

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 if cross-listed)

OLD

Prefix MKT Course# 409 Title MARKETING RESEARCH
 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):
 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 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 Optional (Student's choice)
 Post-bac/Credential
 Graduate

NEW

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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	24	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

Justification: Required course for Marketing Emphasis.

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.

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

Upon completion of this course students will be able to:

1. Write a comprehensive marketing research report
2. Collect, analyze, and interpret secondary data
3. Design a primary research study
4. Design and administer a survey instrument
5. Collect, compile, analyze, and interpret primary data using various statistical tests
6. Make presentations of marketing research results
7. Make strategic recommendation based on marketing research results

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

NEW

Upon completion of this course students will be able to:*

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

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

OLD

- 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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- 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 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 & ECON

8. References. [Provide 3-5 references]

OLD

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

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9. Tenure Track Faculty qualified to teach this course.

All BUS and ECON Tenure track 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 (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.]

Course title

Prefix/suffix

Course number

Units

Staffing formula and enrollment limits

Prerequisites/Corequisites

Catalog description

X Mode of Instruction

Course Content

X Course Learning Outcomes

References

GE

X Other JUSTIFICATION

Reactivate Course

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		
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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