

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
COURSE MODIFICATION PROPOSAL**

**Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester
to make the next catalog (2011-12) production**

DATE (CHANGE DATE EACH TIME REVISED): 10.1.10 REV 11.18.10

PROGRAM AREA(S): BUS

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

1. 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

Lab Fee Requested

Graded

CR/NC

X A - F

Repeatable

for up to units

Total

Completions

Multiple

Enrollment in

same semester

Course Level:

X Undergraduate

Post-bac/Credential

Graduate

Optional

(Student's

choice)

NEW

Prefix MKT Course# 310 Title PRINCIPLES OF
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(Student's

choice)

2. Mode of Instruction (Hours per Unit are defaulted)

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

Existing

Proposed

	Units	Hours Per Unit	Benchm ark Enrollme nt	Grad ed		Units	Hour s Per Unit	Benchm ark Enrollme nt	Grade d	CS No. (filled out by Dean)
Lecture	3	1	30	X	Lecture	3	1	30	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				

3. 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

Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History

Refer to website, 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).

4. 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 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.

Principles of Marketing is designed to assist the student in developing a functioning familiarity with marketing concepts. Marketing professionals understand, create, communicate, and deliver customer value and customer satisfaction. The student will learn to develop strategies that focus on customers, because if they are satisfied, market share and profits should follow. The main objective of this class is for students to comprehend modern marketing techniques and to put them into practice by preparing a culminating, comprehensive Marketing

NEW

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Plan, whereby teams will develop, price, research, and market an original prototype product or service to a target market of their peers. Classmates will serve as focus groups for each other, providing vital pre-production feedback. Students will incorporate concepts from their reading, class lecture, and focus group comments into this final project.. Finally, the course is designed to encourage students to develop an interest in the Marketing profession through Internet research of various professional associations and regulatory web-sites. Students will learn to gear their written and oral text and data toward a current audience of their academic peers and a future audience of business managers and potential customers. The Professor plans to have at least one guest speaker who has experience bringing several products from the concept stage to market. Additionally, the Professor shall discuss methodologies businesses use to market themselves as a whole to another business or the market at large (e.g. exit strategies, IPOs, etc.)

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

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

Submit Program Modification if this course changes your program.

5. Student Learning Outcomes. (List in numerical order. You may wish to visit resource information at the following website: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

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

OLD

Students who successfully complete this course will be able to:

1. Discuss the fundamentals of marketing and its importance to all organizations, public and private
2. Write comprehensive Marketing Plans and Marketing Strategies
3. Formulate and execute strategies businesses employ to both attract new customers and keep existing ones
4. Identify, conceptualize, and develop solutions for the complex and critical decisions management must face *before* a product or service is advertised or sold
5. Communicate logical, reasoned business information to support conclusions about marketing processes and business ethics through discussion, writing and oral presentations.

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

NEW

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

6. 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

NEW

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4. The Marketing Environment
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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

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

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
18. Marketing and Society: Social Responsibility and Marketing Ethics
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.

7. 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: BUS

8. References. [Provide 3-5 references]

OLD

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

NEW

1. Kotler & Armstrong, 2001, *Principles of Marketing*, Upper Saddle River: Prentice-Hall, Inc.
2. Shimp, Terrence A., 2001, *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, New York: Dreyden Press
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9. Tenure Track Faculty qualified to teach this course.

Other Business Program faculty

10. Requested Effective Date or First Semester offered:

11. 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.

12. Indicate Changes and Justification for Each. *[Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]*

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

Justification:

Updated Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

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.

Priority deadline for New Minors and Programs: **October 4, 2010** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2010.**

Last day to submit forms to be considered during the current academic year: **April 15th.**

William Cordeiro

☐

Proposer(s) of Course Modification

Date

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

Approval Sheet

Course:

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.

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
Dean of Faculty		
	Signature	Date