New Course Request

1. School/Division: Business
2. Academic Subject Code: BUS
3. Course Number: 1-547 (must be cleared with University Enrollment Services)
4. Instructor: 
5. Course Title: Strategic Marketing Management
   Recommended Abbreviation (Optional): 
   (Limited to 32 Characters including spaces)
6. First time this course is to be offered (Semester/Year): 4098
7. Credit Hours: Fixed at ________ 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: An introduction to the process of creating a market-driven organization. Specific topics include marketing strategy, market research and analysis, and the development of products and services, pricing, distribution and promotion. The course employs lecture, classroom discussion through threaded discussion forums, case analysis and field research projects.

11. Lecture Contact Hours: Fixed at ________ or Variable from ________ to ________
12. Non-Lecture Contact Hours: Fixed at ________ or Variable from ________ to ________
13. Estimated enrollment: 45 of which ________ percent are expected to be graduate students.
14. Frequency of scheduling: yearly __ Will this course be required for majors? ________
15. Justification for new course: Indianapolis version, Equivalent to Busk-C 570
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: __________________________ Date: 4-16-09
Department Chairman/Division Director

Approved by: __________________________ Date: 4-20-09
Dean

Dean of Graduate School (when required) __________________________ Date __________________________

Chancellor/Vice-President __________________________

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.