

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2014, and finalized by the end of the fall semester to make the next catalog (2015-16) production

DATE (CHANGE DATE EACH TIME REVISED): 09/17/2015

PROGRAM AREA(S): MKT COURSE NO: 310

Directions: All sections of this form must be completed. Use **YELLOWED** areas to enter data. All documents are stand-alone sources of course information.

1. Indicate Changes and Justification for Each. *[Mark all change areas that apply]*

- | | |
|--|---|
| ☐ Course title | ☐ Course Content |
| ☐ Prefix/suffix | ☐ Course Learning Outcomes |
| ☐ Course number | ☐ References |
| ☐ Units | ☐ GE |
| ☒ Staffing formula and enrollment limits | ☐ Other ☐ |
| ☐ Prerequisites/Corequisites | ☐ Reactivate Course |
| ☐ Catalog description | |
| ☐ Mode of Instruction | |

Justification: The enrollment benchmark has been adjusted to reflect the nature of the course and current budgetary realities. *(Please provide justification(s) for each marked item above). Be as brief as possible but use as much space as necessary.]:*

2. Course Information.

[Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

OLD

Prefix MKT Course# 310 Title PRINCIPLES OF
MARKETING Units (3)
3 hours lecture per week
☐ hours blank per week

☐ Prerequisites: ☐
☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):
Presents and analyzes the fundamental principles, methods and procedures in modern marketing: planning, pricing, distribution, and promotion. Topics include creating customer value and satisfaction, strategic planning, marketing process and environment, research and information systems, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, product and services strategy, new-product development and product life cycle strategies, pricing, communications, direct and on-line marketing, and social responsibility and marketing ethics.

General Education Categories: ☐

Grading Scheme (Select one below):

☒ A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N N
Course Level:

☒ Undergraduate

NEW

Prefix MKT Course# 310 Title PRINCIPLES OF
MARKETING Units (3)
3 hours lecture per week
☐ hours blank per week

☐ Prerequisites: ☐
☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):
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Grading Scheme (Select one below):

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☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N N
Course Level:

☐ Undergraduate

☐ Post-Baccalaureate
Graduate

☐ Post-Baccalaureate
Graduate

3. **Mode of Instruction (Hours per Unit are defaulted)**

Hegis Code(s) _____
(Provided by the Dean)

Existing

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded		Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	Lecture	<u>3</u>	<u>1</u>	<u>40</u>	X	
Seminar		<u>1</u>			Seminar		<u>1</u>			
Lab		<u>3</u>			Lab		<u>3</u>			
Activity		<u>2</u>			Activity		<u>2</u>			
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					
Online					Online					

4. **Course Attributes:**

☐ **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapp> completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

☐ A-1 Oral Communication

☐ A-2 English Writing

☐ A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

☐ B-1 Physical Sciences

☐ B-2 Life Sciences – Biology

☐ B-3 Mathematics – Mathematics and Applications

☐ B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

☐ C-1 Art

☐ C-2 Literature Courses

☐ C-3a Language

☐ C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement (Graduation Writing Assessment Requirement)

Meets University Language Requirement

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History
Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

☐ **Online Course** (Answer YES if the course is ALWAYS delivered online).

5. **Justification and Requirements for the Course.** *[Make a brief statement to justify the need for the course]*

OLD

This is a required course for a Bachelor of Science in Business since the analysis of customer needs and wants and the ability

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to consistently serve customers through the delivery of a valued product and/or service is an essential skill for all business graduates. This course provides an opportunity to explore concepts related to the performance of business units and their managers relative to their ability to work within product life cycles, changing business-to-business and business-to-consumer markets, and the ability to recognize and nurture developing business opportunities.

X Requirement for the Major/Minor
 Elective for the Major/Minor
 Free Elective

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Submit Program Modification if this course changes your program.

6. Student Learning Outcomes. (List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

OLD

1. Analyze and present orally and in writing the fundamentals of marketing and its use in all organizations, public and private. (1,2,3,5)
2. Formulate and describe orally and in writing strategies businesses employ to both attract new customers and keep existing ones. (2,3,5)
3. Develop and present orally and in writing solutions for the complex and critical decisions management must face *before* a product or service is advertised or sold. (1,2,3,5).

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

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7. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

1. Marketing in a Changing World: Creating Customer Value and Satisfaction
2. Strategic Planning and the Marketing Process
3. Written/oral report on Business Marketing Association website
4. The Marketing Environment
5. Marketing Research and Information Systems
6. Written/oral report on American Marketing Association website
7. Consumer Markets and Consumer Buyer Behavior
8. Business Markets and Business Buyer Behavior
9. Written/oral report on American Management Association website
10. Market Segmentation
11. Preliminary group Marketing Plan presentation to peer focus groups
12. Product and Services Strategy
13. New-Product Development and Product Life Cycle Strategies
14. Pricing Products: Considerations and Approaches
15. Pricing Products: Pricing Strategies
16. Integrated Marketing Communications Strategy
17. Direct and On-Line Marketing: The New Marketing Model

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14. Pricing Products: Considerations and Approaches
15. Pricing Products: Pricing Strategies
16. Integrated Marketing Communications Strategy
17. Direct and On-Line Marketing: The New Marketing Model

18. Marketing and Society: Social Responsibility and Marketing Ethics
19. Final group Marketing Plan for original prototype product or service
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19. Final group Marketing Plan for original prototype product or service

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒ X
If YES, what course(s) and provide a justification of the overlap. ☐

Does this course content overlap a course offered in another academic area? Yes ☐ No ☒ X
If YES, what course(s) and provide a justification of the overlap. ☐

Overlapping courses require Chairs' signatures.

8. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
B. List each cross-listed prefix for the course: ☐
C. Program responsible for staffing: ☐

9. References. [Provide 3-5 references]

OLD

Kotler & Armstrong, 2001, *Principles of Marketing*, Upper Saddle River: Prentice-Hall, Inc.
Shimp, Terrence A., 2001, *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, New York: Dreyden Press
Cambridge University Press, *Marketing the American Creed Abroad: Diasporas in the U.S. & Their Homelands*

NEW

Kotler & Armstrong, 2013, *Principles of Marketing 15th edition*, Upper Saddle River: Prentice-Hall, Inc.
Shimp, Terrence A., 2013, *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications 8th edition*, New York: Dreyden Press
Etzel, Walker & Stanton, *Marketing: 14th Edition*, 2007 (McGraw-Hill/Irwin)

10. Tenure Track Faculty qualified to teach this course.

Susan A. Andrzejewski, Ekin Pehlivan

11. Requested Effective Date or First Semester offered: Fall 2016

12. New Resource Requested: Yes ☐ No ☒ X
If YES, list the resources needed.

- A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
☐
B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
☐
C. Facility/Space/Transportation Needs:
☐
D. Lab Fee Requested: Yes ☐ No ☒ X (Refer to the Dean's Office for additional processing)
E. Other. ☐

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☒ X

If, YES attach a program update or program modification form for all programs affected.

Deadline for New Minors and Programs: **October 1, 2014.**

Deadline for Course Proposals and Modifications, and for Program Modifications: **October 15, 2014.**

Last day to submit forms to be considered during the current academic year: **April 1, 2015.**

☐
Proposer(s) of Course Modification

Type in name. Signatures will be collected after Curriculum approval.

☐
Date

Approval Sheet

Course: [REDACTED]

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for Intl Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Community Engagement Director		
Signature		Date
Curriculum Chair		
Signature		Date
AVP		
Signature		Date