Submitted by: Lance Gentry                                      Date Prepared: October 28, 2014

Department/Discipline(s) and Course Number(s): MKTG 411 (from BUAD 413)

Course Title: Marketing Research

Type of change (check all applicable):

Number* __X___ Title_____ Credits_____ Description X_ Prerequisites ____ Deletion____ Cross list**___

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

**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 2015

<table>
<thead>
<tr>
<th>Current Catalog Entry</th>
<th>Proposed Catalog Entry</th>
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<tr>
<td>Prerequisites: BUAD 259, 310; and business administration major or permission of the Associate Dean for Faculty. Research in marketing is used as a tool to identify, collect, and analyze data relevant to decision-making for businesses. Relevant statistical software is used to analyze client data. Ethical considerations related to research findings also are discussed.</td>
<td>Prerequisites: DSCI 259 OR equivalent; MKTG 301 OR equivalent; AND business administration major OR permission of the Associate Dean for Faculty. Research in marketing is used as a tool to identify, collect, and analyze data relevant to decision-making for businesses. Relevant statistical software is used to analyze client data. Ethical considerations related to research findings also are discussed.</td>
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JUSTIFICATION (including impact on majors, minors, concentrations, and general education courses within the University curriculum; attach additional pages if required)

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.

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)

We have discussed this with both the registrar and our advisor and there should be zero adverse impact. Since the same classes will be offered under a more precise name, students under the old catalog can simply substitute the new class for the old (for example, if a student needs BUAD 310, he or she will substitute MKTG 301).

Approvals

Department Chair    Ken Machande    Date: January 28, 2015

College Curriculum Chair Nichole Phillips    Date: January 30, 2015

Expedited course changes are posted for a 10-class day comment period. If no comments are raised during that time, 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).