



**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 Program Title:

Original Course 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 (Fewer than 24 credits)
<input type="checkbox"/>	11b. Master's Specialization (Fewer than 12 credits)
<input type="checkbox"/>	11c. Doctoral Specialization (Fewer than 18 credits)
<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 (24 or more credits)
<input type="checkbox"/>	18b. Master's Concentration (12 or more credits)
<input type="checkbox"/>	18c. Doctoral Concentration (18 or more 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)



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: PHONE:

DEPARTMENT/DIVISION: DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR:

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

COURSE ACTIONS

PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Program Title:

Original Course 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 (Fewer than 24 credits)
<input type="checkbox"/>	11b. Master's Specialization (Fewer than 12 credits)
<input type="checkbox"/>	11c. Doctoral Specialization (Fewer than 18 credits)
<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 (24 credits or more)
<input type="checkbox"/>	18b. Master's Concentration (12 credits or more)
<input type="checkbox"/>	18c. Doctoral Concentration (18 credits or more)
<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	<input type="text"/>	SUBJECT CODE/COURSE NO.	<input type="text"/>	CREDITS	<input type="text"/>
NEW TITLE	<input type="text"/>	SUBJECT CODE/COURSE NO.	<input type="text"/>	CREDITS	<input type="text"/>



DOCUMENT P: COURSE DEFINITION

See Course and Program Development Policy and Procedures (<http://www.ubalt.edu/template.cfm?page=257>) for instructions.

1. DATE PREPARED – 11/25/2013

2. PREPARED BY – Michael Laric and Dennis Pitta

3. DEPARTMENT/DIVISION - Marketing and Entrepreneurship

4. COURSE NUMBER(S) with SUBJECT CODE(S) – MKTG 505

5. COURSE TITLE – Marketing Essentials

6. CREDIT HOURS – 1.5

7. CATALOG DESCRIPTION - Covers concepts, processes and institutions necessary for effective marketing of goods and services, including analyses of market opportunities, buyer behavior, product planning, pricing, promotion and distribution.

8. PREREQUISITES – graduate standing

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

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

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 – Academically qualified Marketing faculty

13. CONTENT OUTLINE –

Week	Topic	Readings	Assignments
Week 1	<ul style="list-style-type: none">• Elements of Marketing• Marketing Strategy and Planning	Ch. 1 Ch. 2	
Week 2	<ul style="list-style-type: none">• Perspectives on CRM and Marketing Metrics• Managing Marketing Information	Ch. 3 Ch. 4	Quiz 1
Week 3	<ul style="list-style-type: none">• Segmentation, Target Marketing, Positioning• Understanding Customers: Business to Consumer Markets• Understanding Customers: Business to Business Markets	Ch. 5 Ch. 6 Ch. 7	Quiz 2 Assignment 1
Week 4	<ul style="list-style-type: none">• The Product Experience- Product Strategy & Building the Brand• New-Product Development & Services	Ch. 8 Ch. 9	Quiz 3 Assignment 2
Week 5	<ul style="list-style-type: none">• Managing Pricing Decisions	Ch. 10	Quiz 4
Week 6	<ul style="list-style-type: none">• Managing Marketing Channels and the Supply Chain• Points of Interface: Bricks and Clicks	Ch. 11 Ch. 12	Quiz 5 Assignment 3
Week 7	<ul style="list-style-type: none">• IMC: Promotional Strategy and Tools	Ch. 13 Ch. 14	Quiz 6 Team Marketing Plan Due
	Final Exam		

14. LEARNING GOALS –

- Apply the basic concepts of marketing and to describe real world situations
- Determine the appropriate mix of product, price, promotion and distribution channels to satisfy the wants of a target audience
- Describe the social, cultural, political, legal, ethical, technological, economic, and other variables that affect marketers' decisions and predict expected outcomes
- Demonstrate a clear understanding of major marketing concepts using proper business communications techniques
- Compare and contrast marketing activities in domestic and global environments, for physical goods, services, ideas, people, and places, and in consumer and industrial (business-to-business) contexts
- Utilize marketing metrics to evaluate alternatives

15. ASSESSMENT STRATEGIES –

- Assignments
- Quizzes
- Team marketing plan
- Class participation
- Final exam

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase) –

Marshall, Greg W. and Johnston, Mark W., *Essentials of Marketing Management*, ISBN 978-0-07-802878-6, copyright 2011, with Connect access.

17. SPECIAL GRADING OPTIONS (if applicable)

18. SUGGESTED CLASS SIZE – Maximum 30

19. LAB FEES (if applicable)
