

NEW COURSE PROPOSAL

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

Use YELLOWED areas to enter data.

DATE (*Change if modified and redate file with current date*)

10/13/2014, REV 1/21/2015

PROGRAM AREA(S)

MARKETING

1. Course Information. *[Follow accepted catalog format.]*

Prefix(es) (Add additional prefixes if cross-listed) and **Course No.** MKT 320

Title: MARKETING STRATEGY **Units:** 3

X Prerequisites MKT 310 or concurrent enrollment is permitted

Corequisites MKT 310

Consent of Instructor Required for Enrollment

Catalog Description (Do not use any symbols): Includes strategic analysis of a firm's activities from the marketer's point of view. Gives attention to marketing strategy formulation, implementation and control. Assesses strategies for the functional areas of marketing (product, pricing, distribution and promotion) and their relevant application to e-commerce.

Grading Scheme:

X A-F Grades

Credit/No Credit

Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units

Total Completions Allowed

Multiple Enrollment in Same Semester

Course Level Information:

X Undergraduate

Post-Baccalaureate/Credential Graduate

Mode of Instruction/Components *(Hours per Unit are determined by CSU policy).*

	Units	Hours per Unit	Default Section Size	Graded Component	CS & HEGIS # (Filled in by the Provost's Office)
Lecture	3	1	35		
Seminar		1			
Laboratory		3			
Activity		2			
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

hours lecture per week

hours per week

2. Course Attributes:

General Education Categories: All courses with GE category notations 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.

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).

☐ **Lab Fee Request** – Lab fee requests should be directed to the Student Fee Committee.

3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)

A. Justification: This course is one of the core offerings in any marketing program in the United States

B. Degree Requirement: ☐ Requirement for the Major/Minor

X Elective for the Major/Minor

X Free Elective

Note: Submit Program Modification if this course changes your program.

4. 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:

- Explain the pivotal role of a market-driven strategy and its scope
- Describe some of the challenges of today's marketing environment
- Analyze the nature and scope of markets and competition
- Distinguish how and when a market should be segmented
- **Develop a Customer Relation Strategy (CRM) strategy**
- Analyze markets, target them and then develop a positioning strategy
- Discuss what a brand should be, how to develop it, nurture it, and develop strategies that ensure its future
- Determine the role of the pricing strategy within the marketing mix strategy

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

- I. Imperatives for Market-Driven Strategy
- II. Markets and Competitive Space
- III. Strategic Market Segmentation
- IV. Customer Relationship Management
- V. Learning About Customers and Markets
- VI. Market Targeting Strategy
- VII. Strategic Relationships
- VIII. Innovation and New Product Strategy
- IX. Strategic Brand Management
- X. Value Chain Strategy
- XI. Pricing Strategy
- XII. Promotion, Advertising and Sales Promotion Strategies
- XIII. Sales Force and Other Marketing Strategies

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.

It overlaps with MKT 310 (Principles of Marketing). MKT 310 approaches the topic from a purely conceptual angle, while marketing strategy analyzes the topic to form strategic guidelines by use of established marketing models. It is complementary to MKT 310 with not only a hands-on approach but also through fostering analytical and strategic thinking.

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.

6. Cross-listed Courses (Please note each prefix in item No. 1) Beyond three disciplines consult with the Curriculum Committee.

A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).

List each cross-listed prefix for the course:

B. Program responsible for staffing:

7. References. [Provide 3 - 5 references. For references more than 10 years old, provide a one-sentence explanation of relevance.]

Cravens, D. & Piercy, N. (2008) Strategic Marketing. McGraw Hill.

Walker, O. & Mullins, J. (2013) Marketing Strategy: A Decision Focused Approach. McGraw Hill.

Ferrell, O.C. & Hartline, M. (2010) Marketing Strategy. Cengage Learning

8. Tenure Track Faculty Qualified to Teach This Course.

Ekin Pehlivan

Susan Andrejewski

9. Requested Effective Date:

First semester to be offered: FALL 2015

10. New Resources Requested. Yes ☒ No ☐

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

A simulation may be used if seen necessary by the instructor.

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs

D. Lab Fee Requested Yes ☐ No ☐ (Lab fee requests should be directed to the Student Fee Committee)

E. Other

11. Will this new course 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.**

Priority 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.**

Ekin Pehlivan

10/13/2014

Proposer of Course (Type in name(s). Signatures will be collected after Curriculum approval) Date

Approval Sheet

Course Prefix and number:

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 International Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement Director		
Signature		Date
Curriculum Chair		
Signature		Date
AVP		
Signature		Date