Code # Enter text…

**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)

Kelly E. Fish, Ph.D., CGBP

Professor, Computer & Information Technology

Arkansas State University

P.O. Box 239

State University, AR 72467

Phone: 870-972-3986

2. Proposed Starting Term and Bulletin Year

Fall 2016

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 4213  
  
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).

Marketing Analytics

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

Students will harness the power of data in the marketing management decision process in a digital environment using analytics to identify/target profitable customers, expand relationships and share of business through analysis of customer digital behavior, spend data, and preferences.

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? Choose an item.
   1. If yes, which ones?

MKTG 3013

* 1. Why or why not?

Students need to understand the fundamental concepts of marketing to be able to understand analytics of marketing

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.*

Fall

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 and lab

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? No

a. If yes, what program?

Enter text...

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 - Digital Savvy, Exploring Digital Attribution at W.M. Winters, Quiz 1**

**Week 2 - Web site introduction with HTML, Cascading Style Sheets (CSS), and JavaScript,   
Quiz 2, Sign-up for Google Analytics Academy, Print screen policy**

**Week 3 - Digital Analytics fundamentals   
Class 1 – Units 1, 2, 3  
Class 2 - Lab 1 - web site registration/account management  
  
Week 4 - Digital Analytics fundamentals   
Class 1 – Unit 4  
Class 2 – Lab 2 - account management, views**

**Week 5 - Digital Analytics fundamentals  
Class 1 – Unit 5  
Class 2 – Lab 3 - filters/data characteristics**

**Week 5 - Digital Analytics fundamentals  
Class 1 – Google Analytics Certification Exam, 1st attempt  
Class 2 – Lab 4 – Setting goals**

**Week 6 - Digital Analytics fundamentals  
Class 1 – Google Analytics Certification Exam, 2nd attempt  
Class 2 – Lab 5 – Conversion attrition and ROI**

**Week 7 – Displaying Marketing data, Excel Pivot Tables, Lab 6  
  
Week 8 – Displaying Marketing data, Excel Charts, Lab 7  
  
Week 9 – Price optimization, Excel Demand Curves, Lab 8  
  
Week 10 – Forecasting Sales, Excel Regression, Lab 9   
  
Week 11 – Optimizing Direct Mail Campaigns with RFM in Excel, Lab 10  
  
Week 12 - Market Segmentation, Cluster Analysis in Excel, Lab 11;**

**Week 13 - Calculating a Customer’s Lifetime Value in Excel, Lab 12;**

**Week 14 - Text Mining Big Data (Twitter) Case study;**

**Final Exam**

Enter text...

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

Computer labs

19. Department staffing and classroom/lab resources

Taught by Professor Fish in a computer lab

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

No

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)

Marketing is an increasingly technical field and to ready marketing students to be competitive, research-driven, analytical, digital and tech skills are imperative. In consultation with practicing marketing professionals, skill gaps were recognized in analytical, digital, and tech skills. To fill this gap in the current marketing curriculum, this course was piloted as MKTG 419V Special Problems in Spring 2016. Student feedback and performance is very positive and 12 of the 15 students currently enrolled have attained Google Analytics Certification. Based on the value of this certification, a relationship is being developed with several local businesses to place interns specifically in Search Engine Management/Search Engine Optimization and web analytics positions. Also as a result of piloting the course, an additional project has developed with A-State Marketing & Communications and ITS to examine and create recommendations based on Google Analytics data from [www.astate.edu](http://www.astate.edu) and course level goals refined to include this project.

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.

The mission of the College of Business is to provide high quality management education to include fostering analytical thinking and problem solving. The mission of the Department of Marketing and Management includes preparing students to create and implement marketing strategies within a wide variety of industries. 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 the BS Marketing learning goals to include marketing knowledge, digital savvy, and research and analytical skills, all of which are necessary to create and implement modern marketing strategies. Additionally, AACSB accreditation emphasizes ‘current expertise’ as important within the business curriculum.

c. Student population served.

Marketing majors and others as an elective

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

MKTG 3013 Marketing is a prerequisite and this level of preparation is needed to gain full value from the course.

**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?

Depth of Marketing Knowledge

Digital Savvy

Analytical/Research-driven Skills

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 1 (from question #23)** | Depth of Marketing Knowledge |
| Assessment Measure | ETS – Major Field Test of Business – marketing subscores for marketing majors |
| Assessment  Timetable | Spring 2017 and every two years going forward in MGMT 4813 Strategic Management (capstone business course) |
| Who is responsible for assessing and reporting on the results? | Dr. Melodie Philhours and the faculty Business Knowledge Goal Assessment Team |

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

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| **Program-Level Outcome 2 (from question #23)** | Digital Savvy |
| Assessment Measure | Final individual project paper and presentation in MKTG 4223 Marketing Management |
| Assessment  Timetable | Data collected each term course is offered; reported every two years Spring 2016 going forward. |
| Who is responsible for assessing and reporting on the results? | Final individual projects in MKTG 4223 Marketing Management will be evaluated by instructor. Results will be evaluated using instructor grading scale and B or better will be considered acceptable for marketing majors. All students will be evaluated and marketing majors will be selected for specific data collection. |

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| **Program-Level Outcome 3 (from question #23)** | Analytical/Research-driven Skills |
| Assessment Measure | Individual projects in MKTG 3023 Applied Research |
| Assessment  Timetable | Data collected each term course is offered; reported every two years Spring 2016 going forward. |
| Who is responsible for assessing and reporting on the results? | Individual projects in MKTG 3023 Applied Research will be evaluated by Dr. Nonis, professor for this course. Results will be evaluated using Dr. Nonis’ grading scale. B or better will be considered acceptable for marketing majors. Other CoB majors are required to take this course. All students will be evaluated and marketing majors will be selected for specific data collection. |

**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** | Recall the fundamental concepts of the internet and digital marketing environment |
| Which learning activities are responsible for this outcome? | Weeks 1 and 2 lectures, case study, A-State website analysis project |
| Assessment Measure and Benchmark | Student performance on Quizzes 1 and 2 and project. In the first year we will collect data and determine a baseline of proficiency. |

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| **Outcome 2** | Employ the Google Analytics platform to assist in web site marketing |
| Which learning activities are responsible for this outcome? | Labs 1-5, Google Analytics online training modules, class lectures, and A-State website analysis project |
| Assessment Measure and Benchmark | Student performance on labs, Google Analytics certification exam, and project. In the first year we will collect data and determine a baseline of proficiency. |

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| **Outcome 3** | Utilize spreadsheets to analyze marketing data |
| Which learning activities are responsible for this outcome? | Labs 6-12 and A-State website analysis project |
| Assessment Measure and Benchmark | Student performance on labs, final exam, and project. In the first year we will collect data and determine a baseline of proficiency. |

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| **Outcome 4** | Utilize text mining for a Big Data marketing problem |
| Which learning activities are responsible for this outcome? | Twitter case study and A-State website analysis project |
| Assessment Measure and Benchmark | Student performance on case study quiz and project. In the first year we will collect data and determine a baseline of proficiency. |

**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.* |

Page 423:

**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 4213. Marketing Analytics** Students will harness the power of data in the marketing management decision process in a digital environment using analytics to identify/target profitable customers, expand relationships and share of business through analysis of customer digital behavior, spend data, and preferences. Fall.

**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.

**MKTG 4273. Supply Chain Management Internship**  Provides practical supply chain management experience in business. Students will be assigned to work with regional firms and be supervised by an experienced professional. Special course fees may apply. Prerequisites, MKTG 3163 and consent of instructor. Fall, Spring, Summer.

