REQUEST FOR A COURSE CHANGE
University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

<table>
<thead>
<tr>
<th>Course Subject</th>
<th>Number</th>
<th>Course Title (maximum of 30 spaces)</th>
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<tbody>
<tr>
<td>Existing: MSBA</td>
<td>5324</td>
<td>Marketing Analytics</td>
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Remember when abbreviating titles, this is how they will appear on student transcripts and schedules

Proposed:

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

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

<table>
<thead>
<tr>
<th>Credit</th>
<th>Hour</th>
<th>Level</th>
<th>Title</th>
<th>Description</th>
<th>Prerequisite</th>
<th>Enrollment</th>
<th>Restriction</th>
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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)

This Marketing Analytics course is an introductory and survey course. This course deals with the process of defining marketing problems in an appropriate manner and analyze gathered data for making better decisions with marketing knowledge and analytical skills. Given that firms collect data for customer insights, this course reviews underlying principles and concepts of customer-driven marketing (CDM) and introduces various types of marketing analytics tools including statistical methods for making better decisions in an attempt to maximize firms’ marketing performances. Examples of marketing decisions areas are targeting, new product development, sales promotion, pricing decisions, design of marketing mix, sales force allocation, and so on. Marketing analytics tools include choice models, latent class models, conjoint analysis methods, forecasting methods, and so on.

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, these should be added under questions 9-15.

Existing:

Proposed: No change.

ISOM

Department submitting the proposal

Michelle Hepner

Person to contact with questions: MHepner1@uco.edu

email address: 2828

Ext. number

Approved by:

Dr. Michelle Hepner

Department Chairperson

Date

College Curriculum Committee Chair

Date

(please notify department chair when proposal is forwarded to dean.)

Geoff Willis

Digitally signed by Geoff Willis

Date: 2020.09.28 13:52:51 -05'00'

Academic Affairs Curriculum or Graduate Council

Date

(undergraduate proposals only)

Academic Affairs Form
July, 2019
(Please notify department chair when proposal is forwarded to AA.)

JCGS Dean (for Graduate Proposals)  Date

Office of Academic Affairs  Date

Effective Term (assigned by AA)
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?  
   X Yes ___ 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 ___ 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 ___ No  If you wish this course be listed in the University Core, submit University Core course proposal.

5. Is this course a prerequisite for any other course(s)?  
   ___ 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?  
   ___ Yes ___ No  If yes, provide name(s) of department chair(s) contacted, the dates, and the results of the discussion.

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)
   MSBA, Certificate in Enterprise Analytics

9. Prerequisite courses:
   Will the prerequisite courses change?  X Yes ___ 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: STAT 5213 or ECON 5453
   Proposed: (STAT 5213 or ECON 5453) and (MSBA 5113 and MSBA 5232)
   Example 1: MATH 1213 and (MATH 2165 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)
    Existing: __________________________
    Proposed: __________________________
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?  X Yes 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?  X Yes No  
   If yes, fill out below, if no leave blank.

   **Existing** (as appears in current catalog)  
   Check all that apply:
   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?  X Yes 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)  
   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+page#UCOAACC-mainpage-faq-helpful-hints.)

   As they appear in the course syllabus.

   **Existing:**  
   1. To be familiar with underlying principles and concepts of Customer-Driven Marketing (CDM), given the recognition that customers are the center of marketing world;
   2. To review and practice various types of marketing analytics tools including statistical methods which make it possible to describe and predict unmet needs of target customers and their decision-making behaviors, along with various performances of the firms;
   3. To develop students’ skills of defining tight marketing problems and provide appropriate solutions in order to make better decisions for the firms, given the transformation of any collected data into proper information using various types of marketing analytics tools.

   **Proposed:**
   ____________________________________________________________________________

   If previously approved objectives will be used without any changes, check here X
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.
   We are updating numerous prerequisites to enforce a more consistent learning path through the program.

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#UCOACC-mainpage-faq-helpful-hints.)