Code # BU24 (2015) Rev

**New Course Proposal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

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| --- |
| **New Course or**  **Experimental Course (1-time offering) (Check one box)**  *Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Katie Hill, PhD

[khill@astate.edu](mailto:khill@astate.edu)

870-680-8073

2. Proposed Starting Term and Bulletin Year

Spring 2017

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

MKTG 4143

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Advanced Category Management

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

As a continuation of MKTG 3173 Category Management, students will use information systems and data resources to perform price and cost analysis techniques leading to the creation of category strategic direction, innovative marketing and sourcing strategies, and evaluating category performance.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Are there any prerequisites? Yes
   1. If yes, which ones?

MKTG 3173 Category Management

* 1. Why or why not?

Category Management provides basic knowledge of the Category Management process. This foundation is critical to gaining full value from the proposed, more applied, course of Advanced Category Management.

1. Is this course restricted to a specific major? No
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Spring

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Choose an item.

Please explain. Enter text...

12. Is this course in support of a new program? Yes

a. If yes, what program?

Minor in Sales Leadership as well as serving as electives in B.S. in Marketing

13. Does this course replace a course being deleted? No

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? No

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? Yes

*If no: Contact Registrar’s Office for assistance.*

16. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1

Review of Category Management and The Principles and Evolution of Category Management

Week 2

The Stages of Category Management and Category Management and the Retailers Strategy

Week 3

Stage 1: Initiation – Kicking off the Category Management Project

Week 4

Stage 1: Initiation – Planning the Project

Week 5

Stage 1: Initiation - First Insights and Direction Setting

Week 6

Stage 2: Insight – Introduction to Data Gathering

Week 7

Stage 2 continued – Price and Cost Analysis and Understanding the External Environment

Week 8

Stage 2 – Developing a Strategic Direction

Week 9

Stage 3: Innovation - Creating a Marketing Strategy for the Category

Week 10:

Stage 3: Innovation – Creating and Sourcing the Strategy and Finalizing the Sourcing Strategy

Week 11

Stage 4: Implementation: Implementation Planning and Execution, and Contracting

Week 12

Stage 5: Improvement: Reviewing Category Performance and Making Adjustments

Week 13

Making Category Management Happen and Bringing the Consumer into Category Management

Week 14

Guaranteeing Success in Category Management: Now and in the Future

Enter text...

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Sales Leadership lab and store site visits

19. Department staffing and classroom/lab resources

Standard Classroom and Sales Leadership Center Labs

1. Will this require additional faculty, supplies, etc.?

Not at this time. As the program grows, additional faculty may be needed.

20. Does this course require course fees? No

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is offered in support of the Sales Leadership Minor. The ability to apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries is essential in Advanced Category Management and is an essential part of the marketing and sales profession. Students will be expected to learn and apply category management processes and provide businesses with strategic solutions that will benefit sales, marketing, and category management professionals through a variety of projects, cases, and site visits.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

This course addresses and enhances student learning consistent with the core goals of the College of Business including the use of technology, communication skills, ethics, business knowledge, and critical thinking. Additionally, the course supports Sales Leadership Minor goals to include sales and business knowledge, prospecting and negotiation skills through research-driven initiatives, and research and analytical skills.

c. Student population served.

This course will be a requirement for all Sales Leadership Minors. This course will be an elective for students in the BS Marketing program as well as other majors.

d. Rationale for the level of the course (lower, upper, or graduate).

This course is a senior level course given the level of difficulty and prerequisite requirements of MKTG 3173 Category Management.

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

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| * 1. Global Awareness | * 1. Thinking Critically | * 1. Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course is an elective for marketing majors but is a required course for the Sales Leadership Minor. The major level outcomes for the sales leadership minor are the same outcomes listed below:

Students will communicate effectively and professionally in sales and business interactions

Students will demonstrate prospecting and negotiation skills through research-driven initiatives Students will demonstrate analytical skills through customer relationship management (CRM) systems and data analysis

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 3 (from question #23)** | Students will demonstrate analytical skills through customer relationship management (CRM) systems and data analysis systems |
| Assessment Measure | Direct measure using case studies, site visits, and reflective writing |
| Assessment  Timetable | Every semester the course is offered, the data will be collected in Advanced Category Management during the final class project where students will utilized CRM and other data analysis tools to project future sales for a current business. Data will be collected very semester and will be reported every two years. |
| Who is responsible for assessing and reporting on the results? | Dr. Katie Hill will report the data and conclusions to the Office of Assessment |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the assessment measures and benchmarks for student-learning success?

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| --- | --- |
| **Outcome 1** | Utilize advanced category management processes |
| Which learning activities are responsible for this outcome? | Case studies, homework problems , lectures, site visits, guest speakers, |
| Assessment Measure and Benchmark | Student performance on case study analyses, homework problems, reflective writing assignments, presentations and interaction with sales professionals and category managers within the context of the class. Such performance will be benchmarked with expected performance according to rubrics developed for skill demonstration. |

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| **Outcome 2** | Deploy information systems and data resources available to analyze current problems and develop company solutions |
| Which learning activities are responsible for this outcome? | Case studies and homework problems |
| Assessment Measure and Benchmark | Student performance on case study analyses, homework problems, such performance will be benchmarked with expected performance according to rubrics developed for skill demonstration. |

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| **Outcome 3** | Develop sales presentations that effectively communicate solutions for businesses in different industries |
| Which learning activities are responsible for this outcome? | Case studies, homework problems , lectures, site visits, guest speakers, sales presentations |
| Assessment Measure and Benchmark | Student performance on case study analyses, homework problems, reflective writing assignments, sales presentations and interaction with sales professionals and category managers within the context of the class. Such performance will be benchmarked with expected performance according to rubrics developed for skill demonstration. |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**MKTG 4113. International Marketing** Exporting and importing products, as well as the management of international operations. These include all phases of business activity related to operating marketing and sales facilities abroad, establishing production or assembly facilities in foreign areas, and creating licensing arrangements. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Demand.

**MKTG 4123. Organizational Purchasing** This course addresses the strategic and operational aspects of purchasing functions in private and public organizations. Emphasis will be placed on the development and evaluation of suppliers in an organizational setting. Prerequisite, MKTG 3013. Spring.

**MKTG 4133. International Logistics and Outsourcing** Systematic review of concepts involved in supply chain outsourcing, with emphasis on the selection of service suppliers, the organized movement of goods between firms in more than one nation, and the unique aspects of international logistic processes. Prerequisites, MKTG 3163 or MKTG 4113 or MGMT 4123 or permission of Instructor. Fall.

**MKTG 4143. Advanced Category Management** Students apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries.

**MKTG 419V. Special Problems in Marketing**   Individual problems in marketing arranged in consultation with the instructor. Must be approved by the department chair. Special course fees may apply. Fall, Spring, Summer.

**MKTG 4223. Marketing Management** Evaluation and analysis of marketing strategies in competitive situations. Course examines various price, product, distribution, and promotion strategies that are essential to firms. Focus on the integration and assessment of these elements in developing and adapting a successful marketing strategy. Prerequisite, MKTG 3013. Fall, Spring, Demand.



