

New Course Request

Indiana University

Indianapolis Campus

SEP 02 2009

Check Appropriate Boxes:

Undergraduate credit

Graduate credit

Professional credit 98

1. School/Division Business 2. Academic Subject Code BUS

3. Course Number M 511 (must be cleared with University Enrollment Services) 4. Instructor Kim Saxton

5. Course Title Marketing Performance and Productivity Analysis

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

6. First time this course is to be offered (Semester/Year): Spring/2010

7. Credit Hours: Fixed at 1.5 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 focus of this course is on developing a comprehensive evaluation of the situation facing a product or product line. Emphasis is placed on assessing recent financial performance, identifying customer-based explanations for changes in performance, assessing the effects of marketing investments, and evaluating emerging customer needs and competitive threats.

11. Lecture Contact Hours: Fixed at 1.5 or Variable from _____ to _____

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

13. Estimated enrollment: 40 of which X 100 percent are expected to be graduate students.

14. Frequency of scheduling: 2 x yearly Will this course be required for majors? no

15. Justification for new course: Would like to add this course to the marketing curriculum at IUPUI.

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:

Philip J. Powell Date 5/5/09
Department Chairman/Division Director

Approved by:

[Signature] Date 5/6/09
Dean

Date _____
Dean of Graduate School (when required)

[Signature] Date 5/10/09
Chancellor/Vice-President

Date _____
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.