

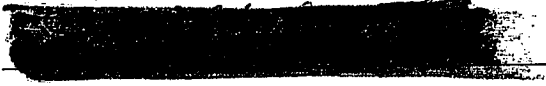
# UC 9507 07F

## CBM003 ADD/CHANGE FORM

<input checked="" type="checkbox"/> Undergraduate Council
<input type="checkbox"/> New Course <input checked="" type="checkbox"/> Course Change
Core Category: <u>NONE</u> Effective Fall <u>2008</u>

or

<input type="checkbox"/> Graduate/Professional Studies Council
<input type="checkbox"/> New Course <input type="checkbox"/> Course Change
Effective Fall <u>    </u>

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

RECEIVED OCT 09 2007  
APPROVED FEB 20 2008