**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: October 28, 2014

Department/Discipline(s) and Course Number(s): MKTG 490 (from BUAD 414)

Course Title: Marketing Strategy

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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<tbody>
<tr>
<td>Prerequisites: BUAD 310; and business administration major 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.</td>
<td>Prerequisites: 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.</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: February 9, 2015

- **College Curriculum Chair**  
  Nichole Phillips  
  Date: February 20, 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).*

Expedited Course Change Cover Sheet (July 2014)