Course Approval Form

**Action Requested:** (definitions available at website above)
- [ ] Create NEW
- [ ] Inactivate
- [x] Modify (check all that apply below)
- [ ] Title (must be 75% similar to original)
- [x] Repeat Status
- [ ] Schedule Type
- [ ] Prereq/coreq
- [ ] Restrictions
- [x] Grade Mode
- [ ] Other:
- [ ] Equivalencies

**Course Level:**
- [ ] Undergraduate
- [x] Graduate

**College/School:**
- School of Business

**Submit by:**
- Rebecca Pierce

**Department:**
- GR level Business

**Ext:**
- 9663

**Number:**
- 721

**Effective Term:**
- [ ] Fall
- [ ] Spring
- [ ] Year 2018
- [x] Summer

**Subject Code:**
- GBUS

**Title:**
- Current
  - Marketing Decision Systems
- New
  - Marketing Research

**Banner:**
- (36 characters max w/ spaces)
  - Marketing Research

**Credits:**
- (check one)
  - Fixed
  - Variable
  - Lec + Lab/RCt

**Repeat Status:**
- (check one)
  - Not Repeatable (NR)
  - Repeatable within degree (RD)
  - Repeatable within term (RT)

**Max credits allowed:**
- (required for RTRD status only)

**Grade Mode:**
- (check one)
  - Regular (A, B, C, etc.)
  - Satisfactory/No Credit
  - Special (A, B, C, etc. +IP)

**Schedule Type:**
- (check one)
  - Lecture (LEC)
  - Lab (LAB)
  - Recitation (RCT)
  - Internship (INT)

**Equivalencies:** (check only as applicable)
- [x] YES, course is 100% equivalent to MBA 721
- YES, course renumbered to or replaces

**Catalog Copy** (Consult University Catalog for models)

**Restrictions Enforced by System:** Major, College, Degree, Program, etc. Include Code(s).

**Prerequisite(s):** (Note: hard-coding requires separate Prereq. Checking form; see above website)

**Corequisite(s):**

**Description** (No more than 60 words, use verb phrases and present tense)

**Notes** (List additional information for the course)

**Indicate number of contact hours:**
- Hours of Lecture or Seminar per week:
- Hours of Lab or Studio:

**When Offered:**
- (check all that apply)
  - Fall
  - Summer
  - Spring

**Approval Signatures**

- Department Approval
  - Date
  - [Signature]

- College/Court Approval
  - Date
  - [Signature]

If this course includes subject matter currently dealt with by any other units, the originating department must circulate this proposal for review by those units and obtain the necessary signatures prior to submission. Failure to do so will delay action on this proposal.

**Unit Name**

**Unit Approval Name**

**Unit Approver's Signature**

**Date**

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**For Graduate Courses Only**

Graduate Council Member

Provost's Office

Graduate Council Approval Date

Form revised 01/10/2016