

**NEW COURSE PROPOSAL**

**Courses must be submitted by October 15, 2014, and finalized by the end of that fall semester for the next catalog production.**

**Use YELLOWED areas to enter data.**

DATE (*Change if modified and redate file with current date*)

11/06/2014

PROGRAM AREA(S)

MARKETING/PSYCHOLOGY

**1. Course Information.** *[Follow accepted catalog format.]*

**Prefix(es)** (Add additional prefixes if cross-listed) **and Course No.** **MKT 442/PSY 442**

**Title:** **PSYCHOLOGY OF JUDGMENT & DECISION MAKING** **Units:** **3**

X Prerequisites PSY 100

Corequisites

Consent of Instructor Required for Enrollment

**Catalog Description** (Do not use any symbols): Examines the processes that underlie how decisions are made, and examines why the judgments people make are sometimes irrational, biased, or just plain wrong. Covers a broad range of topics including normative decision theory, heuristics and biases, memory, emotion, game theory, motivation, morality, and improving decision making. Makes connections between psychological approaches to decision making and those adopted in business and economics, health and medicine, and law and public policy.

**Grading Scheme:**

X A-F Grades

Credit/No Credit

Optional (Student Choice)

**Repeatability:**

Repeatable for a maximum of units

Total Completions Allowed

Multiple Enrollment in Same Semester

**Course Level Information:**

X Undergraduate

Post-Baccalaureate/Credential

Graduate

**Mode of Instruction/Components** (*Hours per Unit are defaulted.*)

	Units	Hours per Unit	Default Section Size	Graded Component	CS & HEGIS # (Filled in by the Provost's Office)
Lecture	3	1	35		
Seminar		1			
Laboratory		3			
Activity		2			
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

3 hours **lecture** per week

hours blank per week

**2. 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

X **D (Social Perspectives)**

**E (Human Psychological and Physiological Perspectives)**

X **UDIGE/INTD Interdisciplinary**

☐ **Meets University Writing Requirement (Graduation Writing Assessment Requirement)**

☐ **Meets University Language Requirement**

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

Regarding 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).

☐ **Online Course** (Answer YES if the course is ALWAYS delivered online).

☐ **Lab Fee Request** – Lab fee requests should be directed to the Student Fee Committee.

**3. Justification and Requirements for the Course.** (Make a brief statement to justify the need for the course)

A. Justification: As the faculty in the Martin V. Smith School of Business and Economics work to expand our course offerings to satisfy student desire for a Marketing emphasis, Professor Pehlivan and I are proposing several new course offerings such as this course. Moreover, as a junior faculty member who is trained in both Marketing and Psychology, I look forward to the opportunity to teach an Upper Division Interdisciplinary General Education Course. I am more than willing to teach the course as a solo instructor of record; however, I welcome the opportunity to co-teach the course in the future. The course focuses on understanding judgment and decision making processes, as well as understanding the various factors that may influence these processes. Consideration of these outside influences leads to more general concern with rational behavior – how does one define rationality, and to what degree do people deviate from rationality in their judgment and decision making processes. This course will compare and contrast normative, descriptive, and critical theories of judgment and decision making. The course has a strong interdisciplinary focus; there is a close connection between psychological approaches to decision making and approaches adopted by other disciplines such as business and economics, health and medicine, and law and public policy.

B. Degree Requirement:

☐ Requirement for the Major/Minor  
☐ Elective for the Major/Minor

X Free Elective

**Note: Submit Program Modification if this course changes your program.**

**4. Student Learning Outcomes.** List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy:

<http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

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

1. Understand the psychological processes involved in judgment and decision making, and why those processes lead to more (or less) accurate judgements.
2. Compare and contrast different theories that explain how people perceive, attend to, and process information related to judgements and decision making.
3. Explore the various factors that have the potential to influence judgment and decision making (e.g., motivation, emotion, etc.). (GE 7.3)
4. To clearly and concisely convey their theoretically informed position through written and oral communication (GE 4.2)
5. Acquire some practical, general skills for decision making, useful in life and work.

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

- I. The Nature of Human Judgment
- II. Normative Models of Decision Making
- III. Descriptive Models of Decision Making
- IV. Heuristics and Biases
- V. Representativeness and Availability
- VI. Chance, Randomness, and Illusory Correlations
- VII. Memory Errors
- VIII. Motivated Reasoning
- IX. Emotional Influences on Judgment
- X. Anchoring and Adjustment
- XI. Rational vs. Irrational Behavior
- XII. Making Important Decisions
- XIII. Improving Reasoning

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.

**6. Cross-listed Courses** (Please note each prefix in item No. 1) Beyond three disciplines consult with the Curriculum Committee.

**A.** List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).

List each cross-listed prefix for the course: ☐ PSY

**B.** Program responsible for staffing: Martin V. Smith School of Business & Economics

**7. References.** [Provide 3 - 5 references]

Ariely, D. (2010). Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions. Harper Perennial.

Brafman, R. & Brafman, R. (2009). Sway: The Irresistible Pull of Irrational Behavior. Broadway Books.

Gilovich, T., Griffin, D., & Kahneman, D. (Eds.) (2002). Heuristics and Biases: The Psychology of Intuitive Judgment. Cambridge University Press.

**8. Tenure Track Faculty Qualified to Teach This Course.**

Susan A. Andrzejewski  
Ekin Pehlivan

**9. Requested Effective Date:**

First semester offered: Fall 2015

**10. New Resources 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 ☒ (Lab fee requests should be directed to the Student Fee Committee)

**E.** Other

☐

**11. Will this new course 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 1, 2013 of preceding year.

Priority deadline for Course Proposals and Modifications: October 15, 2013, of preceding year.

Last day to submit forms to be considered during the current academic year: April 15<sup>th</sup>.

Susan Andrzejewski, Andrew Morris

11/06/2014

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

GE Committee response to your request have MKT442: Psychology of Judgment and Decision Making added to D: Social Perspectives

Approved by 2014-2015 GE Committee:

Janet Rizzoli  
Emily Saunders  
Geoffrey Buhl  
Catherine Burriss  
Robert Bleicher  
Virgil Adams  
Rachel Danielson  
Dax Jacobson  
Sarah Johnson  
Rosa Rodriguez  
Blake Buller

MKT 442 forwarded to Curriculum Committee for review.

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Course: MKT442 Psychology of Judgment and Decision Making  
Area: D Social Perspectives  
Date Submitted: 11/6/2014 9:52:40 AM  
Date Approved: 11/12/2014 8:42:13 PM

1. Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human experience

1. This course focuses on understanding judgment and decision making processes. First, we will explore the normative psychological approach to judgment and decision making processes. Then, we will examine how these processes may, or may not, differ from optimal decision making procedures. The subject matter will be couched in examples and applications from business and economics, health and medicine, and law and public policy. For a current example, exploring how judgment and decision making processes surround the current Ebola scare in the United States (e.g., how media portrayals influence the public, how emotions influence judgment, how our leaders will decide to address the issue, if at all, etc.).

2. Focus on how a social science discipline conceives and studies human existence

What should I eat for dinner? Should I take this job offer across the country? Should I marry my partner? What brand of toothpaste should I buy? Should I attempt to submit a UDIGE course proposal in my first year? These are just a few examples of important judgments and decisions that people make during their lives. This course focuses on psychology theories and concepts inform the ways that individuals make these decisions. We will also explore the various influences that alter optimal decision making procedures (e.g., motivational, cognitive, and affective influences).

3. Address issues using the methods commonly employed by a social science discipline

As part of this course, students will be required to complete a semester long research project that utilizes common social science methods (e.g., behavioral experiments, survey research, observation, etc.).

GE Committee response to your request have MKT442: Psychology of Judgment and Decision Making added to UDIGE: Upper Division Interdisciplinary GE

Approved by 2014-2015 GE Committee:

Janet Rizzoli  
Emily Saunders  
Geoffrey Buhl  
Catherine Burriss  
Robert Bleicher  
Virgil Adams  
Rachel Danielson  
Dax Jacobson  
Sarah Johnson  
Rosa Rodriguez  
Blake Buller

MKT 442 forwarded to Curriculum Committee for review.

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Request Submitted  
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Course: MKT442 Psychology of Judgment and Decision Making

Area: UDIGE Upper Division Interdisciplinary GE Date Submitted: 11/6/2014 9:53:03 AM Date Approved: 11/12/2014 8:43:36 PM

1. Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines

The course has a strong interdisciplinary focus; there is a close connection between psychological approaches to decision making and approaches adopted by other disciplines such as business and economics, health and medicine, and law and public policy. The course will integrate content, ideas, and approaches from Psychology, Marketing, Management, Economics, and Statistics.

2. Include substantive written work consisting of in-class writing as well as outside class writing of revised prose. Examples of appropriate written work include: short papers, long papers, term papers, lab reports, documentation, disciplinary-based letters and memos, and essays.

The course will be led as a seminar style course where students will be required to write regular short critique papers where they are asked to discuss, reflect upon, and integrate concepts from the texts, articles, videos, class discussions, and student presentations. Students will also engage in a semester long final project where they are asked to apply the course materials to a final project of their choosing (with Professor approval). All final projects will require a significant writing component, outside research, and an oral presentation of their findings.

# Approval Sheet

**Program/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.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

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 International 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 Director		
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Signature

Date

Curriculum Chair		
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Signature

Date

AVP		
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Signature

Date