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| S:\Communications\Logos and photos\SDBORLogos\final_sdbor_webreadyBW_trans.gif | **SOUTH DAKOTA BOARD OF REGENTS**ACADEMIC AFFAIRS FORMS |
| New Course Request |
|  |  |

Use this form to request a new common or unique course. Consult the system database through Colleague or the [Course Inventory Report](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm) for information about existing courses before submitting this form.

|  |  |  |
| --- | --- | --- |
| DSU |  | **College of Business and Information Systems** |
| **Institution** |  | **Division/Department** |
| C:\Users\slaughts\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Dr. McKay Signature.jpg |  | 4/3/2019 |
| **Institutional Approval Signature** |  | **Date** |

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**Section 1. Existing Course Title and Description**

If the course contains a lecture and laboratory component, identify both the lecture and laboratory numbers (xxx and xxxL) and credit hours associated with each. Provide the complete description as you wish it to appear in the system database in Colleague and the [Course Inventory Report](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm) including pre-requisites, co-requisites, and registration restrictions.

|  |  |  |
| --- | --- | --- |
| **Prefix & No.** | **Course Title** | **Credits** |
| INFS 782 | Marketing Analytics  | 3 |

*NOTE: The Enrollment Services Center assigns the short, abbreviated course title that appears on transcripts. The short title is limited to 30 characters (including spaces); meaningful but concise titles are encouraged due to space limitations in Colleague.*

|  |  |
| --- | --- |
| **Course Description** |  |
|  This course will focus on developing marketing strategies and resource allocation decisions driven by quantitative analysis. This course studies various tools for generating marketing insights from empirical data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis. The course will use a combination of cases, lectures, and a hands-on project with real world data. |

*NOTE: Course descriptions are short, concise summaries that typically do not exceed 75 words. DO: Address the content of the course and write descriptions using active verbs (e.g., explore, learn, develop, etc.). DO NOT: Repeat the title of the course, layout the syllabus, use pronouns such as “we” and “you,” or rely on specialized jargon, vague phrases, or clichés.*

**Pre-requisites or Co-requisites (add lines as needed)**

|  |  |  |
| --- | --- | --- |
| **Prefix & No.** | **Course Title** | **Pre-Req/Co-Req?** |
| INFS 768 | Predictive Analytics Decisions | **Pre-Req** |
| BADM 775 | Strategic Marketing  | **co-Req** |

**Registration Restrictions**

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| --- |
| N/A |

**Section 2. Review of Course**

1. **Was the course first offered as an experimental course (*place an “X” in the appropriate box*)?**

|  |  |
| --- | --- |
|[ ]  Yes *(if yes, provide the course information below)* |[x]  No |

1. **Will this be a unique or common course (*place an “X” in the appropriate box*)?**

*If the request is for a unique course, verify that you have reviewed the common course catalog via Colleague and the system* [*Course Inventory Report*](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm) *to determine if a comparable common course already exists. List the two closest course matches in the common course catalog and provide a brief narrative explaining why the proposed course differs from those listed. If a search of the common course catalog determines an existing common course exists, complete the Authority to Offer an Existing Course Form.*

|  |
| --- |
|[x]  **Unique Course** |

|  |  |  |
| --- | --- | --- |
| **Prefix & No.** | **Course Title** | **Credits** |
| INFS 768 | Predictive Analytics Decisions | 3 |
| BADM 775 | Strategic Marketing  | 3 |
| *Provide explanation of differences between proposed course and existing system catalog courses below:* |
| The course applies what the students have learned in the above two courses (predictive models and R program/Marketing engineering for data analytics) into marketing-oriented concepts. This course is more of an applied analytics course which covers strategic marketing analysis. |

|  |  |
| --- | --- |
|[ ]  **Common Course** | *Indicate universities that are proposing this common course:* |
|  |  |  |
|  |[ ]  BHSU |[ ]  DSU |[ ]  NSU |[ ]  SDSMT | [ ]  | SDSU |[ ]  USD |

**Section 3. Other Course Information**

1. **Are there instructional staffing impacts?**

|  |  |
| --- | --- |
|[ ]  **No**. Replacement of  |  |
|  |  | (course prefix, course number, name of course, credits) |
|  |  | \*Attach course deletion form |
|  |  |  |
| Effective date of deletion: | Click here to enter a date. |  |

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| --- |
|[x]  **No**. Schedule Management, explain below: This course will be handled by existing faculty.  |

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| --- |
|[ ]  **Yes**. Specify below:  |

1. **Existing program(s) in which course will be offered**: MBA/MS in Analytics
2. **Proposed instructional method by university**: Lecture/discussion
3. **Proposed delivery method by university**: 001, 018
4. **Term change will be effective**: Summer 2020
5. **Can students repeat the course for additional credit?**

|  |  |  |  |
| --- | --- | --- | --- |
|[ ]  Yes, total credit limit: |  |  |[x]  No |

1. **Will grade for this course be limited to S/U (pass/fail)?**

|  |  |
| --- | --- |
|[ ]  Yes |[x]  No |

1. **Will section enrollment be capped?**

|  |  |  |  |
| --- | --- | --- | --- |
|[x]  Yes, max per section: | 25 |  |[ ]  No |

1. **Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the** [**Course Inventory Report**](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm)**?**

|  |  |
| --- | --- |
|[ ]  Yes |[x]  No |
| *If yes, indicate the course(s) to which the course will equate (add lines as needed):* |
|  |

|  |  |
| --- | --- |
| **Prefix & No.** | **Course Title** |
|  |  |

1. **Is this prefix approved for your university?**

|  |  |
| --- | --- |
|[x]  Yes |[ ]  No |
| *If no, provide a brief justification below:* |
|  |

**Section 4. Department and Course Codes (Completed by University Academic Affairs)**

|  |  |
| --- | --- |
| 1. **University Department Code:**
 | DINFS |

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| 1. **Proposed** [**CIP Code**](http://nces.ed.gov/ipeds/cipcode/default.aspx?y=55)**:**
 | 11.0401 |
|  |  |
| *Is this a new CIP code for the university?* |[ ]  Yes |[x]  No |