



## 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 Course Title:

Original Program 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


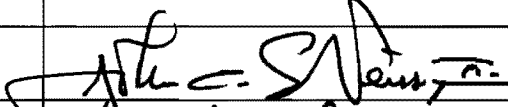

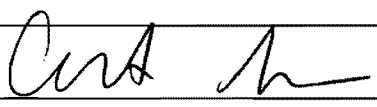
**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents):

- 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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DEPARTMENT/DIVISION:  DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION:  fall  spring YEAR:

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**PROGRAM ACTIONS**

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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 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.



## 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 - Dennis Pitta, Judy Harris, Tom Maronick, Mike Laric, Anthony Patino**

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

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

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**5. COURSE TITLE – Entrepreneurial Marketing**

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**6. CREDIT HOURS – 1.5**

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**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.**

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**8. PREREQUISITES – MKTG 605**

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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.) – Choice option in MBA flexible core**

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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 –**

- 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
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**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.
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**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

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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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