


CBM003 ADD/CHANGE FORM

Undergraduate Council
 New Course Course Change
Core Category: NONE Effective Fall 2007

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 / 3339 / Marketing Strategy and Planning
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
MARK / 3339 / MKT STRATEGY & PLANNING
 - SCH: 3.00 Level: JR CIP Code: 5214010016 Lect Hrs: 3 Lab Hrs: 0
4. Justification for adding/changing course: To meet instructional needs of students
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:
 / 0 /
 - Content ID: 0 Start Date (yyyy3): 0
6. Is this course offered for undergraduate credit only? Yes No
7. 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
8. Grade Option: Letter (A, B, C ...) Instruction Type: lecture
9. 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 / 4389 / Marketing Strategy
 - Start Date (yyyy3): 19932 Content I.D.: 377
10. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr:3. (3-0). Prerequisites: MARK 3336. Description (30 words max.): Choosing marketing strategies and developing marketing plans.
11. Dean's Signature:  Date: 10/5/06
Print/Type Name: Elizabeth Anderson-Fletcher, Associate Dean

RECEIVED OCT 05 2006

APPROVED FEB 21 2007