CBM003 ADD/CHANGE FORM

☑ Undergraduate Council
☐ New Course ☑ Course Change
Core Category: MARK  Effective Fall 2008

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

1. Department: MARK  College: BUS

2. PersonSubmitting Form: Mary Gould  Telephone: 34904

3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     MARK / 4339 / Database Marketing
   • Instructional Area / Course Number / Short Course Title (30 characters max.)
     MARK / 4339 / DATABASE MARKETING
   • 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 / 4339 / Database Marketing
   • Start Date (yyyy3): 20033  Content I.D.: 290671

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: STAT 3331 and MARK 3336. Description (30 words max.): Use of database information to guide marketing decisions.

10. Dean’s Signature: ____________  Date: 10/8/07

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