



Document N: Course and Program Development: 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: PHONE:

DEPARTMENT/DIVISION: DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR:

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

PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Course Title:

Original Program Title:

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

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
<input type="checkbox"/>	4. Course Number
<input type="checkbox"/>	5. Course Level
<input type="checkbox"/>	6. Pre- and Co-Requisite
<input type="checkbox"/>	7. Course Description
<input checked="" type="checkbox"/>	8. New Course
<input type="checkbox"/>	9. Deactivate Course
<input type="checkbox"/>	22. Other

PROGRAM ACTIONS	
<input type="checkbox"/>	10. Program Requirements
<input type="checkbox"/>	11a. Undergraduate Specialization (24 credits or fewer)
<input type="checkbox"/>	11b. Master's Specialization (12 credits or fewer)
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or fewer)
<input type="checkbox"/>	12. Minor (add or delete)
<input type="checkbox"/>	13. Closed Site Program
<input type="checkbox"/>	14. Program Suspension
<input type="checkbox"/>	15. Program Reactivation
<input type="checkbox"/>	16a. Certificate Program (UG/G) exclusively within existing degree program
<input type="checkbox"/>	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
<input type="checkbox"/>	17. Off-Campus Delivery of Existing Programs
<input type="checkbox"/>	18a. Undergraduate Concentration (exceeds 24 credits)
<input type="checkbox"/>	18b. Master's Concentration (exceeds 12 credits)
<input type="checkbox"/>	18c. Doctoral Concentration (exceeds 18 credits)
<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

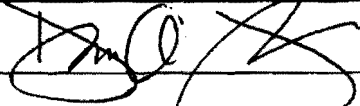

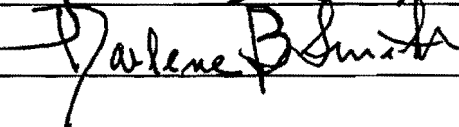
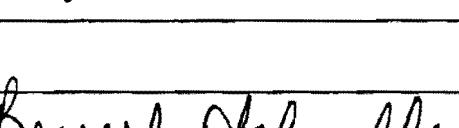
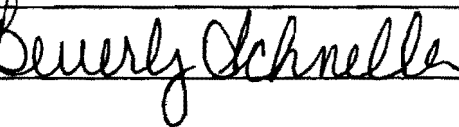
ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

- summary proposal (O) 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):

Impacted Entity	Signature	Date
a. Library <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
b. OTS <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
c. University Relations <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
d. Admissions <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
e. Records <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		

APPROVAL SEQUENCE (review the list of necessary signatures):

Approval Level	Signature	Date
A. Department/Division (Chair)		4/7/11
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		4/7/11
D. Dean		4/8/11
E. University Faculty Senate (Chair)		
F. University Council (Chair) ¹		
G. Provost and Senior Vice President for Academic Affairs		3/19/20 12
H. President		
I. Board of Regents (notification only)		
J. Board of Regents (approval)		
K. MHEC (notification only)		
L. MHEC (approval)		
M. Middle States Association notification	Required only if the University's mission is changed by the action	

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.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 spring YEAR: ~~2011~~ 2012

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

COURSE ACTIONS

PROGRAM ACTIONS

Original Subject Code/Course Number:

MKTG 410

Original Program Title:

MARKETING

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):

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
<input type="checkbox"/>	4. Course Number
<input type="checkbox"/>	5. Course Level
<input type="checkbox"/>	6. Pre- and Co-Requisite
<input type="checkbox"/>	7. Course Description
<input checked="" type="checkbox"/>	8. New Course
<input type="checkbox"/>	9. Deactivate Course
<input type="checkbox"/>	22. Other

PROGRAM ACTIONS	
<input type="checkbox"/>	10. Program Requirements
<input type="checkbox"/>	11a. Undergraduate Specialization (24 credits or fewer)
<input type="checkbox"/>	11b. Master's Specialization (12 credits or fewer)
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or fewer)
<input type="checkbox"/>	12. Minor (add or delete)
<input type="checkbox"/>	13. Closed Site Program
<input type="checkbox"/>	14. Program Suspension
<input type="checkbox"/>	15. Program Reactivation
<input type="checkbox"/>	16a. Certificate Program (UG/G) exclusively within existing degree program
<input type="checkbox"/>	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
<input type="checkbox"/>	17. Off-Campus Delivery of Existing Programs
<input type="checkbox"/>	18a. Undergraduate Concentration (exceeds 24 credits)
<input type="checkbox"/>	18b. Master's Concentration (exceeds 12 credits)
<input type="checkbox"/>	18c. Doctoral Concentration (exceeds 18 credits)
<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

For changes to existing courses:

OLD TITLE

SUBJECT CODE/COURSE NO. CREDITS

NEW TITLE

SUBJECT CODE/COURSE NO. CREDITS

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.ub.edu/template.cfm?page=257>) 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.)

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
