangement will not impact the Option III program budget and there will be no effect on teaching load or faculty compensation. Option III courses will continue to be taught on a voluntary, over-load basis.

Approval from the Director of the MSMkt program will be required for each use of the room sharing arrangement that adds any Option I student(s) to an Option III course. Finally, the Option III degree program will continue to adhere to all existing Option III guidelines relating to courses/curriculum, admissions, administration and review and student restrictions as defined in the Revised Guidelines for Option III Graduate Degree Programs, 2016.

A copy of the complete proposal is available in the Office of Graduate Studies. Contact Michelle Broadway, Assistant Dean, at Mbroadway@austin.utexas.edu or 232-3625 for additional information.