CBM003 ADD/CHANGE FORM

☐ Undergraduate Council
☐ New Course ☒ Course Change
Core Category: □ LONE Effective Fall 2008

or
☐ Graduate/Professional Studies Council
☐ New Course □ Course Change
Effective Fall __

1. Department: MARK College: BUS

2. Person Submitting Form: Mary Gould Telephone: 34904

3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     MARK / 4338 / Marketing Research
   • Instructional Area / Course Number / Short Course Title (30 characters max.)
     MARK / 4338 / MARKETING RESEARCH
   • SCH: 3.00  Level: SR  CIP Code: 5214020016  Lect Hrs: 3  Lab Hrs: 0

4. Justification for adding/changing course: To reflect change in prerequisite course

5. Was the proposed/revised course previously offered as a special topics course? □ Yes ☒ No
   If Yes, please complete:
   • Instructional Area / Course Number / Long Course Title:
     ____ / ____ / ____
   • Content ID: ____  Start Date (yyyy3): ____

6. Authorized Degree Program(s): BBA
   • Does this course affect major/minor requirements in the College/Department? □ Yes ☒ No
   • Does this course affect major/minor requirements in other Colleges/Departments? □ Yes ☒ No
   • Are special fees attached to this course? ☒ Yes □ No
   • Can the course be repeated for credit? □ Yes ☒ No

7. Grade Option: Letter (A, B, C ...)  Instruction Type: lecture ONLY  (Note: Lect/Lab info. must match item 3, above.)

8. If this form involves a change to an existing course, please obtain the following information from the course inventory: Instructional Area / Course Number / Long Course Title
   MARK / 4338 / Marketing Research
   • Start Date (yyyy3): 20073  Content I.D.: 299744

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
   Cr: 3. (3-0). Prerequisites: STAT 3331 or equivalent and MARK 3336. Description (30 words max.):
   Overview of research methods and information needs for marketing decisions.

10. Dean's Signature: ___________________________ Date: 10/8/07

     Print/Type Name: Elizabeth Anderson-Fletcher, Associate Dean

- Created on 6/20/2007 4:56:00 PM -