Section 1. Course Title and Description

Prefix & No. | Course Title | Credits
---|---|---
CA 430 | Consumer Decision Making | 3

Course Description: Study of theories and principles in judgment and decision making and behavioral economics. Barriers and strategies to improve consumer judgment and decision-making will be addressed including heuristics and biases, role of emotion and social forces.

Prerequisites: CA 230

Section 2. Review of Course

Will this be a common or unique course? (select the appropriate option below)

_x_ This course will be a unique course. (Go to Section 3.)

Section 3. Other Course Information

1. Are there instructional staffing impacts?

_x_ Yes. Specify: Work load modification will be needed for the instructor who will develop and teach the new course.

2. Existing program in which course will be offered: Consumer Affairs

3. Proposed instructional method: R (Lecture)

   Provide a brief justification: Since the course will be cover relatively new theories in the field, an instructor will give oral presentations of facts, principles, context, and interpretation in a traditional classroom setting.

4. Proposed primary delivery: 001 Face to Face

5. Term in which change will be effective: Spring 2012

6. Can this course be repeated for additional credit?

_x_ Yes. Specify: Work load modification will be needed for the instructor who will develop and teach the new course.

Yes. Total credit limit: 

_x_ No.
7. Will the grade for this course be limited to S/U (pass/fail)?       Yes  x  No

8. Will section enrollments be capped?
   x  Yes, maximum per section  70  No

9. Will this course be equated (i.e. considered the same course for degree completion) with any
   other unique or common course in the course database?       Yes  x  No

10. Is this prefix already approved for your university?       x  Yes  No

Section 4. To be completed by Academic Affairs

1. University department code: SCONS

2. Proposed CIP code: 190402

   Is this a new CIP code for this university?       Yes  X  No
**NEW COURSE REQUEST**  
Supporting Justification for On-Campus Review

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Soo Hyun Cho</td>
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<td>01-11-2011</td>
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<td>Request Originator</td>
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<td>Jane E. Hegland</td>
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<td>Department Chair</td>
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<td>Jane E. Hegland</td>
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<td>01-28-2011</td>
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<td>School/College Dean</td>
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1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.
   Identified a need for majors to be introduced to contemporary theories in the consumer affairs field. The course will strengthen students' knowledge of how consumers can be better in their decision making.

2. Note whether this course is:  
   - **X** Required  
   - ______ Elective

5. Desired section size:  
   50

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
   Soo Hyun Cho, PhD, assistant professor; Lorna Saboe-Wounded Head, PhD, assistant professor; Katie Morrison, PhD, assistant professor

9. Will the new course duplicate courses currently being offered on this campus?  
   ______ Yes  
   ___x___ No