

## NEW COURSE PROPOSAL

PROGRAM: BUSINESS

- 1. Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of \_\_\_ units); time distribution (Lecture \_\_\_ hours, laboratory \_\_\_ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

**MKT 490. SPECIAL TOPICS (3)**

Three hours per week.

Prerequisite: Consent of instructor.

In-depth analysis of current topics in marketing. Topics vary each semester. Repeatable by topic.

**2. Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture			
Seminar	<u>3</u>	<u>1</u>	<u>20</u>
Laboratory			
Activity			

- 3. Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This course provides an in-depth analysis of issues in marketing which may not be addressed thoroughly in other courses. Students are introduced to research at the forefront of the field and benefit from the specific expertise of the instructor.

Students who successfully complete this course will be able to:

- Identify specific problems in marketing.
- Apply the appropriate analytical tools to address specific problems in marketing.
- Summarize and report findings related to the description, assessment or solution of problems in marketing.

- 4. Is this a General Education Course** **NO**

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

**Sample course outline: Seminar in Online and Interactive Marketing**

Introduction to Clickstream Data  
Choice and Qualitative Response  
Path Analysis  
Text Processing  
Interactive Web Design

**6. References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*

*References for Sample Course Outline:*

Bucklin, Randolph et al. "Choice and the Internet: From Clickstream to Research Stream." UCLA Working Paper. 2001.

Hoffman, Donna and Thomas Novak. "Marketing in Hypermedia Computer-Mediated Environments." Journal of Marketing, 60 (July). 1996.

Mandel, Naomi and Eric Johnson. "Constructing Preferences Online: Can Web Pages Change What You Want?" Columbia University Working Paper. 2001.

Other materials to be selected by the instructor.

**7. List Faculty Qualified to Teach This Course.**

Marketing Faculty

**8. Frequency.**

a. Projected semesters to be offered: Fall \_\_\_\_\_ Spring   x   Summer \_\_\_\_\_

**9. New Resources Required.**

None.

**10. Consultation.**

Attach consultation sheet from all program areas, Library, and others (if necessary)

**11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.**

---

Proposer of Course

Date