

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; REV 11.19.10

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# 311 Title CONSUMER BEHAVIOR

Units (3)

3 hours lecture per week

hours blank per week

X Prerequisites: MKT 310

Consent of Instructor Required for Enrollment

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. Deepens a student's knowledge about consumer psychology and applies the knowledge from the perspective of a marketing manager. Stresses analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services.

General Education	Graded		Repeatable
Categories	CR/NC		for up to units
Lab Fee Requested	X A - F		Total
			Completions

Course Level:		Multiple
X Undergraduate	Optional	Enrollment in
Post-bac/Credential	(Student's	same semester
Graduate	choice)	

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X Undergraduate	Optional	Enrollment in same
Post-bac/Credential	(Student's	semester
Graduate	choice)	

2. 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	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

Required course for the Marketing Emphasis.

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

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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

1. Write comprehensive case studies applying consumer behavior issues to strategic marketing
2. Design and create pricing strategies utilizing elements of the behavioral model
3. Design and create advertisements utilizing elements of the behavioral model
4. Design and create promotions utilizing elements of the behavioral model

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

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

6. 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

NEW

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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.

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:

8. 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.

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Consumers, 2nd ed., Arnold, Price, and Zinkhan, McGraw Hill, 2004.
Consumer Behavior, 10th ed., Blackwell, Miniard, and Engel, Thomson South-Western, 2006.

9. Tenure Track Faculty qualified to teach this course.

Marketing Faculty

10. Requested Effective Date or First Semester offered:

11. 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. ☐

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 type="checkbox"/> Other <input type="checkbox"/>
<input type="checkbox"/> Prerequisites/Corequisites	<input type="checkbox"/> Reactivate Course
<input checked="" 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

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

☐

Date

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		
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Signature

Date

Program Chair		
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Signature

Date

Program Chair		
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Signature

Date

General Education Chair		
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Signature

Date

Center for Intl Affairs Director		
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Signature

Date

Center for Integrative Studies Director		
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Signature

Date

Center for Multicultural Engagement Director		
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Signature

Date

Center for Civic Engagement and Service Learning Director		
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Signature

Date

Curriculum Chair		
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Signature

Date

Dean of Faculty		
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Signature

Date

