CBM003 ADD/CHANGE FORM

☐ Undergraduate Council
☐ New Course ☑ Course Change
Core Category: NONE  Effective Fall 2007

☐ Graduate/Professional Studies Council
☐ New Course ☐ Course Change
Effective Fall __

1. Department: MARK  College: BUS
2. Person Submitting Form: Mary Gould  Telephone: 34904
3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     MARK / 4338 / Marketing Research
   • Instructional Area / Course Number / Short Course Title (30 characters max.)
     MARK / 4338 / MARKETING RESEARCH
   • SCH: 3.00  Level: SR  CIP Code: 5214010016  Lect Hrs: 3  Lab Hrs: 0
4. Justification for adding/changing course: To more accurately reflect course content/level
5. Was the proposed/revised course previously offered as a special topics course? ☑ Yes ☐ No
   If Yes, please complete:
   • Instructional Area / Course Number / Long Course Title:
     __/0/
   • Content ID: _____  Start Date (yyyy3): 0
6. Is this course offered for undergraduate credit only? ☑ Yes ☐ No
7. Authorized Degree Program(s): BBA
   • Does this course affect major/minor requirements in the College/Department? ☑ Yes ☐ No
   • Does this course affect major/minor requirements in other Colleges/Departments? ☑ Yes ☐ No
   • Are special fees attached to this course? ☑ Yes ☐ No
   • Can the course be repeated for credit? ☑ Yes ☐ No
8. Grade Option: Letter (A, B, C,...)  Instruction Type: lecture
9. If this form involves a change to an existing course, please obtain the following information from
   the course inventory: Instructional Area / Course Number / Long Course Title
   MARK / 4338 / Information for Marketing Decisions
   • Start Date (yyyy3): 19963  Content I.D.: 367
10. Proposed Catalog Description: (If there are no prerequisites, type in "none").
    Cr. 3. (3-0).  Prerequisites: DISC 3331 or equivalent and MARK 3336.  Description (30 words max.):
    Overview of research methods and information needs for marketing decisions.

11. Dean’s Signature: ____________________________ Date: 10/5/06
    Print/Type Name: Elizabeth Anderson-Fletcher, Associate Dean