

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:	Date Prepared: 11/8/2018
Department/Discipline(s) and Course Number(s): College of Business /MBUS523	
Course Title: Marketing Strategy	

Type of change (check all applicable):

Number* _____ Title _____ Description _____ Prerequisites 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)
523 – Marketing Strategy (3) Prerequisite: LRSP 308 or MKTG 301 or equivalent. This course is a study of marketing from a strategic management perspective. Emphasis is placed on marketing ‘driving’ the decision-making process, with strategic evaluation of internal (marketing mix) and external (competitive, economic, technological, social and government) forces affecting the firm. Critical evaluation beyond an introductory level is required.	523 – Marketing Strategy (3) Prerequisite: MBUS500B. This course is a study of marketing from a strategic management perspective. Emphasis is placed on marketing ‘driving’ the decision-making process, with strategic evaluation of internal (marketing mix) and external (competitive, economic, technological, social and government) forces affecting the firm. Critical evaluation beyond an introductory level is required.

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.**

This change is part of the COB effort to restructure the MBA prerequisite system. The change will eliminate undergraduate prerequisite courses and replace them with three new foundation courses to provide all MBA students with the necessary preparation for subsequent coursework.

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 _____ **Date:** _____

College Curriculum Chair _____ **Date:** _____

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).

Expedited Course Change Cover Sheet (July 2018)