

GRADUATE COUNCIL: PROPOSAL FOR CHANGE IN EXISTING COURSE/PROGRAM

Originating Unit Marketing Department - MARK

Type of action: ☒ change in course ☐ change in program

Type of change requested:

- | | |
|--|---|
| <input type="checkbox"/> Number | <input type="checkbox"/> Course Title |
| <input type="checkbox"/> Description | <input checked="" type="checkbox"/> Prerequisite(s) Program |
| <input type="checkbox"/> Drop Course | <input type="checkbox"/> Requirements |
| <input type="checkbox"/> Drop Program* | <input type="checkbox"/> Other, please specify |

**A SACSCOC Drop Program Justification form will need to be completed*

Semester and year course/program will take effect: Fall 2022

Course instructional methodology: Lecture

course component types: [ugradcouncil.tcu.edu/forms/Course Component Types.pdf](http://ugradcouncil.tcu.edu/forms/Course%20Component%20Types.pdf)

Current name: Marketing Research

Proposed name: no change to name

Appropriate computer abbreviation (30 spaces or less):

Programs Only

Current program code:
(ex:EDCE-PHD)

Proposed code (list 2) or

Current CIP code:

Does the change require a new or change in CIP code: ☐ Yes ☐ No

If yes, what is the proposed new CIP code:

*for reference please visit: nces.ed.gov/ipeds/cipcode/resources.aspx?y=56

Is the program already considered TCU STEM: ☐ Yes ☐ No

Does the change include a request to be a TCU STEM program: ☐ Yes ☐ No

Description of change (omit if dropping a course or program):

Dropping one of the per-requisites for the course - ~~MARK 70170 Customer Insights~~
MARK 70120 - Customer Insights

Present Catalog Copy

1.5 credit hours. Prerequisites: MARK 60010 or 60011, INSC 60010 or INSC 60013; MARK 70120 (or concurrent enrollment); or permission of department chair. Marketing research is about providing relevant, accurate and timely information for marketing decisions. This includes information about competition, external environment and current as well as potential customers. Whether or not you ever work in a marketing research function, at some point in your business career, you most likely will need to deal with marketing research, either as a producer or as a user. The course is designed to provide an overview of marketing research and its use in making more effective marketing decisions. The primary emphases are designing research studies that are both valid and pertinent, and accurately interpreting analysis to guide managerial decisions.

Proposed Catalog Copy:

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Supporting evidence or justification:

Marketing research is conducted by a large group across disciplines, and while having the core marketing course and the core statistics course there is really no need to require the customer insights course [MARK ~~70170~~] [MARK 70120]

Explain how the change(s) will affect the current outcomes and assessment mechanisms?

No change in outcomes or assessment.

Additional resources required

Faculty: none

Space: none

Equipment: none

Library: none

Financial Aid: none

Other:

Change in teaching load: not impacted

Does this change affect any other units of the University? Yes ☐ No ☒

If yes, submit supporting statement signed by chair of affected unit.

If cross-listed, provide evidence of approval by all curriculum committees appropriate to both the originating and the cross-listed units.

Chair of Originating Unit:

Name: Graduate Programs Representative Robert Leone (on behalf of Eric Yorkston DC)

Unit: MARK

Signature:

Robert Leone

