FLORIDA ATLANTIC UNIVERSITY™

Undergraduate Programs—COURSE CHANGE REQUEST[1]

UUPC APPROVAL _____

UFS APPROVAL _____

SCNS SUBMITTAL _____

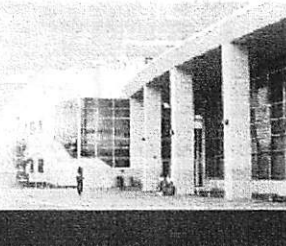CONFIRMED _____

BANNER POSTED _____

CATALOG _____

DEPARTMENT MARKETING	COLLEGE BUSINESS
COURSE PREFIX AND NUMBER MAR 4613	CURRENT COURSE TITLE MARKETING RESEARCH AND INFORMATION SYSTEM
CHANGE(S) ARE TO BE EFFECTIVE (LIST TERM) FALL, 2016	_____ TERMINATE COURSE (LIST FINAL ACTIVE TERM)

CHANGE TITLE TO: RI MARKETING RESEARCH AND INFORMATION SYSTEM

CHANGE PREFIX FROM: TO:

CHANGE COURSE NO. FROM: TO:

CHANGE CREDITS[2] FROM: TO:

CHANGE GRADING FROM: TO:

CHANGE WAC/GORDON RULE STATUS[3]

        ADD*_____   REMOVE _____

CHANGE GENERAL EDUCATION REQUIREMENTS[4]

        ADD*_____   REMOVE _____

*WAC and General Education criteria must be indicated in syllabus and approval attached to proposals. For WAC Guidelines: *www.fau.edu/WAC*. For General Education Guidelines:

CHANGE DESCRIPTION TO:

CHANGE PREREQUISITES/MINIMUM GRADES TO*:
MAR 3023 WITH C OR BETTER; STA 2023 WITH C OR BETTER

CHANGE COREQUISITES TO*:

CHANGE REGISTRATION CONTROLS TO:

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

Faculty contact, email and complete phone number: Dr. Allen Smith, aesmith@fau.edu (561) 297-2386	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:	Please consult and list departments that might be affected by the change(s) and attach comments:[5]

Approved by:

Department Chair: _____

College Curriculum Chair: _____

Assoc.
College Dean: _____

UUPC Chair: _____

Undergraduate Studies Dean: _____

UFS President: _____

Provost: _____

Date:

03/22/2016

3/23/16

22 March 2016

_____

_____

_____

_____

1. **Syllabus** must be attached; syllabus checklist recommended; see guidelines and checklist: *www.fau.edu/academic/registrar/UUPCinfo*

2. Review Provost Memorandum:
   Definition of a Credit Hour
   www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf

3. **WAC approval** (attach if applicable)

4. **Gen. Ed. approval** (attach if applicable)

5. **Consent** from affected departments (attach if applicable)

Email this form and syllabus to *mjenning@fau.edu* **seven business days before** the UUPC meeting.

Course Number – MAR 4613-001
CRN number-26961
RI Marketing Research and information System
Fall 2016 or Spring 2017
Class Location: BU 405
Class Meeting Time: Wednesdays, Fridays, 2:00 PM to 3:30 PM

Professor Information

Name: Dr. Pradeep Korgaonkar
Office Address: LA448
Email address:korgaonk@fau.edu
Phone Number: 954-236-1348

Office Hours in Boca

Prior to Class: 1:00 PM to 2:00 PM.
Fleming West 111
561-297-4018

Required Text and Materials

Marketing Research: An Applied Orientation, Dr. Malhotra, Prentice Hall, Sixth edition,
ISBN 978-0-13-608543-0

Course Description

An introduction to procedures for defining marketing problems. Data gathering, analysis, and
interpretation techniques and their integration into management decision processes are also
discussed.

Course Prerequisites and Credit Hours and Class Time Commitments

STA 2023 and MAR 3023

"According to Florida State Statute 6A-10.033, students must spend a minimum 2,250 minutes
of in class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are
expected to spend a minimum of 4,500 minutes of out-of-class-time specifically working on
course-related activities (i.e., reading assigned pieces, completing homework, preparing for
exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities
or duties as required." The course schedule for this course reflects this expectation of students.

Supplemental Course Description

The course is an introduction to marketing research. It is intended to provide an understanding
of the nature of marketing research process to current or future managers.