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Curriculum Proposal Form #5

CHANGE IN or DELETION OF EXISTING COURSE FEB 24 1998

GRADUATE OFFICE

DEGREE / PROGRAM TITLE: MBA / Business and Economics

Lois Smith Lois Smith Jan. 27, 1998
Proposal Sponsor Date of Submission

Lois Smith Marketing Jan. 27, 1998
Chair of Sponsoring Department Department Approval Date

Donald K Behm 1/29/98
Chair, College Curriculum Committee Approval Date

J. J. [Signature] B+B 1-30-98
Dean of College College Approval Date

FOR UNDERGRADUATE ACTIONS:

____ Recommended
____ Not Recommended _____ Date
Chair, Diversity / General Ed. Committee
(If Course is to be considered as a Diversity/GS Option)

____ Approved
____ Not Approved _____ Date
Chair, University Curriculum Committee

____ Approved
____ Not Approved _____ Date
Chair, Faculty Senate

FOR GRADUATE ACTIONS:

[Signature] ✓ Approved 2/12/98
____ Not Approved _____ Date
Chair, Graduate Council

FINAL APPROVAL:

[Signature] 2/17/98
Provost & Vice Chancellor for Academic Affairs Date Received

RECORD OF OTHER ACADEMIC UNITS CONSULTED:

ACADEMIC UNITS	SIGNATURE	DATE	*ACTION
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(*for graduate course only - indicate "Approve", "No Contest", or "Disapprove")

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_____	_____	_____	_____

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CURRICULUM PROPOSAL FORM #5
University of Wisconsin-Whitewater
CHANGE IN or DELETION OF EXISTING COURSE

TYPE OF ACTION

- Course Deletion
- Credit Change
- Number Change
- Contact Hour Change
- Requisite Change
- Title Change
- Diversity Option
- G.S. Option area: _____
- Other _____

NEW/EXISTING COURSE NUMBER: 260 - 770 / EFFECTIVE TERM Fall 1998

OLD COURSE NUMBER: _____ / _____

NEW/EXISTING COURSE TITLE: Product and Price Management

OLD COURSE TITLE: _____

15 CHARACTER ABBREVIATION PROD & price MGMT _ _

25 CHARACTER ABBREVIATION PRODUCT AND PRICE MANAGEMENT _ _ _ _ _

SPONSOR(S): Lois Smith

DEPARTMENT(S): Marketing

COLLEGE(S): Business and Economics

IS THE COURSE REQUIRED IN:

- major, specify _____
- minor, specify _____
- emphasis, specify _____

ATTACH THE FOLLOWING:

- I. DETAILED EXPLANATION OF CHANGES
- II. PROGRAMS AFFECTED
- III. JUSTIFICATION FOR ACTION

Requisite Change for Product and Price Management (260-770)

I. The Department of Marketing proposes the elimination of Managerial Economics (230-737) as a prerequisite for Product and Price Management (260-770).

II. No programs are affected by this change.

III. MBA students have indicated during advising sessions that they would like to take this course, but they are usually unable to do so until they are near the completion of their programs because of the 230-737 requirement. They have indicated that they would like the opportunity to enroll in this course earlier in their programs because if it is not offered each semester, they may not have the chance to take the course.

Current textbooks in pricing theory give chapters and appendices on economic theory. These chapters are sufficient to prepare students for the material that they will study during the course.