

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): JUNE 18, 2015

PROGRAM AREA(S): MKT

COURSE NO: 311

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 if cross-listed)

OLD	NEW
Prefix MKT Course# 311 Title CONSUMER BEHAVIOR Units (3)	Prefix MKT Course# 311 Title CONSUMER BEHAVIOR Units (3)
3 hours lecture per week	3 hours lecture per week
☐ hours blank per week	☐ hours blank per week
X Prerequisites: MKT 310	X Prerequisites: MKT 310
☐ Consent of Instructor Required for Enrollment	☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐	☐ Corequisites: ☐
Catalog Description (Do not use any symbols): A comprehensive study of behavioral models and concepts designed to help understand, evaluate, and predict consumer behavior. Stresses analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services.	Catalog Description (Do not use any symbols): A comprehensive study of behavioral models and concepts designed to help understand, evaluate, and predict consumer behavior. Stresses analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services.
General Education Categories: ☐	General Education Categories: ☐
Grading Scheme (Select one below):	Grading Scheme (Select one below):
X A – F	X A – F
☐ Credit/No Credit	☐ Credit/No Credit
☐ Optional (Student's Choice)	☐ Optional (Student's Choice)
Repeatable for up to ☐ units	Repeatable for up to ☐ units
Total Completions	Total Completions
Multiple Enrollment in Same Semester Y/N N	Multiple Enrollment in Same Semester Y/N N
Course Level:	Course Level:
X Undergraduate	X Undergraduate
☐ Post-Baccalaureate	☐ Post-Baccalaureate
☐ Graduate	☐ 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	3	1	30	X	Lecture	3	1	40	X	
Seminar		1			Seminar		1			
Lab		3			Lab		3			
Activity		2			Activity		2			
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					

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/geapproval>. Upon 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

Required course for the Marketing Emphasis.

NEW

Required course for the Marketing Emphasis.

☐ Requirement for the Major/Minor

X Elective for the Major/Minor

☐ Free Elective

☐ Requirement for the Major/Minor

X Elective for the Major/Minor

☐ Free Elective

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:

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OLD	NEW
1. Write comprehensive case studies applying consumer behavior issues to strategic marketing. (3,5) 2. Design, generate, and describe orally and in writing pricing strategies utilizing elements of the behavioral model. (1,2,3) 3. Design and create advertising and promotions utilizing elements of the behavioral model (1,5) *Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration	1. Write comprehensive case studies applying consumer behavior issues to strategic marketing. (3,5) 2. Design, generate, and describe orally and in writing pricing strategies utilizing elements of the behavioral model. (1,2,3) 3. Design and create advertising and promotions utilizing elements of the behavioral model (1,5) *Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

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

OLD

Internal Influences of Consumer Behavior

- A. Perception
- B. Learning
- C. Memory
- D. Motives
- E. Personality
- F. Emotions
- G. Attitudes

II. The Influence of Self-Concept and Lifestyle

III. External Influences of Consumer Behavior

- A. Culture
- B. Subculture
- C. Demographics
- D. Social Status
- E. References Groups
- F. Marketing Activities

IV. The Decision Process

- A. Stages (problem recognition, info. search, evaluation, selection, postpurchase)
- B. Influences on the Decision Process

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Does this course content overlap with a course offered in your academic program? Yes No ☒

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 ☒

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).

A. List each cross-listed prefix for the course: ☐

B. Program responsible for staffing: ☐

9. References. *[Provide 3-5 references]*

OLD

Consumer Behavior: Implications for Marketing Strategy, 9th ed., Hawkins, Best, and Coney, McGraw-Hill, 2004.
Consumers, 2nd ed., Arnold, Price, and Zinkhan, McGraw Hill, 2004.
Consumer Behavior, 10th ed., Blackwell, Miniard, and Engel, Thomson South-Western, 2006.

NEW

Consumer Behavior: Implications for Marketing Strategy, 9th ed., Hawkins, Best, and Coney, McGraw-Hill, 2004.
Consumers, 2nd ed., Arnold, Price, and Zinkhan, McGraw Hill, 2004.
Consumer Behavior, 10th ed., Blackwell, Miniard, and Engel, Thomson South-Western, 2006.

10. Tenure Track Faculty qualified to teach this course.

Marketing Faculty

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

12. New Resource Requested: Yes ☐ No ☒
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 ☐ (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 ☒

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.**

Jared Barton

6/28/2015

Proposer(s) of Course Modification

Date

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

Approval Sheet

Course: ECON 300 Fundamentals of Economics

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