**IMPACT AND APPROVAL SIGNATURES**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**
- LAW
- MSB
- CAS
- CPA

**CONTACT NAME:** Dennis Pitta

**PHONE:** x 4891

**DEPARTMENT/DIVISION:** Marketing & Entrepreneurship

**DATE PREPARED:** 1/5/11

**PROPOSED SEMESTER OF IMPLEMENTATION:** Fall 2012

**TYPE OF ACTION:**
- ☐ add (new)
- ☐ deactivate
- ☐ modify
- ☐ other

**LEVEL OF ACTION:**
- ☐ noncredit
- ☐ undergraduate
- ☐ graduate
- ☐ other

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

- **COURSE ACTIONS**
  - Original Subject Code/Course Number: MKTG 410
  - Original Course Title: Marketing

- **PROGRAM ACTIONS**
  - Original Program Title: MARKETING

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
<th>PROGRAM ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experimental Course</td>
<td>10. Program Requirements</td>
</tr>
<tr>
<td>2. Course Title</td>
<td>11a. Undergraduate Specialization (24 credits or fewer)</td>
</tr>
<tr>
<td>3. Course Credits</td>
<td>11b. Master's Specialization (12 credits or fewer)</td>
</tr>
<tr>
<td>4. Course Number</td>
<td>11c. Doctoral Specialization (18 credits or fewer)</td>
</tr>
<tr>
<td>5. Course Level</td>
<td>12. Minor (add or delete)</td>
</tr>
<tr>
<td>6. Pre- and Co-Requisite</td>
<td>13. Closed Site Program</td>
</tr>
<tr>
<td>7. Course Description</td>
<td>14. Program Suspension</td>
</tr>
<tr>
<td>✓ 8. New Course</td>
<td>15. Program Reactivation</td>
</tr>
<tr>
<td>9. Deactivate Course</td>
<td>16a. Certificate Program (UG/G) exclusively within existing degree program</td>
</tr>
<tr>
<td>22. Other</td>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
</tr>
<tr>
<td></td>
<td>17. Off-Campus Delivery of Existing Programs</td>
</tr>
<tr>
<td></td>
<td>18a. Undergraduate Concentration (exceeds 24 credits)</td>
</tr>
<tr>
<td></td>
<td>18b. Master's Concentration (exceeds 12 credits)</td>
</tr>
<tr>
<td></td>
<td>18c. Doctoral Concentration (exceeds 18 credits)</td>
</tr>
<tr>
<td></td>
<td>19. Program Title Change</td>
</tr>
<tr>
<td></td>
<td>20. Program Termination</td>
</tr>
<tr>
<td></td>
<td>21. New Degree Program</td>
</tr>
<tr>
<td></td>
<td>22. Other</td>
</tr>
</tbody>
</table>

**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents):

- ☑ summary proposal (Q)
- ☑ course definition document (P)
- ☑ full five-page MHEC proposal (Q)
- ☑ financial tables (MHEC) (R)
- ☑ other documents as may be required by MHEC/USM (S)
- ☑ other (T)
### IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ no impact  □ impact statement attached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. OTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ no impact  □ impact statement attached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. University Relations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ no impact  □ impact statement attached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Admissions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ no impact  □ impact statement attached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ no impact  □ impact statement attached</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>4/7/11</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td>4/7/11</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td>4/8/11</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. University Council (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>3/19/2012</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University's mission is changed by the action</td>
<td></td>
</tr>
</tbody>
</table>

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.poly.edu/provs) for instructions.

SCHOOL:  □ LAW  □ MSB  □ CAS  □ CPA

CONTACT NAME: Dennis Pitta  PHONE: x 4891

DEPARTMENT/DIVISION: Marketing & Entrepreneurship  DATE PREPARED: 1/5/11

PROPOSED SEMESTER OF IMPLEMENTATION:  □ fall  □ spring  YEAR: 11/12

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

□ COURSE ACTIONS

Original Subject Code/Course Number:

MKTG 410

Original Course Title:

Buyer Behavior and Market Analysis

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master's Specialization (12 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master's Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

For changes to existing courses:

OLD TITLE

NEW TITLE

SUBJECT CODE/COURSE NO.  CREDITS

SUBJECT CODE/COURSE NO.  CREDITS

Summer 2010
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

The requested action is design and offering a new course that combines elements of consumer and industrial buyer behavior as well as marketing research.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

UB does not currently offer a Consumer or Buyer Behavior Course unlike most of our peer schools. This represents a deficiency in our undergraduate marketing program.

In addition, our Marketing Research elective has not experienced robust enrollment.

The proposed course would include both consumer and industrial buyer behavior and cover elementary marketing research techniques like analyzing survey data.

The nature and scope of the course matches the needs of our graduates well; it supplies missing consumer behavior knowledge and insures that they have at least some research skills.

The Course Description follows:

MKTG 410 Buyer Behavior and Market Analysis

One requirement of successful marketing is listening to the voice of the customer. Marketers need to know what customers want, when and why they want it. Buyer Behavior and Market Analysis will enable students to understand the basic buyer and company needs. In addition, students will be able to verify them with commonly used research techniques that really listen to the voice of the customer.
DOCUMENT P: COURSE DEFINITION

See Course and Program Development Policy and Procedures (http://www.cultural.programdevelopment.process) for instructions.

1. DATE PREPARED

JANUARY 5, 2011

2. PREPARED BY

DENNIS PITTA

3. DEPARTMENT/DIVISION

MARKETING AND ENTREPRENEURSHIP

4. COURSE NUMBER(S) with SUBJECT CODE(S)

MKTG 410

5. COURSE TITLE

Buyer Behavior and Market Analysis

6. CREDIT HOURS

3

7. CATALOG DESCRIPTION

MKTG 410 Buyer Behavior and Market Analysis
One requirement of successful marketing is listening to the voice of the customer. Marketers need to know what customers want, when and why they want it. Buyer Behavior and Market Analysis will enable students to understand the basic buyer and company needs. In addition, students will be able to verify them with commonly used research techniques that really listen to the voice of the customer.
By the end of the semester you will be able to:
- Describe external and internal factors that influence consumers' self-concept and lifestyle, then, describe their impact on consumer decision making.
- Perform qualitative analysis to address particular marketing research problem
- Perform quantitative analyses to address particular marketing research problems
- Write a professional marketing plan.

8. PREREQUISITES

MKTG 301, STAT 201

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)

THIS COURSE IS REQUIRED FOR THE MAJOR

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)

Summer 2010
SOCIAL SCIENCES

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean's office if you are unsure of the correct entry)
LECTURE

12. FACULTY QUALIFIED TO TEACH COURSE
DR. ANTHONY PATINO

13. CONTENT OUTLINE
SEE ATTACHED SAMPLE

14. LEARNING GOALS
By the end of the semester students will be able to:
- Describe external and internal factors that influence consumers' self-concept and lifestyle, then, describe their impact on consumer decision making.
- Perform qualitative analysis to address particular marketing research problem
- Perform quantitative analyses to address particular marketing research problems
- Write a professional marketing plan.

15. ASSESSMENT STRATEGIES
RESEARCH ASSIGNMENTS, EXAMS

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)
Consumer Behavior: Building Marketing Strategy, by Hawkins and Mothersbaugh 11th ed., or EQUIVALENT

17. SPECIAL GRADING OPTIONS (if applicable)
N/A

18. SUGGESTED CLASS SIZE
30

19. LAB FEES (if applicable)
NONE

Summer 2010