



Middle Georgia State University

Course Modification (Non-Gen Ed) Proposal Form

C-BUSA 04-AA-2017
For Office Use Only
2018

Instructions: All course proposals must be signed by the Chair and Dean and submitted to the Office of the Provost.

Faculty Initiating Request: Carol Sargent Submission Date: March 29, 2018

Department/School: School of Business

Course Subject: Marketing Course Prefix: MKTG Course Number: 3161

Course Title: Principles of Marketing

Effective Semester: Fall 2018 Expected Semester Enrollment: 50

Credit Hours: 3.0 Lecture Hours: 3.0 Laboratory Hours: 0

Prerequisites: None Corequisites: None.

Provide a description of the course exactly as it will appear in the catalog.

MKTG 3161 Principles of Marketing
This is an introduction to the basic principles of marketing and the marketing environment with a focus on development of an

Current Course

This is an introduction to the basic principles of marketing and the marketing environment with a focus on development of an understanding of ethical planning, implementing, and controlling marketing activities on a

Is this course a requirement in any program outside of the home department or school? Yes No

What outside programs require this course? (List program, school, department, Dean, and Chair)

N/A

If this course is a requirement in programs outside of the home department or school, Deans and Chairs responsible for those programs