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: Ven Sriram PHONE: ext. 5081

DEPARTMENT/DIVISION: Marketing and Entrepreneurship DATE PREPARED: 11/25/13

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR: 2014

TYPE OF ACTION: add (new) deactivate modify other
LEVEL OF ACTION: noncredit undergraduate graduate other

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

COURSE ACTIONS

Original Subject Code/Course Number: MKTG 615
Original Course Title: Entrepreneurial Marketing

SELECT ONE OR MULTIPLE ACTIONS FROM ONE OF THE LISTS BELOW (REVIEW THE LIST OF NECESSARY DOCUMENTS AND SIGNATURES):

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

PROGRAM ACTIONS

10. Program Requirements
11a. Undergraduate Specialization (Fewer than 24 credits)
11b. Master’s Specialization (Fewer than 12 credits)
11c. Doctoral Specialization (Fewer than 18 credits)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (24 or more credits)
18b. Master’s Concentration (12 or more credits)
18c. Doctoral Concentration (18 or more credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
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)

Summer 2010
IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
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<td>b. OTS</td>
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<td>c. University Relations</td>
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<td>d. Admissions</td>
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<td>e. Records</td>
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APPROVAL SEQUENCE (review the list of necessary signatures):

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

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.
## 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
- Ven Sriram
- PHONE: ext. 5081

### DEPARTMENT/DIVISION
- Marketing and Entrepreneurship

### PROPOSED SEMESTER OF IMPLEMENTATION
- Fall
- Spring
- YEAR: 2014

### ACTION BEING REQUESTED
- COURSE ACTIONS
- PROGRAM ACTIONS

### Original Subject Code/Course Number
- MKTG 615

### Original Course Title
- Entrepreneurial Marketing

### Course Actions
- 1. Experimental Course
- 2. Course Title
- 3. Course Credits
- 4. Course Number
- 5. Course Level
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- 19. Program Title Change
- 20. Program Termination
- 21. New Degree Program
- 22. Other

### For changes to existing courses:

<table>
<thead>
<tr>
<th>OLD TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
<th>CREDITS</th>
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</thead>
<tbody>
<tr>
<td>NEW TITLE</td>
<td>SUBJECT CODE/COURSE NO.</td>
<td>CREDITS</td>
</tr>
</tbody>
</table>
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Add a new course as an entrepreneurial option in the flexible MBA core effective Fall 2014; MKTG 615 (1.5 credit hours) - Entrepreneurial Marketing

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

New course for MBA redesign. See MBA program change documents for description of redesigned MBA program.
1. DATE PREPARED – 11/25/2013

2. PREPARED BY - Dennis Pitta, Judy Harris, Tom Maronick, Mike Laric, Anthony Patino

3. DEPARTMENT/DIVISION – Marketing and Entrepreneurship

4. COURSE NUMBER(S) with SUBJECT CODE(S) – MKTG 615

5. COURSE TITLE – Entrepreneurial Marketing

6. CREDIT HOURS – 1.5

7. CATALOG DESCRIPTION - Emphasizes market opportunity analysis, product development, creation and formulations of strategic positioning, pricing feasibility, channel strategies and promotion with limited resources in entrepreneurial and intrapreneurial settings.

8. PREREQUISITES – MKTG 605

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

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

Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE – Academically qualified Marketing faculty

13. CONTENT OUTLINE –

• Analyzing business environments and identifying market opportunities
• Marketing research, including secondary data, survey data and concept testing
• Intellectual Property, including patents, trademarks and licensing
• Global sourcing and distribution strategies
• Sales forecasting
• Assessing financial feasibility
• Marketing communications

14. LEARNING GOALS –

• Identify, evaluate and recommend entrepreneurial opportunities
• Utilize marketing research techniques to evaluate a concept and forecast potential demand
• Evaluate alternative marketing strategies in an environment of limited resources
• Evaluate the legal, regulatory and ethical factors affecting potential entrepreneurial opportunities.
• Demonstrate a clear understanding of marketing strategies in an environment of limited resources using proper business communication techniques
• Assess potential global sourcing and distribution opportunities and resource alternatives to effectively compete in a global environment

15. ASSESSMENT STRATEGIES

• Case Analyses: Students will work individually and in groups to analyze marketing cases that equal the degree of difficulty of Harvard Business School cases.

• Student performance will be assessed on the dimensions of understanding and proper application of marketing concepts and clear communication of recommendations.

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

A collection of readings and cases selected by the instructor to address course learning objectives

17. SPECIAL GRADING OPTIONS (if applicable)

18. SUGGESTED CLASS SIZE – Maximum 30

19. LAB FEES (if applicable)