**New Course Request**

**Indiana University**

**Indianapolis Campus**

Check Appropriate Boxes:  
- Undergraduate credit □  
- Graduate credit □  
- Professional credit [ ]

1. School/Division **Business**
2. Academic Subject Code **BUKD**
3. Course Number **Q793** (must be cleared with University Enrollment Services)
4. Instructor __________
5. Course Title **Global Marketing Strategy**
   Recommended Abbreviation (Optional) __________  
   (Limited to 32 Characters including spaces)
6. First time this course is to be offered (Semester/Year): __________
7. Credit Hours: Fixed at __________ or Variable from __________ to __________
8. Is this course to be graded S-F (only)? Yes [ ] No [ ]
9. Is variable title approval being requested? Yes [ ] No [ ]
10. Course description (not to exceed 50 words) for Bulletin publication: **See attached**
11. Lecture Contact Hours: Fixed at __________ or Variable from __________ to __________
12. Non-Lecture Contact Hours: Fixed at __________ or Variable from __________ to __________
13. Estimated enrollment: **25** of which **100%** percent are expected to be graduate students.
14. Frequency of scheduling: **N/A** Will this course be required for majors? **yes**
15. Justification for new course: **see attached**
16. Are the necessary reading materials currently available in the appropriate library? __________
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:  
**Richard Hagen** Date **1-29-07**
Department Chairman/Division Director

Approved by:  
**Dean** Date **2-16-07**
Dean

Dean of Graduate School (when required)

Chancellor/Vice-President Date __________

University Enrollment Services Date __________

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.

**UPS 724**  
University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow;  
Department/Division—Pink; University Enrollment Services Advance—White
Global Marketing Strategy

This course provides a managerial orientation to the topic of global marketing in today's complex, rapidly changing international business environment. A key focus is developing competitive advantage by creating customer value. Course participants will gain a fundamental understanding of marketing strategy and marketing analysis (i.e., customer competitor and company analysis) as well as an appreciation of the basic strategic issues involved in market segmentation, market targeting, and market positioning in the international arena. The major tactics/tools used by global marketers to facilitate the management of their international marketing plans (i.e., product development, pricing strategies, marketing communications, distribution management) are also examined. Throughout the course, an emphasis is placed on developing skills for entering new markets and sustaining or growing current markets.
Kelley School of Business

Q Course Requests for Kelley/Thunderbird Dual Degree Program

Background: Kelley Direct is partnering with Thunderbird Garvin School of International Management on a dual MBA/MIM degree. In this program, enrollment in both institutions is concurrent and leads to two degrees awarded at the same time.

Issues: 1) Financial aid is only awarded if/when graduate students are enrolled at least part-time at IU. Due to the academic structure of the program, there is one term (the final term) when students will be below half-time status and therefore not eligible for aid. 2) Indiana and Arizona are located in two different Veteran’s Affairs processing regions; this could lead to “double-dipping” and the ultimate need for the student to re-pay Veteran’s Affairs benefits granted in error.

Resolution: After working with the Office of the Registrar (which includes Veteran’s Affairs), we determined Indiana University would be the “home” institution for the dual degree program. The IUPUI Office of the Registrar already works with other IU academic units and their unique relationships with other institutions; therefore, the internal processes and knowledge needed to support exceptional arrangements are already established.

Verifying satisfactory enrollment with respect to the accurate certification of veteran’s benefits is the primary responsibility of the “home” institution. As a result, Kelley Direct needs to transcript Thunderbird courses for the purposes of total credit-hour enrollment and satisfactory degree completion on an IU transcript.

To do so, we are requesting the following Q course numbers be reserved from this time forward for Thunderbird courses associated with the dual degree program. Dual degree students will be registered for Thunderbird courses on both the IU and Thunderbird campuses; however, specific grades will be provided on the Thunderbird transcript, and S or F will be noted on the IU transcript.

Summary: In order to provide and Veteran’s Affairs benefits to students in the Kelley/Thunderbird dual degree program, specific course numbers for Thunderbird courses are needed to verify total program credit-hour enrollment, and these courses must be noted as S or F for the purpose of verifying degree progress. Students will be educated on the front-end about not meeting financial aid enrollment requirements in the final term and counseled during the program about their borrowing ability and need to save loan funds for the final bill.

Agreed: Mary Beth Myers
IUPUI Office of the Registrar
Date: 12-4-06

Agreed: Katrina Purvis
IUPUI Office of Student Financial Assistance
Date: 12-4-00