UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

<table>
<thead>
<tr>
<th>COLLEGE (check one):</th>
<th>Arts and Sciences</th>
<th>Business</th>
<th>Education</th>
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<tbody>
<tr>
<td>Proposal Submitted By:</td>
<td>Lance Gentry</td>
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<td>Date Prepared:</td>
<td>January 28, 2015</td>
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<tr>
<td>Course Title:</td>
<td>Individual Study in Marketing</td>
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<tr>
<td>Department/discipline and course number*:</td>
<td>MKTG 491</td>
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*This course number must be approved by the Office of the Registrar before the proposal is submitted.

Number of credits proposed: 1-3
Prerequisites: Junior or Senior status, permission of instructor, permission of the Associate Dean for Faculty

Will this be a new, repeatable “special topics” course? (Do you want students to be able to take this new course more than once if the topic changes?)

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<tr>
<th>NO</th>
<th>YES</th>
<th>X</th>
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Date of first offering of this new course: FALL SEMESTER, year

Proposed frequency of offering of the course:

List the faculty who will likely teach the course: Lance Gentry, Louis Martinette, Kashef Majid, Lynne Richardson

Are ANY new resources required? NO X YES

Document in attached impact statement

This new course will be (check all that apply):

Required in the major
Elective in the major
General Elective
General Education**

**AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.

Catalog Description:
Directed by a marketing faculty member, students conduct individual research focusing on an approved topic of interest in marketing.

COURSE HISTORY

Was this course taught previously as a topics or experimental course? YES NO X

<table>
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<tr>
<th>Course Number and Title of Previous Course</th>
<th>Semester Offered</th>
<th>Enrollment</th>
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CHECK HERE if the proposed course is to be equated with the earlier topics or experimental offerings. This means that students who took the earlier “topics” course will only be able to take the new course if they made a C- grade or lower in the earlier course.

NOTE: If the proposed course has not been previously offered as a topics or experimental course, explain in the attached rationale statement why the course should be adopted even though it has not been tried out.

REQUIRED ATTACHMENTS:
1. Rationale Statement (Why is this course needed? What purposes will it serve?)
2. Impact Statement (Provide details about the Library, space, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. as needed.)
3. Sample Syllabus

Department Chair Approval: Ken Machande Date: January 28, 2015
CCC Chair Approval: Nichole Phillips Date: February 19, 2015
UCC Chair Approval: Date:
**Rationale Statement**

The College of Business is renaming all of the discipline-specific classes to clearly communicate which classes belong to which business disciplines. It should make it much easier for students to find and schedule classes of interest to them.

Having a specific individual study class for the discipline will both more clearly communicate the focus of the class and enable the students to select a seminar that may meet specific curricular objectives. For example, a student pursuing a marketing minor, which requires so many marketing electives, may fulfill some of these electives through taking MKTG 491 whereas it would require a substitution form to allow this requirement to be fulfilled by BUAD 491 (the existing generic individual study class).

**Impact Statement**

There are no new resources required for this course. The marketing faculty within the College of Business already teach multiple BUAD 491 classes depending upon demand and other circumstances. The only change with this course is that now the marketing faculty will be teaching MKTG 491 instead of BUAD 491 when they supervise individual research in marketing.