REQUEST FOR A COURSE CHANGE
University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

Existing:  
Course Subject: MBA  
Number: 5342  
Course Title: Decision Making in Marketing

Proposed:  
Course Subject: MBA  
Number: 5342  
Course Title: Market Driven Strategies

Proposed Title: (full course title if longer than 30 characters)

Proposed change(s) to this course: Mark all that apply.

Credit Hour Level Title Description Prerequisite Enrollment Restriction

Other: ____________________________

CIP Code If changing, what is the new code?

For more information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp.

Course description:

As it appears in the current catalog. (required)

Decision Making in Marketing is designed to develop skills for effective marketing decision making, focusing on strategic design, implementation, and evaluation, in a wide variety of organizational and competitive situations. The course seeks to develop each student's understanding of how an organization can benefit by offering value to its customers and other stakeholders. Emphasis is given to the role of the marketing function within an organization and to the utilization of marketing activities in achieving a sustainable competitive advantage.

As it will appear in the next catalog or indicate no change. (Please use standard American English including full sentences.)

Course descriptions only. Do not include prerequisites or enrollment restrictions, those should be added under questions 9-15.

Market Driven Strategies is designed to develop skills for effective marketing decision making, focusing on strategic design, implementation, and evaluation, in a wide variety of organizational and competitive situations. The course seeks to develop each student's understanding of how an organization can benefit by offering value to its customers and other stakeholders. Emphasis is given to the role of the marketing function within an organization and to the utilization of marketing activities in achieving a sustainable competitive advantage.

Marketing Department submitting the proposal

Stacia Wert-Gray  
Person to contact with questions  
sgray@uco.edu  
e-mail address

Approved by:

Stacia Wert-Gray  
Department Chairperson  
Digitally signed by Stacia Wert-Gray  
Date: 2020.09.25 11:31:51 -05'00'

Geoff Willis  
College Curriculum Committee Chair  
Digitally signed by Geoff Willis  
Date: 2020.09.28 12:37:12 -05'00'

College Dean  
Digitally signed by Geoff Willis  
Date: 2020.09.28 12:37:12 -05'00'

(JCGS Dean for Graduate Proposals)

Office of Academic Affairs  
(Please notify department chair when proposal is forwarded to dean.)

Date

Effective Term (assigned by AA)

Academic Affairs Form
July, 2019

(undergraduate proposals only)
1. Does this course have an undergraduate / graduate counterpart?
   ___ Yes  X No

2. Is this proposal part of a larger submission package including a program change?
   ___ Yes  X No

3. Does this course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)
   ___ Yes  X No

   If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent

   CTE Approval (Stamp or initial) _____________________

4. Is this course currently listed in the University Core?
   ___ Yes  X No

   If you wish this course to be listed in the University Core, submit University Core course proposal.

5. Is this course a prerequisite for any other course(s)?
   X Yes ___ No

   If this change affects the prerequisite, complete course change proposal to delete or change prerequisite.

6. Is this course a requirement in any major or minor?
   X Yes ___ No

   If this change impacts the requirement of any major or minor, complete program change proposal.

7. Does this course affect majors or minors outside the department?
   X Yes ___ No

   If yes, provide name(s) of department chair(s) contacted, the dates, and the results of the discussion.

   This course is part of the MBA program. Dr. Holly Osburn was contacted 8/17/2020 to provide any comments. She had no objections.

8. List all majors or minors which include this changed course as a requirement or elective.
   (list major or minor by title not major code)

   Business Administration - Master of Business Administration; Business Administration - Professional Master of Business Administration; Business Administration - Healthcare, M.B.A.

9. Prerequisite courses:

   Will the prerequisite courses change? ___ Yes  X No

   If yes, fill out below, if no leave blank.

   NOTE: Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems.

   As listed at the end of the course description in the current catalog. (Required)

   Existing: ____________________________________________________________

   Proposed: ____________________________________________________________

   Example 1: MATH 1213 and (MATH 2195 or MATH 2185) and CHEM 1213
   Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or 3613)
   Example 3: 8 hours of biology including BIO 1404

10. Co-requisite(s): Prerequisite courses that may be taken in the same semester.

    Will the co-requisite(s) change? ___ Yes  X No

    If yes, fill out below, if no leave blank.

    As listed at the end of the course description in the current catalog. (Required)

    Existing: ____________________________________________________________

    Proposed: ____________________________________________________________

11. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.

    Will the concurrent enrollment change? ___ Yes  X No

    If yes, fill out below, if no leave blank.

    As listed at the end of the course description in the current catalog. (Required)
12. Does this course currently have enrollment restrictions?

Yes [X] No __

If adding or changing enrollment restrictions answer questions 13-15. If not changing or add enrollment restrictions leave questions 13-15 blank.

13. Specify which major(s) may or may not take this course.

Will the major(s) restriction change? Yes [X] No __

If yes, fill out below, if no leave blank.

Specifying a major, excludes all other majors from enrolling.

Existing (as appears in current catalog)

Check one: May ___ May not ___

Major Code: __________

Proposed (if changing)

Check one: May ___ May not ___

Major Code: __________

14. Which of the following student classification(s) may enroll in this course?

Will the classification restriction change? Yes [X] No __

If yes, fill out below, if no leave blank.

Existing (as appears in current catalog)

Graduate (2) 19 + hours ___
Graduate (1) 0-18 hours ___
Post Baccalaureate ___
Senior ___
Junior ___
Sophomore ___
Freshman ___

Proposed (if changing)

Check all that apply:

Graduate (2) 19 + hours ___
Graduate (1) 0-18 hours ___
Post Baccalaureate ___
Senior ___
Junior ___
Sophomore ___
Freshman ___

15. Specify other restrictions for this course, if any.

Will other restrictions change? Yes [X] No __

If yes, fill out below, if no leave blank.

Existing (as appears in current catalog)

Admission to Graduate Programs ___
Admission to Nursing Program ___
Admission to Teacher Education ___
Other: ___

Proposed (if changing)

Check all that apply:

Admission to Graduate Programs ___
Admission to Nursing Program ___
Admission to Teacher Education ___
Other: ___

16. Course objectives for this course: (Please refer to instructional objectives documents at:
https://spaces.uco.edu/display/aaccproposals/UCO+AACC-main+page2UCOAAACC-mainpage-faq-helpful-hints.)

If previously approved objectives will be used without any changes, check here [X]

As they appear in the course syllabus.

Existing:

As they will appear in the updated syllabus.

Proposed:
17. Please provide a concise, yet comprehensive, statement that explains the specific reasons for requesting the change(s). Include any documentation or assessment information available supporting this specific request.

   The proposed name change is to reflect changes in industry terminology.

18. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. Complete this question only if requesting a course level change. (Copy and paste table from “Course Level Characteristics” document for the appropriate course level of proposed course. Document may be found on: https://spaces.uco.edu/display/aaccproposals/UCO+AACC-main+page#UCOAACC-mainpage-faq-helpful-hints)