



**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):


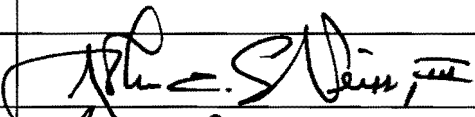

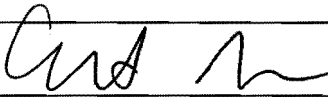
summary proposal (O)  course definition document (P)  full five-page MHEC proposal (Q)

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

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

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

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	
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<input type="checkbox"/>	15. Program Reactivation
<input type="checkbox"/>	16a. Certificate Program (UG/G) exclusively within existing degree program
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<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 a corporate option in the flexible MBA core effective Fall 2014; MKTG 625 (1.5 credit hours) - Customers and Markets

**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 625

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5. COURSE TITLE – Customers and Markets

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6. CREDIT HOURS 1.5

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7. CATALOG DESCRIPTION - Focuses on choosing customers and markets through data analysis, building customer loyalty and communicating to current and potential customers in B2C, B2B and nonprofit organizations.

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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**

**13. CONTENT OUTLINE –**

1. Market Segmentation, Target Market Selection, and Positioning
2. Customer Relationship Management/Customer Loyalty and Satisfaction
3. Brands and Branding
4. New Product Development
5. Pricing
6. Integrated Marketing Communications
7. Channels of Distribution
8. Marketing Metrics

**14. LEARNING GOALS –**

- Identify, evaluate and recommend appropriate market segments in B2B and B2C markets
- Determine CLV and recommend marketing programs aimed at increasing customer satisfaction, loyalty, retention and value
- Evaluate the effectiveness of alternative product marketing strategies
- Evaluate marketing strategies in relation to current legal and ethical standards of practice
- Demonstrate a clear understanding of major marketing concepts using proper business communications techniques
- Utilize marketing concepts to make business decisions 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)**