Code # BU13

**New/Special Course Proposal-Bulletin Change Transmittal 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 [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue 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. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

MKTG 4073

2. 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).

Social Media Marketing

3. 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 problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

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

Standard Letter

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

No

6. 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

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

Examination and application of concepts of brand relationships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities.

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

MKTG 3013 Marketing

b. Why?

Students should understand basic marketing concepts prior to taking Social Media Marketing in which they will learn to use specific tools to implement marketing plans.

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

Spring

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

Dr. Melodie Philhours, [mphilhours@astate.edu](mailto:mphilhours@astate.edu), 870-972-3430

11. Proposed Starting Term/Year

Spring 2014

12. Is this course in support of a new program? No

If yes, what program?

Enter text...

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

If yes, what course?

Enter text...

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. 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...

15. Justification should include:

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

With the rapid development of the use of social media in marketing and brand management, not only do consumers interact with brands in the traditional sense (viewing an ad, using the brand, etc.) but also ‘talk’ to each other about brands they care about. Most relevant for marketers are social and business networking sites, work sharing sites, blogs, microblogging, commerce communities, social bookmarking, mobile marketing, and collaborative projects. The purpose of this course is to understand the theory and application of these tools within the context of marketing strategy.

Learning Goals for Course:

1. Students will demonstrate understanding of the use of social media tools in marketing strategy

2. Students will demonstrate proficiency in the use of social media tools to include the most current applications of social and business networking sites, work sharing sites, blogs, microblogging, commerce communities, social bookmarking, and collaborative projects. (CoB LG)

3. Students will demonstrate analytical skills in a critique of existing social media marketing efforts (CoB LG)

4. Students will demonstrate written communication skills in execution of marketing strategies through social media (CoB LG)

5. Students will demonstrate oral communication skills through presentation of social media marketing strategy developed for a business, organizational, or nonprofit entity (CoB LG)

6. Students will demonstrate understanding of the ethical considerations involved in using social media (CoB LG)

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 content of and planned pedagogy for this course are consistent with College of Business learning goals as noted above (CoB LG) and with Management/Marketing departmental goals of active and experiential learning and currency of content.

c. Student population served.

Marketing majors and minors

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

MKTG 3013 Marketing is the introductory marketing course. Students must have a basic understanding of marketing to engage in an experiential learning environment such as proposed and as such, requires an upper level course.

16. 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: Introduction and Characteristics of Social Media

Week 2: Social Media Goals and Strategies

Week 3: Target Audiences and Persona Development

Week 4: Rules of Engagement in Social Media

Week 5: Blogs

Week 6: Podcasts and Webinars and Collaborative Projects

Week 7: Social and Business Networks

Week 8: Microblogging

Week 9: Search Engine Marketing

Week 10: Sharing Video, Photos and Images

Week 11: Marketing with Discussion Forums

Week 12: Mobile Marketing

Week 13: Social Media Monitoring

Week 14: Social Media Marketing Plans

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Essay tests – 2, multiple case studies, critiques, and assignments, social media plan and execution for a business, organization, or nonprofit entity.

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

None

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

Current or adjunct faculty. No additional classrooms or supplies.

20. What is the primary intended learning goal for students enrolled in this course?

Understanding and application of social media tools in marketing

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Social Media Marketing, by Barker, Barker, Bomann & Neher, 1st, Cengage, 2013

b. Number of pages of reading required per week: 30

c. Number of pages of writing required over the course of the semester: 15

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will demonstrate proficiency in the use of social media tools including the most current applications of social and business networking sites, work sharing sites, blogs, microblogging, commerce communities, social bookmarking, and collaborative projects. (CoB LG)

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Planning and implementation of a social media marketing strategy for a business, organization, or nonprofit entity.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Written plan, actual implementation, and presentation of activities

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will demonstrate analytical skills in a critique of existing social media marketing efforts (CoB LG)

Learning Activity:

Assigned cases and social media research activities to identify effective/ineffective use of tools

Assessment Tool:

Written assignments and essay test questions

**Outcome #3**:

Students will demonstrate written communication skills in execution of marketing strategies through social media (CoB LG)

Learning Activity:

Write content for social media tools

Assessment Tool:

Assignments throughout the course as well as essay test questions and writing content for the social media marketing project for a business, organization or nonprofit entity.

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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**Major in Marketing**

**Bachelor of Science**

**Emphasis in Marketing Management**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:** | |
| See University General Requirements for Baccalaureate degrees (p. 40)  *(For College of Business requirements, see p. 131)* | |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate Degrees (p. 82)  **Students with this major must take the following:**  *ECON 2313, Principles of Macroeconomics*  *MATH 2143, Business Calculus with a “C” or better.*  *SCOM 1203, Oral Communications (Required Departmental Gen. Ed. Option)*  *SOC 2213, Introduction to Sociology* ***OR***  *ANTH 2233, Introduction to Cultural Anthropology* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023, Applied Research | 3 |
| MKTG 3163, Supply Chain Management | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Marketing Management):** | **Sem. Hrs.** |
| MKTG 4113, International Marketing | 3 |
| **Select two of the following (at least one must be in MKTG):**  ACCT 3053, Cost Accounting with a Managerial Emphasis  BCOM 3573, Managerial Communication  CIT 4453, Global E-Commerce  ECON 4343, Managerial Economics  MGMT 3183, Entrepreneurship  MKTG 3033, Advertising and Promotion  MKTG 3043, Retailing  MKTG 3063, Transportation  MKTG 3093, Professional Selling and Sales Management  MKTG 4023, Services Marketing  **MKTG 4073 Social Media Marketing**  MKTG 4103, Concepts of Business Logistics  MKTG 4123, Organizational Purchasing  MKTG 4133, International Logistics and Outsourcing  MKTG 4283, Marketing Internship  MKTG 4343, Sports Marketing  MKTG 4393, Social and Nonprofit Marketing | 6 |
| **Sub-total** | **9** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours)  **PAGE 417**  **MKTG 3163. Supply Chain Management** Aspects of moving raw materials and finished goods through the firms networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to mini­mize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.  **MKTG 4023. Services Marketing** Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.  **MKTG 4043. Consumer Behavior** Evaluation of the extensive body of research evidence pertain­ing to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.  **MKTG 4073. Social Media Marketing** Examination and application of concepts of brand relationships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities. Prerequisite MKTG 3013. Spring.  **MKTG 4083. Marketing Research Design and Analysis** Processes involved in gathering, recording, and analyzing all facts about problems relating to the transfer and sale of goods and services from producer to consumer. Special course fees may apply. Prerequisites, MKTG 3013 and MKTG 3023. Fall, Spring.  **MKTG 4103. Concepts of Business Logistics** This course addresses the concepts, principles, and methods used to plan, organize, and manage logistics activities in the supply chain. Prereq­uisite, MKTG 3163. Fall.  **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 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.  **MKTG 4273. Transportation Internship** Provides practical transportation experience in business. Senior students will be assigned to work with regional firms and be supervised by an experienced professional. Special course fees may apply. Prerequisites, MKTG 3063 and consent of instructor. Fall, Spring.  **MKTG 4283. Marketing Internship** Provides practical marketing experience in merchandising or transportation. Senior students will be assigned to work with regional firms, supervised by an experienced professional to gain real world training. Special course fees may apply. Prerequisites, MKTG 3013 and consent of instructor. Fall, Spring, Summer.  **MKTG 431V. Health Care Marketing** The course explores a variety of environmental factors which affect the delivery of health services at all levels and discusses marketing approaches and techniques to best meet the needs of the community served. Special course fees may apply. Prerequisite, MKTG 3013. Demand. | |