

**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): 10/07/2014

PROGRAM AREA(S): MARKETING COURSE NO: 409

**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]

- |                                                                            |                                                         |
|----------------------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Course title                                      | <input type="checkbox"/> Course Content                 |
| <input type="checkbox"/> Prefix/suffix                                     | <input type="checkbox"/> Course Learning Outcomes       |
| <input type="checkbox"/> Course number                                     | <input checked="" type="checkbox"/> References          |
| <input type="checkbox"/> Units                                             | <input type="checkbox"/> GE                             |
| <input checked="" type="checkbox"/> Staffing formula and enrollment limits | <input type="checkbox"/> Other <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Prerequisites/Corequisites             | <input type="checkbox"/> Reactivate Course              |
| <input type="checkbox"/> Catalog description                               |                                                         |
| <input type="checkbox"/> Mode of Instruction                               |                                                         |

**Justification:** The design, implementation, analysis, interpretation, and reporting of marketing research require some prior knowledge of probability and statistics. To maintain broad access to the course for those outside the major who may have interest, we have added as a prerequisite any one of the courses that introduce statistical thinking to students. We have also updated one of the references (the other two, surprisingly, do not appear to have new editions at present).

**2. Course Information.**

**OLD**

Prefix MKT Course# 409  
 Title MARKETING RESEARCH Units (3)  
 3 hours lecture per week  
☐ hours ☐ per week

X Prerequisites: MKT 310

☐ Consent of Instructor Required for Enrollment  
 Corequisites: ☐

**Catalog Description** (Do not use any symbols):

Fundamentals of marketing research including design, implementation, analysis, interpretation, and reporting. Develop skills in defining research problems, designing surveys, experiments and observational studies, managing data collection, performing data analysis, and communicating results. Emphasis is on the use of marketing research as a component of marketing strategy (making extensive use of statistical techniques).

General Education Categories: ☐

Grading Scheme (Select one below):

X 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:

X Undergraduate

☐ Post-Baccalaureate

☐ Graduate

**NEW**

Prefix MKT Course# 409  
 Title MARKETING RESEARCH Units (3)  
 3 hours lecture per week  
☐ hours ☐ per week

X Prerequisites: MKT 310 and one of the following: MATH 329, MATH 352, or SOC/POL/PSY 303

☐ Consent of Instructor Required for Enrollment  
 Corequisites: ☐

**Catalog Description** (Do not use any symbols):

Fundamentals of marketing research including design, implementation, analysis, interpretation, and reporting. Develop skills in defining research problems, designing surveys, experiments and observational studies, managing data collection, performing data analysis, and communicating results. Emphasis is on the use of marketing research as a component of marketing strategy (making extensive use of statistical techniques).

General Education Categories: ☐

Grading Scheme (Select one below):

X 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:

X Undergraduate

☐ 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>35</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/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).

**NO** 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**

Justification: Required course for Marketing Option

**NEW**

Justification: Required course for Marketing Option

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:

**OLD**

1. Write a comprehensive marketing research report (3)
  2. Design a primary research study and collect, analyze, and interpret secondary data(1,5)
  3. Collect, compile, analyze, and interpret primary data using various tests and techniques, including a survey instrument (1,2,5)
  4. Make oral presentations of marketing research results (1,2,5)
- \*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

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

**NEW**

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  2. Design a primary research study and collect, analyze, and interpret secondary data(1,5)
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- \*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**

- I. Overview of Marketing Research Process
- II. Secondary Data and Primary Data
- III. Qualitative Research
  - A. Focus Groups
  - B. Depth Interviews
  - C. Observational Research and Projective Techniques
- IV. Quantitative Research
  - A. Measurement and Scaling
  - B. Questionnaire Design
  - C. Sampling
  - D. Correlation
  - E. Chi-Squared Test
  - F. Regression Analysis
  - G. Statistical Testing of Differences (t-Tests and ANOVA)
  - H. Multivariate Analysis (Factor Analysis, Cluster Analysis, Conjoint Analysis)
- V. Communicating Research Results
  - A. Writing the Research Report
  - B. Making Research Presentations

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  - E. Chi-Squared Test
  - F. Regression Analysis
  - G. Statistical Testing of Differences (t-Tests and ANOVA)
  - H. Multivariate Analysis (Factor Analysis, Cluster Analysis, Conjoint Analysis)
- V. Communicating Research Results
  - A. Writing the Research Report
  - B. Making Research Presentations

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).
- B. List each cross-listed prefix for the course:
- C. Program responsible for staffing:

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

**OLD**

Marketing Research, 6<sup>th</sup> ed., McDaniel and Gates, Wiley Publishers, 2005  
Exploring Marketing Research, 8<sup>th</sup> ed., Zikmund, Thomson South-Western, 2005  
Marketing Research Within a Changing Environment, Hair, Bush, and Ortinau, McGraw Hill, 2006

NEW

Marketing Research, 9<sup>th</sup> ed., McDaniel and Gates, Wiley Publishers, 2012

Exploring Marketing Research, 8<sup>th</sup> ed., Zikmund, Thomson South-Western, 2005

Marketing Research Within a Changing Environment, Hair, Bush, and Ortinau, McGraw Hill, 2006

10. Tenure Track Faculty qualified to teach this course.

Susan Andrzejewski

Ekin Pehlivan

11. Requested Effective Date or First Semester offered: Fall 2015

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.

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Jared Barton

2014/10/07

Proposer(s) of Course Modification

Date

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

# Approval Sheet

## Course: MKT 409

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 Civic Engagement and Service Learning Director |  |  |
|-----------------------------------------------------------|--|--|

Signature

Date

|                  |  |  |
|------------------|--|--|
| Curriculum Chair |  |  |
|------------------|--|--|

Signature

Date

|     |  |  |
|-----|--|--|
| AVP |  |  |
|-----|--|--|

Signature

Date