## Undergraduate Programs - COURSE CHANGE REQUEST

**DEPARTMENT:** MARKETING  
**COLLEGE:** BUSINESS  
**COURSE PREFIX AND NUMBER:** MAR4721  
**CURRENT COURSE TITLE:** MARKETING ON THE INTERNET  
**CHANGE(S) ARE TO BE EFFECTIVE (LIST TERM):** SPRING 2015  
**TERMINATE COURSE (LIST FINAL ACTIVE TERM):**

### CHANGE TITLE TO:
**CHANGE DESCRIPTION FROM:** Marketing strategies and approaches as applied to electronic commerce. Planning, implementation, and management of online customer promotional activities in an online environment. Lab time required.

**CHANGE PREFIX FROM:**  
**CHANGE Course No. FROM:**  
**CHANGE CREDITS FROM:**  
**CHANGE GRADING FROM:**  
**CHANGE WAC/GORDON RULE STATUS:**

### ADD*   REMOVE**

*WAC and General Education criteria must be clearly indicated in attached syllabus. For WAC Guidelines: [www.fau.edu/wac](http://www.fau.edu/wac). Please attach General Education Course Approval Request: [www.fau.edu/academic/degrees/General/d/CourseApprovalRequests.php](http://www.fau.edu/academic/degrees/General/d/CourseApprovalRequests.php)*

**CHANGE GENERAL EDUCATION REQUIREMENTS**

### ADD*   REMOVE**

**CHANGE REGISTRATION CONTROLS TO:**

*Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).*

**ATTACH SYLLABUS FOR ANY CHANGES TO CURRENT COURSE INFORMATION.**

Should the requested change(s) cause this course to overlap any other FAU courses, please list them here.

**Faculty contact, email and complete phone number:**  
Ann R. Root: [ajj@fau.edu](mailto:ajj@fau.edu) 561-297-4179

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**Approved by:**  
Department Chair:  
College Curriculum Chair:  
College Dean:  
UUPC Chair:  
Undergraduate Studies Dean:  
UFS President:  
Provost:  

**Date:**  
03Nov2014

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1. Syllabus must be attached; syllabus checklist recommended, see guidelines and checklist: [www.fau.edu/academic/degrees/UPCinfo](http://www.fau.edu/academic/degrees/UPCinfo)
2. Review Provost Memorandum: Definition of a Credit Hour  
3. WAC approval (attach if necessary)
4. Gen. Ed. approval (attach if necessary)
5. Consent from affected departments (attach if necessary)

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Email this form and syllabus to mjeenning@fau.edu seven business days before the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website prior to the meeting.

FAChg-RevSpt2012