

UNIVERSITY OF MARY WASHINGTON – EXPEDITED COURSE CHANGE PROPOSAL

Submit this form electronically, beginning with the first required level of review (department or college level). Each level of review passes the form and any attachments to the next level when the action is approved.

Submitted by: Lance Gentry	Date Prepared: 9/27/18
Department/Discipline(s) and Course Number(s): MKTG 490	
Course Title: Marketing Strategy	

Type of change (check all applicable):

Number* _____ Title_____ Description_____ Prerequisites X Deletion_____ Cross list** _____

This course number must be approved by the Office of the Registrar before the proposal is submitted. **With this course proposal, attach a list of ALL COURSES that will be affected by the number change (for example, cases where the course number that is changing is a prerequisite for another course).*

***To cross list courses between departments/colleges, there should be two cover sheets submitted with the proposal – one by the chair of each department with signatures from the relevant College Curriculum Committee Chair.*

Effective Date: FALL Semester, Year Fall 2019

Current Catalog Entry	Proposed Catalog Entry (suggested length – less than 50 words)
Prerequisite: MKTG 301; AND business major OR marketing minor OR permission of the Associate Dean for Faculty. This course serves as a capstone survey of the major topics in contemporary marketing. Topics included are delineation of market targets, the development and implementation of the marketing mix, the control and analysis of the total marketing effort, strategy, strategic decision-making tools, ethics, as well as comprehensive case studies or the use of a comprehensive simulation.	Prerequisite: MKTG 301; AND marketing major OR business administration minor OR permission of the Associate Dean for Faculty. This course serves as a capstone survey of the major topics in contemporary marketing. Topics included are delineation of market targets, the development and implementation of the marketing mix, the control and analysis of the total marketing effort, strategy, strategic decision-making tools, ethics, as well as comprehensive case studies or the use of a comprehensive simulation.

JUSTIFICATION (including impact on majors, minors, concentrations, and general education courses within the University curriculum; attach additional pages if required). Any change that impacts another Department must have a written statement (such as a copy of an email) from the Chair(s) agreeing to the change.
Some business majors are confusing the requirement to take MGMT 490 with this class. Before going in the system to give interested business majors permission to take this class, the Associate Dean will ensure the students understand this is not MGMT 490. Furthermore, the original prerequisites indicated a non-existent marketing minor, but did not allow for business administration minors to take MKTG 490.
TRANSITION PLAN (describe how will students who are in Catalogs where the course is required for a major be accommodated; attach additional pages if required)

Approvals

Department Chair _____ Rachel Graefe-Anderson _____

Date: _____ 10/8/18 _____

College Curriculum Chair _____ Chris Garcia _____

Date: _____ 10/17/18 _____

Expedited course changes are posted for a 10-class day comment period. If no comments are raised, the proposal becomes final. All expedited proposals approved in this way will be noted on the UCC web site. If comments are raised, the proposal may be reviewed by the UCC and then approved or it may be returned to the CCC for additional deliberation (as required).