



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

Authority to Offer an Existing Course

SDSU	Arts, Humanities and Social Sciences/ Ness School of Management and Economics
Institution	Division/Department

Dennis D. Hedge	3/26/2025
Institutional Approval Signature	Date

1. Is this a request to offer an existing common course or an existing unique course (approval will change course status from unique to common)?

Common Course

Unique Course

2. Provide the complete description as it appears in the system database including pre-requisites and co-requisites.

Prefix & No.	Course Title	Credits
MKTG 475-575	Consumer Behavior	3

****MKTG 475-575 is cross-listed with BADM 475-575. SDSU only requests authority to offer MKTG 475-575.**

Course Description
This course is a study of the various factors that influence consumers in their decisions relative to buying, using and disposing of goods, services and ideas. The course examines concepts and theories from the behavioral sciences and analyzes their application in developing marketing strategies.

MKTG 475 Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-req	Co-req
BADM 370 or MKTG 370	Marketing	Yes	No

MKTG 575 Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-req	Co-req
None			

3. Universities currently offering this course, or any equated courses:

BHSU (BADM) DSU (BADM) NSU (BADM) SDSMT SDSU USD (MKTG)

4. Does Offering the Course Create FTE Implications? No

5. Does Offering the Course Create Schedule Management Implications? No

Explain: Workload is available. Course sections within the program will be altered to offer the new course.

6. Existing program(s) in which course will be offered: Consumer Affairs (B.S.), Marketing Minor

7. CIP Code for the course: 52.1401

8. Is the university currently authorized to use the course prefix (i.e., the prefix is used for a minimum of 6 courses, not counting x9x courses)? Yes

9. Proposed instructional method by this university: R - Lecture

10. Proposed delivery method by this university: 001- Face to Face, 015 - Online Asynchronous, 018 - Online Synchronous

11. University Dept.: Ness School of Management and Economics

Banner Department Code: SSME

12. Authority to offer effective beginning in what term? Fall 2025

13. Section Restriction: None

BHSU Approval

From: Kilpinen, Jon <Jon.Kilpinen@bhsu.edu>

Sent: Wednesday, January 8, 2025 5:45 PM

To: Hoffelt, Janell <janell.hoffelt@sdstate.edu>

Cc: Seefeldt, Teresa <Teresa.Seefeldt@sdstate.edu>

Subject: RE: [EXT] FW: BADM/MKTG 475-575 Consumer Behavior

Janell,

BH supports this.

Jon

Jon T. Kilpinen

Provost & Vice President for Academic Affairs

Academic Affairs, Woodburn 218

Black Hills State University

DSU Approval

From: Hoey, Rebecca <Rebecca.Hoey@dsu.edu>

Sent: Friday, December 20, 2024 9:22 AM

To: Hoffelt, Janell <janell.hoffelt@sdstate.edu>; Freeburg, Beth M <beth.freeburg@usd.edu>; Kilpinen, Jon <jon.kilpinen@bhsu.edu>; Fouberg, Erin H (NSU) <erin.fouberg@northern.edu>

Cc: Seefeldt, Teresa <Teresa.Seefeldt@sdstate.edu>

Subject: RE: BADM/MKTG 475-575 Consumer Behavior

DSU is just fine with this, Janell.

Happy holidays to you!

Rebecca Hoey

Provost and Senior Vice President for Academic & Student Affairs

DAKOTA STATE UNIVERSITY

dsu.edu 605-256-5136 (office)

NSU Approval

From: Fouberg, Erin H (NSU) <Erin.Fouberg@northern.edu>

Sent: Friday, December 20, 2024 4:01 PM

To: Freeburg, Beth M <beth.freeburg@usd.edu>; Hoffelt, Janell <janell.hoffelt@sdstate.edu>; Kilpinen, Jon <jon.kilpinen@bhsu.edu>; Hoey, Rebecca <rebecca.hoey@dsu.edu>

Cc: Seefeldt, Teresa <Teresa.Seefeldt@sdstate.edu>

Subject: Re: BADM/MKTG 475-575 Consumer Behavior

Janell,

NSU supports your authority to offer request. NSU also offers this course regularly online.

Thank you

Erin

Erin H. Fouberg
Associate Vice President
Northern State University
Office: 605-626-3456
Mobile: 605-228-8137

USD Approval

From: Freeburg, Beth <beth.freeburg@usd.edu>
Sent: Friday, December 20, 2024 2:03 PM
To: Hoffelt, Janell <janell.hoffelt@sdstate.edu>; Kilpinen, Jon <jon.kilpinen@bhsu.edu>; Hoey, Rebecca <rebecca.hoey@dsu.edu>; Fouberg, Erin H (NSU) <erin.fouberg@northern.edu>
Cc: Seefeldt, Teresa <Teresa.Seefeldt@sdstate.edu>
Subject: RE: BADM/MKTG 475-575 Consumer Behavior

Janell,
USD supports your authority of offer request. We offer MKTG 475/575 as an online course, should your students require this option.
Thank you,

Elizabeth McKay Freeburg, Ed.S., Ph.D.
Associate Provost and Dean of the Graduate School

UNIVERSITY OF SOUTH DAKOTA
Academic Affairs
414 E. Clark St., Slagle Hall 102, Vermillion, SD 57069
P: 605-658-3850