New Course Request

Indiana University

EAST Campus

Check Appropriate Boxes: Undergraduate credit □ Graduate credit □ Professional credit □

1. School/Division BUSE
2. Academic Subject Code BUEA
3. Course Number M554 (must be cleared with University Enrollment Services)
4. Instructor MESSER
5. Course Title MARKETING MANAGEMENT

Recommended Abbreviation (Optional) (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): FALL/2011

7. Credit Hours: Fixed at 3 or Variable from to

8. Is this course to be graded S-F (only)? Yes ___ No X

9. Is variable title approval being requested? Yes ___ No X

10. Course description (not to exceed 50 words) for Bulletin publication:

    The course will consist of an integrated approach of the marketing management elements with an emphasis on practical application of marketing theories. The course focuses on providing ideas for approaching marketing decisions, providing a common language for decision-making, and opportunities to evaluate and respond to common marketing management problems.

11. Lecture Contact Hours: Fixed at 45 or Variable from to

12. Non-Lecture Contact Hours: Fixed at 0 or Variable from to

13. Estimated enrollment: 25 of which 100 percent are expected to be graduate students.

14. Frequency of scheduling: ANNUAL Will this course be required for majors? YES

15. Justification for new course: NEW MS MANAGEMENT PROGRAM

16. Are the necessary reading materials currently available in the appropriate library? YES

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Department Chairman: Division Director

Date 03-07-2010

Dean of Graduate School (when required)

Date

Approved by:

Chairman, Vice-President

Date 3/10/10

University Enrollment Services

After School Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.