

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> Contact Name: Dennis Pitta Phone: x4891
DEPARTMENT / DIVISION: Marketing and Entrepreneurship
SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 below and program name OR course name, code, & number as applicable):
8: New Course MKTG 495 Internship in Marketing BSBA
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010

Box 1: TYPE OF ACTION ADD(NEW) <input type="checkbox"/> DEACTIVATE <input type="checkbox"/> MODIFY <input checked="" type="checkbox"/> OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION Non-Credit <input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate <input type="checkbox"/> OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	N, O, P	a, c, e	AC
	2. Course Title	N, O		ACD
	3. Course Credits	N, O, (P)		ACD
	4. Course Number	N, O		ACD
	5. Course Level	N, O		ACD
	6. Pre & Co-Requisite	N, O		ACD
	7. Course Description	N, O, P		ABCDEF
X	8. New Course	N, O, P		ABCDEF
	9. Deactivate a Course	N, O		ACDEF
	10. Program Requirements	N, O	(b, c, d, e)	ACDEF
	11a. UG Specialization (24 credits or less)	N, O	a, b, c, d, e	ACDEF
	11b. Masters Specialization (12 credits or less)	N, O	a, b, c, d, e	ACDEF
	11c. Doctoral Specialization (18 credits or less)	N, O	a, b, e	ACDEF
	12. Minor (add or delete)	N, O	a, b, c, d, e	ACDEF
	13. Closed Site Program	N, O	e	ACDEIL
	14. Program Suspension	N, O, S	a, e	ACDEFGIJL
	15. Program Reactivation	N, O		
	16a. Certificate Program (ug/g) exclusively within existing degree program	N, O	a, c, e	ACDEFJIM
	16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	N, O, Q, R, S	a, c, e	ACDEFIKM
	17. Off-Campus Delivery of Existing Program	N, O, S	a, b, c, e	ACDEJM
	18a. UG Concentration (exceeds 24 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18b. Masters Concentration (exceeds 12 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18c. Doctoral Concentration (exceeds 18 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	19. Program Title Change	N, O, S	a, c, d, e	ACDEFGIKM
	20. Program Termination ²	N, O, S	d, e	ACDEFGIKM
	21. New Degree Program ³	N, O, Q, R, S	a, c, d, e	ACDEFGIKM
	22. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)			
X	N. This Cover Sheet	Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal	R. Financial Tables (MHEC)	
X	P. Course Definition Document	S. Other documents as may be required by MHEC/ USM. See http://www.ubalt.edu/downloads/program_approval_Grid_8-3-09.docx	

¹ Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.

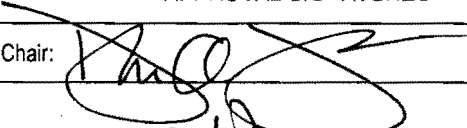
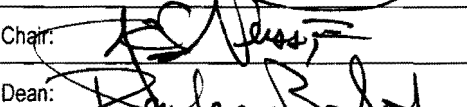
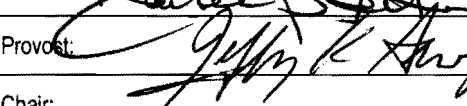
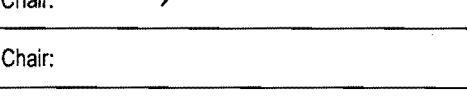
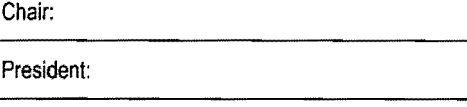
² See USM Policy on the Review and Abolition of Academic Programs (<http://www.usmd.edu/regents/bylaws/SectionIII/III702.html>) for list of information that must be provided for this action.

³ Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

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Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	2/4/10
B. General Education (as required for #7, #8)		
C. Final faculty review body within each School	Chair: 	2/4/10
D. College Dean	Dean: 	2/4/10
E. Provost and Senior Vice President for Academic Affairs	Provost: 	3/2/10
F. Curriculum Review Committee (UFS subcommittee)	Chair: 	
G. University Faculty Senate (UFS option)	Chair:	
H. University Council ⁴	Chair:	
I. President	President:	
J. Board of Regents – notification only		
K. Board of Regents – approval		
L. MHEC – notification only		
M. MHEC – approval		
N. Middle States Association notification	Required only if the mission of the University is changed by the action	

⁴ University Council *review* (for a 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.

UNIVERSITY OF BALTIMORE

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

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8: New Course <i>MKTG 495 Internship in Marketing</i> BSBA		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall, 2010		

O-1: Briefly describe what is being requested:

Addition of an internship course in marketing:

MKTG 495 Internship in Marketing (3) Provides students with practical real world experience in an organization. The course requires a minimum of 120 hours of practical work with a qualified firm based on explicit statements of student responsibilities and faculty/firm monitoring mechanism. Students will work closely with both the firm and a faculty member. *prerequisites: Completion of 9 hours of marketing courses, with a minimum GPA of 3.0. Completion of MGMT 330 is recommended. Permission of the department chair is required. (new course)*

For new courses or changes in existing courses (needed by Registrar)

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Internship in Marketing	Course # / HEGIS Code: MKTG 495	Credits: 3

O-2: Set forth the rationale for the proposal:

Course internship titles, descriptions and requirements are being standardized across disciplines in the Merrick School.

Given the importance of internships in providing experiential learning and improving employment opportunities for students, internship courses are being added in disciplines that previously did not offer them.

University of Baltimore

DOCUMENT P: Required Format for Course Definition Document

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Include items one through 17 or 18 in your course definition using as much space as needed.

1. Date Prepared: December 1, 2009
2. Prepared by: Marilyn Oblak/Dennis Pitta
3. Department/Division: Marketing and Entrepreneurship
4. Course Number(s), including HEGIS code(s): MKTG 495
5. Course Title: Internship in Marketing
6. Credit Hours: 3
7. Catalog Description: Provides students with practical real world experience in an organization. The course requires a minimum of 120 hours of practical work with a qualified firm based on explicit statements of student responsibilities and faculty/firm monitoring mechanism. Students will work closely with both the firm and a faculty member. *prerequisites: Completion of 9 hours of marketing courses, with a minimum GPA of 3.0. Completion of MGMT 330 is recommended. Permission of the department chair is required.*
8. Prerequisites: *Completion of 9 hours of marketing courses, with a minimum GPA of 3.0. Completion of MGMT 330 is recommended. Permission of the department chair is required.*
9. Course Purpose: Elective
10. General Education area: NA
11. Course Type / Component: Experiential course. Typically offered at an off-campus location under the supervision of an MSB Marketing faculty member.
12. Faculty qualified to teach the course: Dennis Pitta, Marketing faculty
13. Content Outline:
 - Project focusing on real world marketing applications.
 - Elements of the project subject to agreement among the student, host organization, and faculty member assigned as supervisor.
 - Specific content determined by the faculty member in agreement with the host organization and student.
 - Possible work products include: marketing audits, marketing plans, market research, new product development activities, salesmanship, and specific marketing projects

14. Learning Objectives

Participation in an Internship in Marketing will help students to:

1. Acquire practical and meaningful work experience.
2. Integrate and apply learning in the classroom in the workplace.
3. Identify and/or test their interests and talents.
4. Explore opportunities in marketing.
5. Increase their marketability and value to employers.

15. Assessment Strategies: Host Organization Evaluation of Performance, Journal, Presentations, Papers

16. Suggested Text(s) and Materials: Dependent on specific internship

17. Suggested class size: 15-20

18. Lab Fees (when applicable): NA

Effective Date: September 11, 2006, Revised 2/4/09

Reviewed by: University Faculty Senate