

**Request for Authorization to Discontinue the
Bachelor of Science (BS) in Marketing at
The University of North Carolina at Wilmington**

The University of North Carolina at Wilmington has requested that its B.S. in Marketing (CIP Code #52.1401) be discontinued.

Due to curriculum restructuring this degree program is now offered as a concentration within the B.S. in Business Administration degree program (CIP Code #52.0201). As part of this reorganization, UNC Wilmington is requesting the B.S. in Marketing be discontinued effective the date of Board of Governors approval.

Recommendation: It is recommended that the Board of Governors approve UNC Wilmington's request to discontinue the B.S. in Marketing.