

**APPLICATION FOR COURSE CHANGE (MAJOR AND MINOR)**

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

<b>1. General Information.</b>	
a. Submitted by the College of:	Business and Economics Today's Date: 1/15/2010
b. Department/Division:	MBA
c. Is there a change in "ownership" of the course?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
If YES, what college/department will offer the course instead?	
d. What type of change is being proposed?	<input type="checkbox"/> Major <input checked="" type="checkbox"/> Minor <sup>1</sup> (place cursor here for minor change definition)
e. Contact Person Name:	Mary Lee Kerr Email: mkerr2@uky.edu Phone: 7-1924
f. Requested Effective Date:	<input type="checkbox"/> Semester Following Approval OR <input checked="" type="checkbox"/> Specific Term <sup>2</sup> : 2010
<b>2. Designation and Description of Proposed Course.</b>	
a. Current Prefix and Number:	MBA 610 Proposed Prefix & Number: MBA 610
b. Full Title:	Supply Chain Management Proposed Title: New Product Development Marketing
c. Current Transcript Title (if full title is more than 40 characters):	Supply Chain Management
c. Proposed Transcript Title (if full title is more than 40 characters):	New Product Development Marketing
d. Current Cross-listing:	<input checked="" type="checkbox"/> N/A OR Currently <sup>3</sup> Cross-listed with (Prefix & Number):
Proposed – <input type="checkbox"/> ADD <sup>3</sup> Cross-listing (Prefix & Number):	
Proposed – <input type="checkbox"/> REMOVE <sup>3,4</sup> Cross-listing (Prefix & Number):	
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours <sup>5</sup> for each meeting pattern type.	

**Comment (OSCI):** Excerpt from SR 13.5.0.6:  
**Definition:** A request may be considered a minor change if it meets one of the following criteria:  
 a. change in number within the same hundred series;  
 b. editorial change in the course title or description which does not imply change in content or emphasis;  
 c. a change in prerequisite(s) which does not imply change in content or emphasis or which is made necessary by the elimination or significant alteration of the prerequisite(s); d. a cross-listing of a course under conditions set forth in SR 5.3.0.6;  
 e. correction of typographical errors.  
 For the specific purposes of the minor exception rule, the 600-799 courses are the same "hundred series" as long as the other minor change requirements are complied with. (RC 1/15/09)

Current:	___ Lecture	___ Laboratory <sup>5</sup>	___ Recitation	___ Discussion	___ Indep. Study
	___ Clinical	___ Colloquium	___ Practicum	___ Research	___ Residency
	___ Seminar	___ Studio	___ Other – Please explain: _____		

<sup>1</sup> See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.  
<sup>2</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.  
<sup>3</sup> Signature of the chair of the cross-listing department is required on the Signature Routing Log.  
<sup>4</sup> Removing a cross-listing does not drop the other course – it merely unlinks the two courses.  
<sup>5</sup> Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

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Proposed:	<u>56</u> Lecture	Laboratory	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other -- Please explain: _____		
<b>f.</b>	<b>Current Grading System:</b>	<input checked="" type="checkbox"/> Letter (A, B, C, etc.)	<input type="checkbox"/> Pass/Fail		
	<b>Proposed Grading System:</b>	<input checked="" type="checkbox"/> Letter (A, B, C, etc.)	<input type="checkbox"/> Pass/Fail		
<b>g.</b>	<b>Current number of credit hours:</b>	<u>9</u>	<b>Proposed number of credit hours:</b>	<u>3</u>	
<b>h.</b>	<b>Currently, is this course repeatable for additional credit?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>		
	<b>Proposed to be repeatable for additional credit?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>		
	<b>If YES:</b>	<b>Maximum number of credit hours:</b> _____			
	<b>If YES:</b>	<b>Will this course allow multiple registrations during the same semester?</b>			
		YES <input type="checkbox"/>	NO <input type="checkbox"/>		
<b>i.</b>	<b>Current Course Description for Bulletin:</b>	<u>An extensive, multidisciplinary examination of the new product or new service development process from ideation to product or service delivery. Open only to students in the daytime MBA track.</u>			
	<b>Proposed Course Description for Bulletin:</b>	<u>An immersive course examining how market research and marketing strategy aid firms in their management of new product development. Open only to one year MBA students.</u>			
<b>j.</b>	<b>Current Prerequisites, if any:</b>	<u>MBA 600, 601, 602, 603, 604, 605 and 606</u>			
	<b>Proposed Prerequisites, if any:</b>	<u>MBA 600 through MBA 609</u>			
<b>k.</b>	<b>Current Distance Learning(DL) Status:</b>	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> Already approved for DL*	<input type="checkbox"/> Please Add <sup>6</sup>	<input type="checkbox"/> Please Drop
	*if already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box <input type="checkbox"/> ) that the proposed changes do not affect DL delivery.				
<b>l.</b>	<b>Current Supplementary Teaching Component, if any:</b>	<input type="checkbox"/> Community-Based Experience	<input type="checkbox"/> Service Learning	<input type="checkbox"/> Both	
	<b>Proposed Supplementary Teaching Component:</b>	<input type="checkbox"/> Community-Based Experience	<input type="checkbox"/> Service Learning	<input type="checkbox"/> Both	
<b>3.</b>	<b>Currently, is this course taught off campus?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>		
	<b>Proposed to be taught off campus?</b>	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
<b>4.</b>	<b>Are significant changes in content/teaching objectives of the course being proposed?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>		
	<b>If YES, explain and offer brief rationale:</b>				
	_____				
<b>5.</b>	<b>Course Relationship to Program(s).</b>				
<b>a.</b>	<b>Are there other depts and/or pgms that could be affected by the proposed change?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>		
	<b>If YES, identify the depts. and/or pgms:</b> _____				

<sup>6</sup> You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

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<b>b.</b>		<b>Will modifying this course result in a new requirement<sup>7</sup> for ANY program?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If YES <sup>7</sup> , list the program(s) here: _____				
<b>6. Information to be Placed on Syllabus.</b>				
<b>a.</b>	<input type="checkbox"/>	Check box if <u>changed to 400G or 500.</u>	If <u>changed to 400G-</u> or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)	

<sup>7</sup> In order to change a program, a program change form must also be submitted.

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**Signature Routing Log**

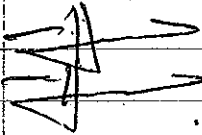
**General Information:**

Course Prefix and Number: MBA 610  
 Proposal Contact Person Name: Mary Lee Kerr Phone: 7-1924 Email: mker2@uky.edu

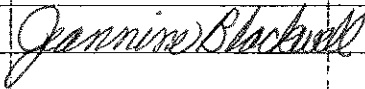
**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
MBA Policy Committee	11/24/2009	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
Gatton College Faculty	2/5/2010	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
		/ /	
		/ /	

**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>8</sup>
Undergraduate Council			
Graduate Council	4/29/10		
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

**Comments:**

<sup>8</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

**UNIVERSITY OF KENTUCKY  
GATTON COLLEGE OF BUSINESS & ECONOMICS**

**COURSE:** New Product Development Marketing (MBA 610)

**TEXTBOOK:** Crawford and Di Benedetto, *New Products Management*  
(ISBN# 978-0-07-352988-2)

**READINGS:** Available at Johnny Print

**PROFESSOR:** David Hardesty, Ph.D. (david.hardesty@uky.edu)  
Office: 455Q Gatton College of Business & Economics  
Office Phone: 859-257-9419

**OFFICE HOURS:** Office hours are by appointment. If you need to speak with me and cannot find me, leave a message at my office.

**COURSE DESCRIPTION:**

Crucial to the success of any business is the service or product it sells. This course examines how marketing research and marketing strategy aid firms in their management of the new product development or service process. Key questions include: (1) How does the firm determine the demand for and market the new product? and (2) How does the use of marketing research play into the new product development process?

**ATTENDANCE:**

You are expected to attend all classes. Exam questions will be based on material covered in class.

**ACADEMIC HONESTY:**

The Honor Code is in effect.

**GRADING:**

Midterm Exam	30%
Final Exam	30%
Case Writing Assignments	20%
Homework Assignments	20%

The grading policy for this course limits the percent of "As" earned to no more than 50%. A grade of "C" will be given for students whose cumulate score in the course is more than two standard deviations below the median class score.

**EXAMS:**

The exams are in-class closed-notes exam.

**CASE SUMMARIES:**

*Each summary should be no longer than three-pages, double-spaced, 12-point times new roman font and should consist of the following unless otherwise noted:*

- A summary statement of the major findings from the research
- An analysis of the marketing principles described and tested
- Managerial conclusions regarding the applicability of the findings and theoretical concepts

**Grading of Case Summaries:** The evaluation of case summaries is competitive, i.e., your summary will be graded in comparison to the output of your peers.

**Group Peer Evaluations:** Each student's grade will be weighted by peer evaluations from the other group members. Each group member will assess the contribution of other group members separately for each case summary. These evaluations will be confidential and will provide an opportunity for you to identify any group members who did not contribute at the same level as others within the group.

**GENERAL ADVICE:**

- 1) **READ** material to be covered, before class so that class discussion will be insightful.
- 2) **ATTEND** each class. **ARRIVE** on time. **TAKE NOTES**. **REVIEW** class notes.
- 3) **ASK** questions if you do not understand.
- 4) **TRY** all assignments. If you have difficulty doing the assignment, come see me.

Topics Covered	Assignments
Product Strategy, Targeting, Positioning, and NPD Best Practices <ul style="list-style-type: none"> <li>• Review of Targeting and Positioning</li> <li>• NPD Best Practices</li> </ul>	Required Readings: <ul style="list-style-type: none"> <li>• C&amp;D Ch 3</li> </ul>
Perceptual Mapping <ul style="list-style-type: none"> <li>• Factor Analysis</li> <li>• Multi-Dimensional Scaling</li> </ul>	Required Readings: <ul style="list-style-type: none"> <li>• C&amp;D – Ch 6</li> </ul>
Conjoint Analysis <b>BE 105 8-10am (10/29 and 10/30)</b> <b>Young B35 1-3pm (10/29 and 10/30)</b>	Required Readings: <ul style="list-style-type: none"> <li>• C&amp;D – Ch 7 &amp; 9</li> </ul> <b>Factor Analysis HW Due</b>
Sales Forecasting & Product Use Testing	Required Readings: <ul style="list-style-type: none"> <li>• C&amp;D – Ch 11 &amp; 15</li> </ul>
Scale Types, Survey Design, and Sampling	Required Readings: <ul style="list-style-type: none"> <li>• <b>Conjoint Analysis HW Due</b></li> </ul>
Correlation, Regression, and Chi-Square Analysis <b>Young B35 8am-11am</b> <b>Young B35 1-330pm</b>	<b>eBooks Case Write-Up Due</b>
t-tests <b>Young B-35 8am-10am</b> <b>Nursing 602J 1pm-3pm</b>	<b>Correlation, Regression, and Chi-square HW Due</b>
Marketing Research Panel	<b>t-test HW Due</b>
ANOVA and Pricing and NPD	Required Readings: <ul style="list-style-type: none"> <li>• <b>Why Consumer's Don't Buy Case Write Up Due</b></li> </ul>
Cascade Foods Case Discussion	Required Readings: <ul style="list-style-type: none"> <li>• <b>Cascade Foods Case Write Up Due</b></li> </ul>
PDMA Certification Prep	
Final Exam (9am-1230pm) Gatton 248 and 309	<b>Final Exam (9am-1230pm)</b>