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#   490Title SPECIAL TOPICS
Units (3)
⬚   hours lecture per week
3   hours seminar per week

   Prerequisites: ⬚
X Consent of Instructor Required for Enrollment
⬚   Corequisites: ⬚

Catalog Description (Do not use any symbols):
In-depth analysis of current topics in marketing. Topics vary each semester. Repeatable by topic.

General Education Categories ⬚

⬚ Lab Fee Requested

Course Level:
X   Undergraduate
⬚   Post-bac/Credential
⬚   Graduate

Graded ⬚
CR/NC ⬚
X A - F

⬚ Repeatable for up to ⬚ units
Total Completions ⬚

Optional (Student's choice) ⬚

⬚ Multiple Enrollment in same semester

NEW
Prefix MKT Course# 490 Title SPECIAL TOPICS
Units (3)
⬚   hours lecture per week
3   hours seminar per week

⬚ Prerequisites: ⬚
X   Consent of Instructor Required for Enrollment
⬚ Corequisites: ⬚

Catalog Description (Do not use any symbols)**:**
In-depth analysis of current topics in marketing. Topics vary each semester. Repeatable by topic.

General Education Categories ⬚

⬚ Lab Fee Requested

Course Level:
X   Undergraduate
⬚   Post-bac/Credential
⬚   Graduate

Graded ⬚
CR/NC ⬚
X A - F

X Repeatable for up to 9 units
Total Completions 3

Optional (Student's choice) ⬚

⬚ Multiple Enrollment in same semester

2. **Mode of Instruction (Hours per Unit are defaulted)**   **Hegis Code(s)**_____
                                                                (Provided by the Dean)

Existing

	Units	Hours Per Unit	Benchmark Enrollment	Graded
Lecture	⬚	1	⬚	⬚
Seminar	3	1	20	X
Lab	⬚	3	⬚	⬚
Activity	⬚	2	⬚	⬚
Field Studies	⬚		⬚	⬚
Indep Study	⬚		⬚	⬚
Other blank	⬚		⬚	⬚

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture	⬚	1	⬚	⬚	⬚
Seminar	3	1	20	X	⬚
Lab	⬚	3	⬚	⬚	⬚
Activity	⬚	2	⬚	⬚	⬚
Field Studies	⬚		⬚	⬚	⬚
Indep Study	⬚		⬚	⬚	⬚
Other blank	⬚		⬚	⬚	⬚

3. **Course Attributes:**

12.4.09 km2

██ **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	**NEW**
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.	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.

██ Requirement for the Major/Minor   ██ Requirement for the Major/Minor
X   Elective for the Major/Minor   X Elective for the Major/Minor
██ Free Elective   ██ 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: Upon completion of the course, the student will be able to:*

OLD

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

NEW

1. Identify AND DESCRIBE orally and in writing specific issues in marketing. (1,2,3,5).
2. Apply the appropriate analytical tools to address specific problems in marketing. (1,5)
3. Summarize and report findings orally and in writing related to the description, assessment or solution of issues in marketing. (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)

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

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

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
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.

NEW
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.

9. **Tenure Track Faculty qualified to teach this course.**
   All Business and Economics 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** 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.]*

▯	Course title	▯	Course Content
	Prefix/suffix	X	Course Learning Outcomes
	Course number	▯	References
	Units	▯	GE
	Staffing formula and enrollment limits	X	Other REPEATABLE, COMPLETIONS
	Prerequisites/Corequisites	▯	Reactivate Course
▯	Catalog description		
▯	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** X

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