

**RESOLUTION OF THE BOARD OF TRUSTEES
UNIVERSITY OF THE VIRGIN ISLANDS**

Purpose: To approve a Bachelor of Business Administration degree program in Marketing

WHEREAS, the University of the Virgin Islands is committed to supporting the intellectual and professional development of the workforce in the Virgin Islands as part of the University's mission; and

WHEREAS, the establishment of a Bachelor of Business Administration degree program in Marketing would be in concert with the objectives of *Strategic Plan 2017: Pathways to Greatness*; and

WHEREAS, the establishment of a Bachelor of Business Administration degree program in Marketing would provide educational training for undergraduate students that are preparing for graduate and postgraduate studies in Marketing and related fields; and

WHEREAS, on November 19, 2015, the Curriculum Committee approved the establishment of the Bachelor of Business Administration degree program in Marketing; and

WHEREAS, on December 03, 2015, the faculty of the University approved the Bachelor of Business Administration degree program in Marketing; and

WHEREAS, on January 19, 2016, the Academic Research and Student Affairs Committee of the Board of Trustees voted to recommend to the Board of Trustees the establishment of the Bachelor of Business Administration degree program in Marketing.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE UNIVERSITY THAT:

- 1 The establishment of the Bachelor of Business Administration degree program in Marketing is hereby approved.
- 2 The President is authorized to take such action as is necessary to implement this resolution.
- 3 This resolution shall become effective March 5, 2016.

CERTIFICATION

The undersigned hereby certifies that the foregoing is a true and exact copy of a resolution of the Board of Trustees of the University of the Virgin Islands and adopted at its meeting on Saturday, March 5, 2016, as recorded in the minutes of the said meeting.



Secretary of the Board

March 5, 2016

Date