

# UC 9007 06F

## 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 / 4338 / Marketing Research
  - Instructional Area / Course Number / Short Course Title (30 characters max.)  
MARK / 4338 / MARKETING RESEARCH
  - SCH: 3.00 Level: SR CIP Code: 5214010016 Lect Hrs: 3 Lab Hrs: 0
4. Justification for adding/changing course: To more accurately reflect course content/level
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:        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 / 4338 / Information for Marketing Decisions
  - Start Date (yyyy3): 19963 Content I.D.: 367
10. Proposed Catalog Description: (If there are no prerequisites, type in "none".)  
Cr:3. (3-0). Prerequisites: DISC 3331 or equivalent and MARK 3336. Description (30 words max.):  
Overview of research methods and information needs for marketing decisions.

11. Dean's Signature: \_\_\_\_\_

Date: 10/5/06

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

RECEIVED OCT 05 2006

APPROVED FEB 21 2007