University of the Pacific  
Graduate Course Approval Form

Please fill in all information. After all required signatures are obtained on page two, send to Research and Graduate Studies, Knoles Hall, 2nd Floor. Research and Graduate Studies will then forward to the Academic Affairs Committee, Office of the Provost, Anderson Hall, 2nd Floor.

<table>
<thead>
<tr>
<th>Date:</th>
<th>April 25, 2006</th>
<th>Select below</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person:</td>
<td>Debbi Bell</td>
<td></td>
</tr>
<tr>
<td>Department:</td>
<td>ESB-MBA</td>
<td>Addition □</td>
</tr>
<tr>
<td>Phone:</td>
<td>946-2629</td>
<td>Revision □</td>
</tr>
<tr>
<td></td>
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<td>Deletion ☒</td>
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</tbody>
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| School or College: | BUS                      | Department: | MBA |
| Course Number:    | 242                      | Title:      | E-Commerce Marketing |
|                   |                         | Units:      | 3   |

Minimum Number of Students:

Prerequisites:

If replacing a course, old course title and number: N/A

Catalog Description (attach additional paperwork if necessary):

Review of the e-commerce marketplace examining opportunities on the Internet for business, marketing research, purchasing, business-to-business marketing and marketing strategy. Also covered is how the marketing mix is changing with this new technology.

Please attach a syllabus.

What are the reasons for the new course (e.g., student needs, major, etc.), program changes or deletion of the program?

Course is no longer taught in MBA

If approved, when will this be implemented? Fall ☒ Spring □ Year 2006
What is the anticipated impact on resources (faculty, funds, library, materials, etc.)
Negligible
Describe any specific facilities or technology needs.
N/A

APPROVAL PROCESS

1. Action by department requesting addition/change:
   Approved by: N/A  Date: 

2. Action by the Curriculum and/or Graduate Studies Committee of the School/College:
   Approved by:  Date: 5/12/06

3. Action by the Dean of the School/College:
   Approved by:  Date: 4-25-06

4. Action by the Dean of the Library:
   Approved by:  Date: 5/24/06

5. Action by the Director of Educational Technology Services (if computer lab, software needed):
   Approved by: N/A  Date: 

6. Action by the Registrar:
   Approved by:  Date: 8/21/06

7. Action by the Graduate Studies Committee (as appropriate):
   Approved by:  Date: 10/19/06

8. Action by the Academic Affairs Committee:
   Approved by:  Date: 

After approval by the Academic Affairs Committee, information regarding new, revised, or deleted programs and courses is sent to the Registrar for listing in or modifying the catalog.

Form revised 9/4/03