



**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 checked="" type="checkbox"/>	7. Course Description
<input 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


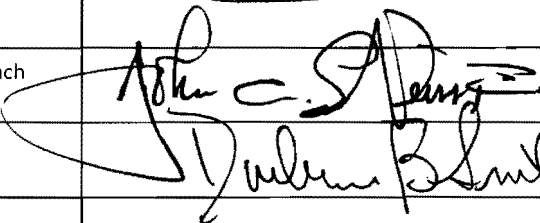
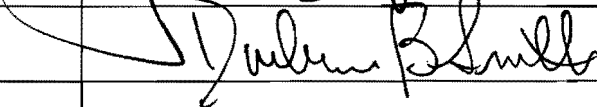
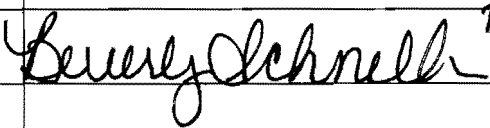
ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the [list of necessary documents](#)):

- 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)		4/2/11
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	 Rec'd. & signed	4/10/2012
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.

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

The requested action changes the content of the existing Advanced Marketing course to include a simulation or a robust marketing project.

Currently MKTG 460 requires a course project that involves students in a real-life experience culminating in a marketing plan. The change requested includes the choice of using either a robust outside marketing project or a marketing simulation. The simulation may use Markstrat or a similar product that involves students with the series of decisions that a marketing manager would have to make while dealing with an ongoing marketing project.

The old course description is:

MKTG 460 Advanced Marketing Management (3) A study of the organization and management of a marketing-oriented enterprise using marketing cases and integrating the frameworks and skills from Marketing Management (MKTG 301) and New Venture and Industry Analysis (MKTG 450) to analyze and plan marketing programs. Critical thinking, oral and written communication and teamwork competencies are advanced. prerequisites: MKTG 301 and 450

The new description would be:

MKTG 460 Advanced Marketing Management (3) A study of the organization and management of a marketing-oriented enterprise using marketing cases, and/or simulations to integrate the frameworks and skills from Marketing Management (MKTG 301) to analyze and plan marketing programs. Critical thinking, oral and written communication and teamwork competencies are advanced. prerequisites: MKTG 301. Senior status – or permission of the chair - will be required to take the course.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The course currently requires case analysis which adds an element of reality to marketing topics.

However, students can benefit from the involvement and integrational effects of an outside project or simulation to add a dimension to traditional classroom work. A simulation or outside project would enhance the relevance of course material, promote a level of involvement and responsibility for decision making and serve to enhance the learning experience.