

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

Instruction: See Course and Program Development Policy and Procedures

SHORT TITLE OF PROPOSAL: Change in course title and catalogue course description

COURSE # MKTG 640

STRATEGIC MARKETING

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 type="checkbox"/>	Graduate <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ITEM OF ACTION (check appropriate boxes)		APPROVAL SEQUENCE (see box 4 below)	DOCUMENTS REQUIRED (see box 5 on back)	INFO COPIES (see 2 on back)
<input type="checkbox"/>	1 Experimental Course ¹	AC	NOP	
<input checked="" type="checkbox"/>	2 Course Title / Description (no content change)	ABCD	NO	
<input type="checkbox"/>	3 Course Credits	ABCD	NO	
<input type="checkbox"/>	4 Course Number	ABCD	NO	
<input type="checkbox"/>	5 Course Level	ABCD	NO	
<input type="checkbox"/>	6 Deactivate a Course	ABCDEF	NO	a, b
<input type="checkbox"/>	7 Pre & Co-Requisite	ABCD	NO	a, b
<input type="checkbox"/>	8 Course Content	ABCD	NOP	a, b
<input type="checkbox"/>	9a New Course	ABCDEF	NOP	a, b
<input type="checkbox"/>	9b Special Topics ¹²	ABCDEF	NOP	a, b
<input type="checkbox"/>	9c Non-classroom Credit Activity ¹³	ABCDEF	NOP	a, b
<input type="checkbox"/>	10a Certificate Program (ug/g) exclusively within existing degree program	ABCDEFHJL	NOQ	a, b, d
<input type="checkbox"/>	10b Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	ABCDEFHIK	NOSR, 6	a, b, d
<input type="checkbox"/>	11a UG Concentration (exceeds 24 credit hours)	ABCDEFGHIK	NO, 5	a, b, d
<input type="checkbox"/>	11b Masters Concentration (exceeds 12 credit hours)	ABCDEFGHIK	NO, 5	a, b, d
<input type="checkbox"/>	11c Doctoral Concentration (exceeds 18 credit hours)	ABCDEFGHIK	NO, 5	a, b, d
<input type="checkbox"/>	12 Program Requirements	ABCDEF	NO	a, b, d
<input type="checkbox"/>	13 Program Title	ABCDEFGHIK	NO, 5	a, b, c, d
<input type="checkbox"/>	14 Off-Campus Deliver of Existing Program	ABCDEFHJK	NO, 4	a, b, c, d
<input type="checkbox"/>	15 Closed Site Program	ABC DJL	NOT	a, b
<input type="checkbox"/>	16 Program Suspension ⁹	ABCDEGJL	NOQ	a, b, c, d
<input type="checkbox"/>	17 Program Termination	ABCDEFHJL	NO, 10	a, b, c, d
<input type="checkbox"/>	18 Degree Program	ABCDEFGHIK	NOQRS, 3,8	a, b, c, d
<input type="checkbox"/>	19 New Center	ABCDEF GH		
<input type="checkbox"/>	20 Other	Varies	Varies	Varies

Box 4: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A Department	Chair: <i>Susan Zaen</i>	<i>12-12-05</i>
B Final faculty review body within each school	Chair: <i>John E. Brown</i>	<i>12/14/05</i>
C College Dean	Dean: <i>Aimee McCarty</i>	<i>12/16/05</i>
D Provost and Senior Vice President for Academic Affairs	Provost:: <i>[Signature]</i>	<i>1/3/06</i>
E Curriculum Review Committee (UFS subcommittee)	Chair: <i>Angela Gellman</i>	<i>1/10/06</i>
F University Faculty Senate	Chair: <i>N/A</i>	
G University Council ¹¹	Chair:	
H President	President::	
I Board of Regents – approval		
J Board of Regents – notification only		
K MHEC – approval		
L MHEC – notification only		
M Middle States Association notification	Required only if the mission of the University is changed by the action	

Box 5: DOCUMENTATION (check boxes of documents included)					
<input checked="" type="checkbox"/>	N. This Cover Sheet	<input type="checkbox"/>	Q. Full Description/Rationale	<input type="checkbox"/>	T. Contract
<input checked="" type="checkbox"/>	O. Summary Proposal	<input type="checkbox"/>	R. Full 5-page MHEC Proposal	<input checked="" type="checkbox"/>	U. Other <i>Summary of course and Learning Objectives</i>
<input type="checkbox"/>	P. Syllabus	<input type="checkbox"/>	S. Financial Tables	<input type="checkbox"/>	

1. Approval automatically lapses after two offerings unless permanently approved by Action 9
2. Codes: a) Director of Library Services (Langsdale or Law) b) College Dean c) Planning Office d) EMSA
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.
4. One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services *
5. One-page letter with description and rationale *
6. One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. *
7. Learning objectives, assessment strategies; fit with UB strategic plan
8. Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal
9. Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.
10. Provide:
 - a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - b. proposed date after which no new students will be admitted into the program;
 - c. accommodation of currently enrolled students in the realization of their degree objectives;
 - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - e. reallocation of funds from the budget of the affected program; and
 - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. 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.
12. If a specific topic is offered twice as a Special Topic then must go through the approval process.
13. Example internships, working on journals, clinics

* Required by MHEC

DOCUMENT O – SUMMARY PROPOSAL

College: Merrick School of Business	Department: Management & Marketing	Cost Code:
Contact Person: Susan Zacur	Phone: 4977	Effective Semester:

O-1: Briefly describe what is requested: Change in course title and catalog course description for MKTG 640

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

New Title: Strategic Marketing	Title #: MKTG 640	Credits: 03
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Course Abbreviation: NEW COURSE DESCRIPTION: Strategic Marketing explores marketing's role in creating value for the firm and its stakeholders and examines market strategy in the context of intensifying global competition and a dynamic external environment. Using analytical tools for decision making, students evaluate, formulate and implement marketing strategy across the product life cycle and in various levels of competitive intensity. Topics include the fundamentals of strategy; target marketing and brand management, value innovation and new product development; and market strategies in growth, mature and declining industries. Students will perform case analyses to apply marketing concepts to specific marketing situations.

Old Title: Organizational Creation and Growth	Title #: MKTG 640	Credits: 03
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O-2: Set forth the rationale for the proposal: To make the title and description more accurately reflect the material and the topics covered in the course

O-3 Resources Needed:

No change from current status.

	Personnel	Equipment	Expendables	Facility Costs	TOTAL COSTS
Start-up First Year	\$	\$	\$	\$	\$
Annual Thereafter	\$	\$	\$	\$	\$

Indicate probable source of additional funds, if needed:

O-4 Impact including OTS and Library resources (Complete a or b)

a) Impact was reviewed. All impacted units were contacted and understandings worked out. No unit objects to the proposal as currently submitted. The units contacted were:

<i>Susan Zacur</i>	<i>12-12-05</i>
Department Chair Signature	Date

b) Impact was reviewed. All objections were worked out except those documented in attachments. Units contacted were:

_____	_____
Department Chair Signature	Date

Course Number: **MKTG 640**

Course Title: **Strategic Marketing**

Credits: **3**

Prerequisites: **MBA Core, MKTG 504**

Catalog Course Description:

Advanced Marketing Management explores marketing's role in creating value for the firm and its stakeholders and examines market strategy in the context of intensifying global competition and a dynamic external environment. Using analytical tools for decisions making, students evaluate, formulate and implement marketing strategy across the product life cycle and in various levels of competitive intensity. Topics include the fundamentals of strategy; target marketing and brand management, value innovation and new product development; and market strategies in growth, mature and declining industries. Students will perform case analyses to apply marketing concepts to specific marketing situations.

Learning Objectives:

Upon completing this course a student will be able to:

1. Gauge a changing environment from a marketing perspective and better understand the trends and strategic uncertainties facing the organization.
2. Demonstrate awareness of and sensitivity to social, legal and cultural issues and the ethical responsibility of marketing
3. Build marketing plans and strategies based on an understanding of customers needs, competitive landscape and within the context of the total organization.
4. Integrate the marketing function with R&D, operations, information technology, finance and the other key functions of the organization.
5. Develop and implement the marketing program (plan)
6. Diagnose marketing problems and suggest reasonable solutions to these problems.
7. Demonstrate an understanding of major issues in global marketing
8. Enhance one's analytical and communications skills.
9. *NOTE: Need to add learning objective on ethical & social responsibility issues related to discipline/ profession.*