

144 Proposal #
(Academic Affairs use only)

2020-08 Proposal #
(College use only)

REQUEST FOR A COURSE CHANGE

University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

	Course Subject	Number	
Existing:	MSBA	5324	Marketing Analytics

Course Title (maximum of 30 spaces)

Proposed: _____
Remember when abbreviating titles, this is how they will appear on student transcripts and schedules

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

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

<input type="checkbox"/> Credit Hour	<input type="checkbox"/> Level	<input type="checkbox"/> Title	<input type="checkbox"/> Description	<input checked="" type="checkbox"/> Prerequisite	<input type="checkbox"/> Enrollment Restriction
<input type="checkbox"/> 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.

Existing: 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.

Proposed: No change.

ISOM

Department submitting the proposal

<u>Michelle Hepner</u>	<u>MHepner1@uco.edu</u>	<u>2828</u>
Person to contact with questions	email address	Ext. number

Approved by:
Dr. Michelle Hepner Digitally signed by Dr. Michelle Hepner
 Date: 2020.09.28 13:52:51 -05'00'
 Department Chairperson _____ Date _____

Geoff Willis Digitally signed by Geoff Willis
 Date: 2020.09.28 13:52:51 -05'00'
 College Curriculum Committee Chair _____ Date _____
 (Please notify department chair when proposal is forwarded to dean.)

College Dean _____ Date _____

Academic Affairs Curriculum or Graduate Council _____ Date _____

(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 No
2. Is this proposal part of a larger submission package including a program change?
 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?
 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? 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 3: 8 hours of biology including BIO 1404

Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or 3613)

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

Will the co-requisite(s) change? Yes 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 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 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 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 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? 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:

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

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 right 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.

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.
We are updating numerous prerequisites to enforce a more consistent learning path through the program.
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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> .
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