



**Document N: Course and Program Development:  
IMPACT AND APPROVAL SIGNATURES**

See Course and Program Development Policy and Procedures ([www.ubalt.edu/provost](http://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


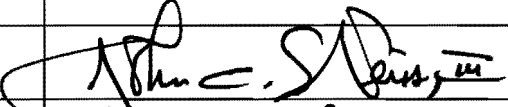

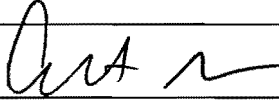
**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents):

- 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)

**IMPACT REVIEW** (review the list of necessary signatures):

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

**APPROVAL SEQUENCE** (review the list of necessary signatures):

Approval Level	Signature	Date
<b>A. Department/Division (Chair)</b>		12/10/13
<b>B. General Education (for No. 7, 8)</b>		
<b>C. Final Faculty Review Body Within Each School (Chair)</b>		12/11/13.
<b>D. Dean</b>		12/5/13
<b>E. University Faculty Senate (Chair)</b>		
<b>F. University Council (Chair)<sup>1</sup></b>		
<b>G. Provost and Senior Vice President for Academic Affairs</b>		4-2-14
<b>H. President</b>		
<b>I. Board of Regents (notification only)</b>		
<b>J. Board of Regents (approval)</b>		
<b>K. MHEC (notification only)</b>		
<b>L. MHEC (approval)</b>		
<b>M. Middle States Association notification</b>	Required only if the University's mission is changed by the action	

<sup>1</sup> 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](http://www.ubalt.edu/provost)) for instructions.

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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**

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Original Program Title:

Original Course Title:

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<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"/>

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

Add a new course for the required MBA core effective Fall 2014; MKTG 605 (1.5 credit hours) - Marketing Strategy

**SET FORTH THE RATIONALE FOR THIS PROPOSAL:**

New course for MBA redesign. See MBA program change documents for description of redesigned MBA program.



## 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**

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**2. PREPARED BY - Mike Laric and Dennis Pitta**

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**3. DEPARTMENT/DIVISION – Marketing and Entrepreneurship**

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**4. COURSE NUMBER(S) with SUBJECT CODE(S) – MKTG 605**

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**5. COURSE TITLE – Marketing Strategy**

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**6. CREDIT HOURS – 1.5**

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**7. CATALOG DESCRIPTION -** Explores the role of marketing in creating value for the firm and its stakeholders and examines market strategy in the context of a dynamic external environment.

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**8. PREREQUISITES –** MKTG 505 or permission of the M.B.A. program director

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

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

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**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

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**12. FACULTY QUALIFIED TO TEACH COURSE –** Academically qualified Marketing faculty

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13. CONTENT OUTLINE –

DATE	TOPIC	READINGS
Week 1	Marketing Strategy	<p><u>Obtain from HBSP site</u></p> <p><i>Note on Marketing Strategy</i>. 1997. Harvard Business School Press. 9-598-061</p> <p><u>Obtain from library</u></p> <p>Kim, W. Chan and Renée Mauborgne (2004). "Blue Ocean Strategy," <i>Harvard Business Review</i>. 82 (10), p. 76.</p> <p>Christensen, Clayton M., Scott Cook and Taddy Hall (2005). "Marketing Malpractice. The Cause and the Cure." <i>Harvard Business Review</i> (December), p. 74.</p> <p>Webster, Frederick E., Alan J. Malter and Shankar Ganesan (2005), "The Decline and Dispersion of Marketing Competence," <i>Sloan Management Review</i> (Summer).</p> <p>Assignment: Conference Discussion</p>
Week 2	Segmentation and Targeting	<p><u>Obtain from library</u></p> <p>Yankelovich, Daniel and David Meer (2006). "Rediscovering Market Segmentation," <i>Harvard Business Review</i>. 84 (2), p. 122</p> <p>Shapiro, Benson and Thomas Bonoma (1984), "How to Segment Industrial Markets," <i>Harvard Business Review</i>. 62 (3), p. 104</p> <p>Assignment: Conference Discussion</p>
Week 3	Marketing Operations	<p><u>Obtain from HBSP site</u></p> <p><i>Understanding Brands</i> (2008). Harvard Business School Press. 9-509-041.</p> <p><i>Marketing Analysis Toolkit: Pricing and Profitability Analysis</i> (2011). Harvard Business School Press. 511028-PDF-ENG</p> <p><u>Obtain from library</u></p> <p>Jacques, Francois (2007), Even Commodities Have Customers. <i>Harvard Business Review</i>.</p> <p>Teixeira, Thales S. (2013), How to Profit from Lean Advertising. <i>Harvard Business Review</i>.</p> <p>Kumar V., and Rohan Mirchandani (2012), Increasing the ROI of Social Media Marketing. <i>MIT Sloan Management Review</i></p> <p>Assignment: Conference Discussion</p>
Midterm Assignment		<p><i>Handout: Case Learning and Case Analysis</i></p> <p>Assignment: Individual Case Assignment: HBS Case: Fashion Channel. 2075-PDF-ENG</p>
Week 4		Harvard Business School Case: Sustainable Tea at Unilever (712438-PDF-ENG)
Week 5		Harvard Business School Case: Atlantic Computer: A Bundle of Pricing Options (2078-PDF-ENG)
Week 6		Harvard Business School Case: Metabica I [4240]
Week 7		Harvard Business School Case: Groupon [9-511-094]
Final Week		Soren Chemical (4188-PDF-ENG)

**14. LEARNING GOALS –**

- Evaluate and recommend appropriate market segments in B2B and B2C markets
  - Analyze business environments to identify market opportunities
  - Demonstrate a clear understanding of major marketing concepts using proper business communications techniques
  - Utilize marketing metrics to evaluate alternatives
  - Assess potential global sourcing and distribution opportunities and resource alternatives to effectively compete in a global environment
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**15. ASSESSMENT STRATEGIES –**

- Midterm assignment
  - Online discussions of readings
  - Case reaction papers
  - Team case analysis
  - Posts in response to case presentations
  - Final case analysis
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**16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase) –**

**There is no required text for the course.** We will use cases available for download (for a fee) from the Harvard Business Press website and readings available (for free) from the library. There may be times when you will want to refer to a basic marketing text, but an old text from the library or other information available should suffice (of course, be careful of the source if you are looking online).

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**17. SPECIAL GRADING OPTIONS (if applicable)**

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**18. SUGGESTED CLASS SIZE – Maximum 30**

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**19. LAB FEES (if applicable)**

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