**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>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal Submitted By:</td>
<td>Lance Gentry</td>
<td>Date Prepared: January 28, 2015</td>
<td></td>
</tr>
<tr>
<td>Course Title:</td>
<td>Seminars in Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department/discipline and course number*:</td>
<td>MKTG 471</td>
<td></td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Number of credits proposed:</th>
<th>1-3</th>
<th>Prerequisites:</th>
<th>permission of instructor, permission of the Associate Dean for Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>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?)</td>
<td>NO</td>
<td>YES</td>
<td>X</td>
</tr>
</tbody>
</table>

**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 | YES | Document in attached impact statement |
| X |

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

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

**Catalog Description:**

Special topics of interest to faculty and students are discussed in individual seminars which focus on marketing

**COURSE HISTORY**

<table>
<thead>
<tr>
<th>Was this course taught previously as a topics or experimental course?</th>
<th>YES</th>
<th>NO</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Number and Title of Previous Course</strong></td>
<td>Semester Offered</td>
<td>Enrollment</td>
<td></td>
</tr>
<tr>
<td>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 &quot;topics&quot; course will only be able to take the new course if they made a C- grade or lower in the earlier course.</td>
<td></td>
<td></td>
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</tbody>
</table>

**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: 

New Course Proposal Cover Sheet (July 2013)
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 seminar 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 471 whereas it would require a substitution form to allow this requirement to be fulfilled by BUAD 471 (the existing generic business seminar class).

Impact Statement
There are no new resources required for this course. The marketing faculty within the College of Business already teach multiple BUAD 471 classes depending upon demand and other circumstances. The only change with this course is that now the marketing faculty will be teaching MKTG 471 instead of BUAD 471 when they teach seminars in marketing.